**IFDM1002-3001 Business, Innovation & Market Access - Pharma Market and Value of Medicines**

**Timing:** 09.03.2022 - 11.05.2022

**Registration:** 04.02.2022 - 04.03.2022

**ECTS Credits:** 1-2

**Assessment scale:** Pass/Fail

**Assessment criteria:** Lectures

**Objectives:** The first part of the course focuses on the early life cycle and early stages of drug development. The aim is that students understand the logic of the global pharmaceutical market and its future prospects. In addition, the starting points of business related to innovations, drug development and diagnostics are discussed with using real life company examples. The second part of the course focus on the later parts of a drug life cycle. The aim is to familiarize students with Finnish health care system, global market access, health technology assessment and clinical and economical value demonstration of pharmaceuticals.

**Prerequisites:** None

**Content and schedule:** On-site lectures every Wednesday at 12-14 o’clock, starting on March 9th  
  
**Part I (Timo Veromaa)**  
9.3.2022 Global Pharma Market  
16.3.2022 Trends in Pharma and biotech  
30.3.2022 Biobanks, big data and public-private partnerships  
6.4.2022 Turku success stories in diagnostics and therapeutics  
13.4.2022 Business of biotech  
  
**Part II (Juha Laine)**  
23.3.2022 The Finnish healthcare system, financing and pharma sector environment and specific features of pharmaceutical markets  
20.4.2022 Market access, pricing and price and reimbursement regulation from the local and global perspective  
27.4.2022 Value demonstration I  
4.5.2022 Value demonstration II  
11.5.2022 Recent trends and case examples