



**CAHR  
ACRSS**

The Canadian  
Association for  
Healthcare  
Reimbursement

*L'association  
canadienne pour  
le remboursement  
des soins de santé*

# MARKET ACCESS 101: FUNDAMENTALS OF DRUG REIMBURSEMENT IN CANADA

A 1 DAY TRAINING COURSE ON  
REIMBURSEMENT AND ACCESS IN CANADA

Monday, May 16th, 2011

Toronto Airport Area



**SANDMAN**  
SIGNATURE  
HOTELS & RESORTS

55 Reading Court, Toronto, ON



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The Canadian Association for Healthcare Reimbursement  
*L'association canadienne pour le remboursement des soins de santé*

Reimbursement 101 has been specifically designed to provide a solid understanding of the fundamentals of the Canadian pharmaceutical reimbursement system.

Participants will gain insight into how reimbursement systems work, understand reimbursement from the payer perspective, and gain a broader understanding of the multiple factors required to successfully manage a market access portfolio.

### Who Should Attend

Reimbursement 101 is ideal for:

- Pharmaceutical industry professionals new to market access and health policy
- Marketing, Clinical, and Regulatory managers who want a deeper understanding of reimbursement system they market in

- Directors and Managers of Market Access, External Relations, Government Relations, and Reimbursement interested in a refresher or fresh perspective on the reimbursement systems

### Course Content

This course is comprehensive of most facets of reimbursement and will cover:

- Overview of reimbursement in Canada
- Price regulation
- Clinical data requirements
- Pharmacoeconomic models
- Budget impact analysis
- Submission strategy and logistics
- Common Drug Review
- Product Listing Agreements
- Private payers
- Specialty Pharmaceuticals

### Conference Fees\*

Fees	Members	Non-Members**	
Early-Bird Discount	\$ 675	\$ 825	Payable by April 16th, 2011
Regular Rate	\$ 750	\$ 900	On-site or after April 16th, 2011

\*Prices do not include HST

\*\*Includes 1-year membership to CAHR

### About CAHR

We are the professionals who work on behalf of pharmaceutical, biotechnology and medical device firms to secure formulary coverage for new therapies within the Canadian Healthcare System.

CAHR / ACRSS is the professional association through which we meet, learn and promote knowledge and information so that innovative new treatment options can become more readily available to the Canadians who need them.

<http://www.cahrp.ca>

**For more information please contact:**

Wendy Gerhart

Phone: 416-225-4500

Email: [cahr2011@hotmail.com](mailto:cahr2011@hotmail.com)

**Canadian Association for Healthcare Reimbursement**

c/o 18 Kenwell Crescent, Barrie, Ontario L4N 0A4