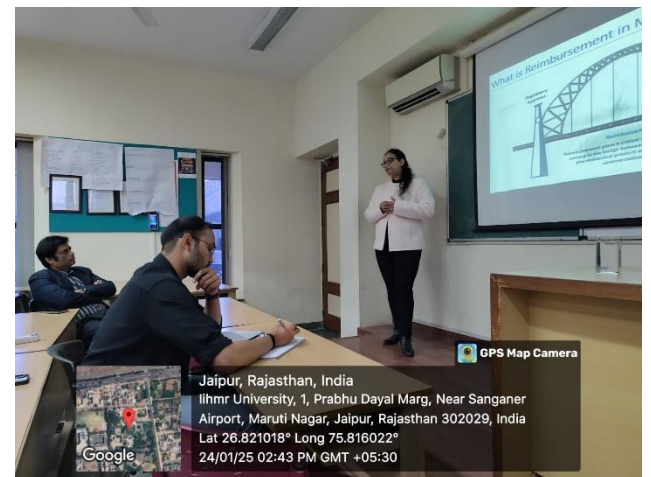


IIHMR UNIVERSITY, JAIPUR
EVENT OUTCOME REPORT
“Know your Alumni Episode 68”

“Know your Alumni Episode 68”
TOPIC: “The Road to Market: Key Concepts and Challenges in Pharma Market Access”
DATE: 24 th January 2025 from 2:00pm to 3:30pm.
VENUE: Room no 206 second floor, IIHMR University, Jaipur
SPEAKER: Ms Vrinda Mathur (SPM Alumnus 2015-17), Consultant (Pricing and Market Access), EVERSANA INDIA, Gurugram.
NUMBER OF PARTICIPANTS: 48 students from 2 nd year, MBA (Pharmaceutical Management)
INTRODUCTION: The 68 th episode of the Know your Alumni titled – “The Road to Market: Key Concepts and Challenges in Pharma Market Access” held on 24th January, at IIHMR University. Ms Vrinda Mathur (SPM Alumnus 2015-17), Consultant (Pricing and Market Access), EVERSANA INDIA, Gurugram. The event was moderated by Dr Saurabh Kumar, Dean, SPM and Associate Professor and student moderator Mr. Deepesh Gaikwad from the PM-15. The session focus on “The critical role of pharmaceutical market access, emphasizing pricing, reimbursement, and value-based strategies to ensure patient access to therapies”.
OBJECTIVE: To provide attendees with a comprehensive understanding of the critical role of market access in ensuring patient access to therapies, pricing strategies, and the evolving healthcare landscape.
Salient Novel Points Covered: ROLE: Vrinda Mathur served as the guest speaker, leveraging her expertise to explore key concepts in market access, including pricing models, international reference pricing, and reimbursement frameworks. KEY TAKE AWAY POINTS FROM THE SESSION: <ul style="list-style-type: none">- Market Access: Ensures timely patient access to therapies at appropriate pricing.- Pricing Strategies: Balances affordability with reflecting the drug's value.- Reimbursement: Involves demonstrating clinical and economic value to payers through health technology assessments.- International Reference Pricing: Explains how cross-country price comparisons influence national pricing strategies.- Value-Based Pricing: Links drug pricing to measurable patient outcomes and overall value.- Q&A and Interactive Session: The session encouraged active participation from students, who not only clarified their conceptual doubts about the market access in pharmaceutical industry, but also asked relevant questions about how to co-relate value-based pricing and significance of QALY in the pharmaceutical industry and progress further in their career.
Future Scope: Attendees were encouraged to explore evolving market access strategies, develop expertise in health economics, and adopt innovative pricing models to align with payer expectations and global healthcare trends.
Appropriate caption for the webinar: "Bridging Innovation and Accessibility: Insights into Pharmaceutical Market Access."





KNOW YOUR ALUMNI SERIES

To build strong connections
between current and former
students

Topic:

The Road to Market: Key Concepts
and Challenges in Pharma Market Access



Friday, 24th Jan 2025



2.00 PM to 3.30 PM (IST)



IIHMR University
Jaipur, Rajasthan, India



WELCOME
Dr. Saurabh Kumar

Dean-School of Pharmaceutical Management
IIHMR University, Jaipur



OUR ALUMNUS
Ms. Vrinda Mathur

SPM Alumnus 2015-17
Consultant (Pricing and Market Access)
EVERSANA INDIA, Gurugram



Student Coordinator
Mr. Deepesh Gaikwad
MBA PM 15

Second year
SPM
IIHMR University, Jaipur

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EPISODE

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EPISODE

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EPISODE

Know Your Alumni: 68

Date: 24/01/2025(02:00 PM to 03:30 PM)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
1	Prachi Pandey	PM-15	<u>Prachi</u>
2	Sakshi Zed	PM-15	<u>Sakshi Zed</u>
3	Vedant Bhatt	PM-15	<u>Vedant Bhatt</u>
4	Deepesh Gaidwad	PM-15	<u>Deepesh</u>
5	Amiya Kumar Palawari	PM-15	<u>Amiya</u>
6	Soutrabh Sharma	PM-15	<u>S.M.I.</u>
7	Abhishek Singh	PM-15	<u>Abhishek</u>
8	Manvi Jaisiya	PM-15	<u>Manvi</u>
9	Harsh Patidar	PM-15	<u>Harsh</u>
10	Priya Nandi	PM-15	<u>Priya</u>
11	Anshul Ghodke	PM-15	<u>Anshul</u>
12	Sakshi Patidar	PM-15	<u>Sakshi</u>
13	Ruchita Fating	PM-15	<u>Ruchita</u>
14	Ashutosh Kaurav	PM-15	<u>Ashu</u>
15	Pratik Patil	PM-15	<u>Pratik</u>
16	Ashutosh Kumar Gupta	PM-15	<u>Ashu</u>
17	Hritisha Kadam	PM-15	<u>Hritisha</u>
18	Saarthak Joshi	PM-15	<u>Saarthak</u>
19	Vaibhavi Manore	PM-15	<u>Vaibhavi</u>
20	Atharva Suryavanshi	PM-15	<u>Atharva</u>
21	Vardham Puri	PM-15	<u>Vardham</u>
22	Prashant Patel	PM-15	<u>Prashant</u>
23	Mihiraksha Bhargava	PM-15	<u>Mihiraksha</u>
24	Jash Gadhia	PM-15	<u>Jash</u>
25	Shrinivas Pandurang Madhekar	PM-15	<u>Shrinivas</u>
26	Shantanu Sanjay Shinde	PM-15	<u>Shantanu</u>
27	Nitin Madhav Rodge	PM-15	<u>Nitin</u>
28	Samiksha Vivek Jankhe	PM-15	<u>Samiksha</u>
29	Mervin Mathew	PM-15	<u>Mervin</u>
30	Priyanka Pramarick	PM-15	<u>Priyanka</u>
31	Rajat Saini	PM-15	<u>Rajat</u>

Know Your Alumni: 68

Date: 24/01/2025(02:00 PM to 03:30 PM)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
32	Harshit Patidar	PM - 15	Harshit
33	Abhishek Bori	PM - 15	Abh
34	Akshit Singla	P.M-15	Aksh
35	Abhishek Hajare	PM - 15	Abh
36	Mayank Srivastava	PM - 15	Mayank
37	Shafali Karmore	PM - 15	Shaf
38	Somit Rai	PM - 15	Somit
39	Ramany	PM - 15	Ramany
40	Suvikram	PM - 15	Suvikram
41	Himanshu	PM - 15	Himanshu
42	Yash	PM - 15	Yash
43	Kartik	PM - 15	Kartik
44	Shanvi	PM - 15	Shanvi
45	Saurabh Bange	PM - 15	Saurabh
46	Vaishnavi Shrivastava	PM - 15	Vaishnavi
47	Dhruvika Sharma	PM - 15	Dhruvika
48	Anushree Rai	PM - 15	Anushree
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