



IIHMR University, Prabhu Dayal Marg, Near Sanganer Airport, Jaipur – 302029

Date: 20/01/2025

CIRCULAR

Know Your Alumni – Episode 68: (The Road to Market: Key Concepts and Challenges in Pharma Market Access)

IIHMR University, Jaipur, is pleased to announce, “Know Your Alumni – Episode 68”, an upcoming alumni interaction session focusing on pharmaceutical market access, with special emphasis on pricing strategies, reimbursement frameworks, and value-based healthcare decision-making.

The session will provide insights into the road to market for pharmaceutical products, addressing key challenges such as affordability, patient access, international reference pricing, and health technology assessments. The discussion aims to enhance understanding of how innovative therapies reach patients while balancing regulatory and economic considerations.

The session will be delivered by Ms. Vrinda Mathur, SPM Alumnus (2015–17) and Consultant – Pricing and Market Access, EVERSANA India, Gurugram, who will share her professional experience and industry perspectives. An interactive discussion will follow to support career awareness in emerging roles within the pharma market access and health economics.

Event Details:

Date: 24 January 2025

Time: 2:00 PM – 3:30 PM

Venue: Room No. 206, Second Floor, IIHMR University, Jaipur

President

Copy to:

- All Faculty Members, Staff
- All Alumni
- All Students
- Notice Board
- Website