



Kurs Dostępu do Rynku w Farmacji

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Opis

Introduction to Market Access for Pharmaceuticals

Producent: Routledge

Odkryj tajniki rynku farmaceutycznego z "Kurssem Market Access w Farmacji". Poznaj kluczowe zagadnienia związane z oceną technologii zdrowotnych, cenami leków, marketingiem farmaceutycznym i autoryzacją. Idealny podręcznik dla profesjonalistów i studentów medycyny.

"Kurs Market Access w Farmacji" to niezastąpione źródło wiedzy dla branży farmaceutycznej. Przeanalizuj umowy, oceniaj technologie zdrowotne i poznaj strategie dostępu do rynku. Niezbędny podręcznik dla każdego zainteresowanego rozwojem sektora farmaceutycznego.

- **temat:** Chemistry, Pharmaceutical industries, Pharmacology, Sales & marketing, Sales & marketing, BUSINESS & ECONOMICS / Industries / Manufacturing, BUSINESS & ECONOMICS / Marketing / General, BUSINESS & ECONOMICS / Sales & Selling / General, MEDICAL / Pharmacy, Medical / Pharmacology, Medical/Pharmacology, Medical/Pharmacy, Science/Chemistry - General, ANF: Health and Wellbeing, BUSINESS & ECONOMICS / Industries / Manufacturing, BUSINESS & ECONOMICS / Marketing / General, BUSINESS & ECONOMICS / Sales & Selling / General, Business & Economics, Chemistry, Chemistry - General, Costs and Cost Analysis, Drug Industry - economics, General, Industries, MAJORS, MEDICAL, MEDICAL / Pharmacology, MEDICAL / Pharmacy, Manufacturing, Manufacturing industries, Marketing, Marketing - economics, Medical/Pharmacology, Medical/Pharmacy, Non-Fiction, Pharmaceutical Preparations - economics, Pharmaceutical industries, Pharmacology, Pharmacie, Apotheke, Sales & Selling, Sales & marketing, Sales & marketing, Sales and marketing, Scholarly/Graduate, Science, Science/Chemistry - General, United States, agreements; assessment; authorization; health; marketing; price; pricing; reference; technology; volume; HTAs; Health Technology Assessments; Price Volume Agreement; Ma Agreement; Marketing Authorization; EXTERNAL REFERENCE PRICING; INTERNAL REFERENCE PRICING; HTA Body; ASMR; Market Access; HTA Agency; Health Care; Statutory Health Insurance; PPRS; Ex-factory Price; Pharmaceutical Benefits Board; NATIONAL HEALTH TECHNOLOGY ASSESSMENT; Pay For Performance; AIFA; Orphan Drugs, Manufacturing industries, Pharmacie, Apotheke, Sales and marketing
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