Universidad de Navarra

Product strategy (MIDI)

Guía docente 2026-27

INTRODUCTION

Course: Product strategy

This course will provide the student with general knowledge in Pharmacoeconomics and Market Access.

Several definitions of pharmacoeconmics exist, in the course we will focus on the economic evaluation of drugs.

Economic evaluation refers to the comparison of different alternatives in terms of health outcomes and costs. This discipline is applied in the investigation of drugs, in market access and after the drug is on the market.

Recently, the use of pharmacoeconomic technique has evolved greatly and its use is expanding in order to make more efficient use of the scare resources and to increase efficiency.

In the investigational phase of the drugs, the economic evaluation helps in the determination of the cost-effectiveness of that drug compared to the alternatives in the market, and whether it will be used or not when it will reach the market. And, therefore, whether it is worth to continue to invest on it or what changes or strategies are needed.

Economic evaluation is also used in drug price setting and reimbursement decisions, for drug positioning in the therapeutic treatment of patients, to set clinical guidelines and protocols, in market access and, in general, in every process as a tool for rational decision-making for an efficient use of drugs.

When a drug receives regulatory approval, the medicine is authorized for its legal use. However, marketing authorization does not always translate into the medicine being accessible to patients. Therefore, there is a need to set up mechanisms to ensure that drugs reach patients. This process is what we study in the market access discipline.

Nowadays, the number of scientific and technological innovations is increasing so fast that the healthcare systems are struggling to bring these advances to patients. It is critical to understand the healthcare environment and challenges faced by the healthcare systems to be able to define the right strategy so that patients have access to innovative medicines they need.

- **Degree:** Master's Degree in Drug Research, Development and Innovation (Drug R&D&I)
- **Module 3:** Innovation and management in the pharmaceutical industry
- **Course area:** Business strategy
- **Type of course:** Core
- **Credits:** 1 ECTS (25 hours)
- **Responsible lecturer:** Ana Ortega Eslava (aortega@unav.es)
- **Lecturers:** Ana Ortega Eslava, F. Javier Muñoz Siles.
- **Department, School:** Department of Pharmaceutical Sciences and Chemistry, School of Pharmacy and Nutrition
- **Language:** English.

Schedule: **CALENDAR**

LEARNING OUTCOMES (Competencies)

CB6. Poseer y comprender conocimientos que aporten una base u oportunidad de ser originales en el desarrollo y/o aplicación de ideas, a menudo en un contexto de investigación

CB7. Que los estudiantes sepan aplicar los conocimientos adquiridos y su capacidad de resolución de problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.

CB8. Que los estudiantes sean capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.

CB9. Que los estudiantes sepan comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.

CG1. Desarrollar capacidad de liderazgo, creatividad, iniciativa y espíritu emprendedor en el ámbito de la empresa farmacéutica y afines.

CG2. Trabajar formando parte de equipos multidisciplinares y colaborar con otros profesionales del área.

CE7. Conocer las técnicas de gestión y dirección de personas, así como de desarrollo de negocio, que les permitan liderar actividades en empresas farmacéuticas, proyectos de investigación o grupos de investigación.

PROGRAM

Market access

- Introduction
- Healthcare environment analysis
- Market access as an integral part of product lifecycle strategy
- Models and evolution of pricing strategies: free price, internal or external reference pricing, cost containment measures, outcome based pricing, value-based healthcare
- Challenges to implement market access strategies
- New trends and opportunities for market access

Pharmacoeconomics

- Definitions
- Different economic evaluation analysis: partial economic evaluations, cost-minimization, cost-effectiveness, cost-utility and cost-benefit analysis.
- Economic evaluation methodology: general methodology, efficacy and safety evaluation, cost analysis, decision analysis, quality of life, willingness to pay, modelling, markov models, sensitivity analysis, budget impact.
- Limitations of economic evaluations.
- Application of economic evaluations in: drug investigation, pricing, market access, protocols, drug use and so on.
- Critical appraisal of scientific literature related to economic evaluations.

EDUCATIONAL ACTIVITIES

Theoretical-practical sessions: 16 hours (0.64 ECTS)

- Market acces: Room 10 Biblioteca de Ciencias Building.

Relevant Market Access concepts and case studies will be discussed during the session

- Pharmacoeconomics: Room 10 Biblioteca de Ciencias Building.

- After theoretical explanation of basic concepts the students will do practical exercises in class. The teacher will collect responses to practical exercises. Practical exercises will be resolved in class afterwards. Some readings may be necessary for practical excercises.

Personal reading: 8 hours (0.32 ECTS)

Tutorship: 1 hour (0.04 ECTS)

ASSESSMENT

ORDINARY EXAMINATION

Attendance to all sessions is mandatory. In case of impossible assistance to one class the student has to do homework related to the topic covered that day.

Final evaluation is based on the following criteria:

Attendance and active participation in the theoretical-practical sessions (25%).

Response to exercises collected in class and submission of an essay (75%)

RE-SIT EXAMINATION

Students who do not pass the ordinary exam (minimum score of 5 out of 10), must re-sit an exam with the similar exercises to those previously mentioned in the ordinary exam.

Special Needs

Students with special educational needs must contact the Faculty/School's Study Coordination Office in advance to obtain authorization for accommodations (for example, more time for exams). This authorization must be sent by the student to the professor. It is recommended that this be done at the beginning of the semester.

ATTENTION

Please note that any attempt at fraud, copying, plagiarism, or other irregular behavior constitutes a serious infraction, as defined in Title IV "Rules of Academic Discipline for Students" within the System of Rules on Coexistence at the University of Navarra (Rules on Coexistence UNAV).

OFFICE HOURS

Dr. Ana Ortega. Pharmacy Services. Clínica Universidad de Navarra.

- T. 948 296631, Ext. 4114
- Please make an appointment by e-mail: aortega@unav.es

BIBLIOGRAPHY & RESOURCES

1. Drummond MF, Sculpher MJ, Claxton K, Stoddart GL, Torrance GW. (2015). Methods for the economic evaluation of Health Care Programmes. 4th Ed. Oxford University Press. Find it in the Library
2. Dominguez-Gil A., Soto J. (2002). Farmacoeconomía e investigación de resultados en la salud: principios y práctica. Situación actual y perspectivas futuras en España. 1ª Edición. Real Academia Nacional de Farmacia. Find it in the Library
3. SOTO ALVAREZ J. (2012). Evaluación económica de medicamentos y tecnologías sanitarias: principios, métodos y aplicaciones en política sanitaria. Springer SBM Sapin, S. A.U. Find it in the Library (ebook), Find it in the Library (paper)
4. Modelos analíticos de decisión en evaluación económica: tipos, metodología, análisis y comunicación de los resultados. Soto J, Casado MA, Oyagüez I. 1ª edición. Fundación Porib. Estudio ediciones; 2023. Págs: 69-110. ISBN: 978-84-19781-33-8. https://fundacionporib.org/wp-content/uploads/2024/05/Libro-Fundacion-PORIB-Modelos-Analiticos-de-Decision-en-Evaluacion-Economica.pdf

The student can ask the teacher for some extra reading materials related to any specific topic included in the program.

Lecture slides will be provided to the student.