

Knowledge Partner:



Institute Partner:



Management Development Program (MDP)

Masterclass in Market Access

Comprehensive Program in Market Access, HEOR, Pricing, and Policy

First time in India to build Market Access Leaders

Batch 2 | April 6-10 | 2026

The modules proposed in the program provide a holistic view of market access and pricing, covering not only the technical aspects of pricing strategies but also the broader considerations related to pharmaceutical or healthcare systems, foreign regulations, and stakeholder engagement.

Director's Message

The healthcare industry in India is undergoing a rapid transformation. The lifespan of individuals has significantly increased thanks to various innovations in the field of medicines and health care. People are also becoming more and more health-conscious. A lot of research and data analysis is happening in the field of healthcare and consumer preferences.

On this background, the Centre for Health Care Management and Innovation (CHMI) at IIM Sirmaur has organised a five-day programme on Market Access, HEOR, Pricing, and Policy. It's a comprehensive MDP that will make the participants aware of market access, how to generate the value framework, value innovation, health economics, and many other facets of healthcare management and research.

One distinguishing factor of this programme is the involvement of senior practitioners and policy makers from India and abroad. Practitioners like **Mr. Ashis Mukherjee**, Global Head, Market Access and Reimbursement, Primary & Speciality, Menarini Ricerche SpA, Florence, Italy, **Dr. Mahendra Kumar Rai**, Vice President & Regional Head, HEOR, Real World Evidence- & Medical Affairs (APAC & ME), Trinity Life Services, and **Mr. Prashant Sharma**, Director of OPPI India, will provide practical insights into various aspects of market access in healthcare management. While, the two professors, **Dr. Kiran Kumar Paidipati** and **Dr. Sanja Pattnayak**, will provide research orientation and analytics for the healthcare industry.

Both **Dr. Paidipati** and **Dr. Pattnayak** are very renowned researchers in their field and have published their work in reputed journals and presented in reputed conferences all over the world. More detailed introductions to all the resource persons are enclosed in the brochure.

The programme will add immense value to participants, who will benefit as much as the first batch did. I wish the participants a pleasant stay on our beautiful campus and a wealth of learning during these days. I am confident that they will return with a fresh vision for the healthcare industry. I congratulate Dr. Pattnayak, Dr. Paidipati and Mr. Ashis Mukherjee for designing this programme, which is a great boon to healthcare.

I wish all the participants a very enriching learning experience and the very best for their future endeavours.



Professor Prafulla Y. Agnihotri
Director
Indian Institute of Management
Sirmaur

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Director
Indian Institute of Management Sirmaur

The healthcare industry is rapidly transforming, driven by technological advancements, shifting demographics, and changing regulatory frameworks. To effectively navigate these complexities, healthcare organizations recognize the need for strong leadership capable of driving strategic initiatives and managing resources efficiently. In the post-pandemic era, where healthcare has become the most crucial factor concerning lives and livelihoods, the Centre for Healthcare Management and Innovation (CHMI) seeks to provide a platform for researchers, physicians, pharmacists, psychologists, executives, statisticians, economists, and policymakers to share knowledge and innovation resulting in healthcare solutions. The activities under CHMI are designed for multidisciplinary research to benefit from the synergy between social scientists, executive managers, and medical practitioners. CHMI aims to aid the healthcare and pharmaceutical industry by facilitating training and innovation so that these activities can lead to futuristic solutions and affordable quality health care for all.

Mission

To provide affordable and equitable quality healthcare solutions through innovation to achieve management excellence.

Vision

To achieve excellence in healthcare management through research, awareness, community engagement, and commit to improving public health in India, and the World.

Objectives

- To foster regional and local community growth through targeted and impactful research initiatives.
- To conduct innovative research addressing persistent issues in healthcare management, contributing to the evolution of the field.
- To provide cost-effective solutions to enhance socio-economic status and improve the quality of life in local communities.



Program Description



The course is typically designed for professionals who are looking for necessary skills & knowledge to navigate the rapidly evolving pharmaceutical industry. The program focuses on market access, pricing, reimbursement & health policy in developing (India) and developed markets (EU, UK etc). The program will cover building access and pricing strategy, evidence generation plan, creating value proposition, health policy shaping & innovation in healthcare delivery which will help to build thought leadership in the healthcare industry.

Program Objectives

1. HTA Landscape

Understand global and Indian evolving HTA landscapes, opportunities, and challenges.

2. Stakeholders Mapping and Engagement

Explore key market access pillars and stakeholder roles in healthcare.

3. Develop HTA Submission Strategies

Craft effective strategies for new launches and existing products using health-economic models and policy shaping.

4. Pricing Strategy & Data Analytics

Leverage data analytics to enhance access & reimbursement strategies.



Why Join This Masterclass?



- Strategic Evidence Generation: Learn to leverage RWD and RWE to build airtight value narratives
- Integrated Value Frameworks: Learn to define unmet medical needs, target patient populations using Targeted Product Profiles (TPP), and establish clinical value differentiation against the Standard of Care (SoC)
- HEOR and Modelling: Get hands-on experience building CEA and BIA models to drive decision-making
- Deep dive into India HTA landscape: Navigate the unique reimbursement channels, from ESIC to National Programs, and understand the evolving HTA landscape in India
- Build Value Narratives to ensure Access in various Payer (Government/Public) Channels: Understand the structural differences in funding pools and decision-making pathways for national programs and beneficiary groups like Defense and Railways.
- Pricing Excellence: Master diverse pricing strategies, including Value-Based and Predictive Analytics driven by AI
- Innovation in Payment Models: Deep dive into the current landscape and future projections for Managed Entry Schemes and Risk-Sharing Agreements as tools for innovation.
- Policy & Advocacy: Learn to map stakeholders and build advocacy to shape the future of healthcare policy
- Case studies: hands on experience in analyzing and building a strong value narratives



Who Should Attend?



Medical Device & Digital Therapeutics Professionals



Market Access, Pricing & Policy Professionals



Pharmaceutical Key Account Managers



Public Health Professionals





Programme Details

Program Duration	5 Days
Program Commencement	6th April 2026
Program Cessation	10th April 2026
Venue	IIM SIRMAUR Dhaulta Kuan, Sirmaur District, Himachal Pradesh - 173031



Programme Fees



Fees per Candidates	INR 50,000 + 18% GST
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**The program fee does not includes 5 days stay and food (breakfast, lunch, and dinner).*

Accomodation charges

(Including all 3 meals)

S. No.	Room types	Charges (Per day/ Per person)
1	Single Occupancy	INR 4,500 + 18% GST
2	Double Occupancy	INR 3,500 + 18% GST
3	Double room- Single Occupancy	INR 4,800 + 18% GST

Program Directors



**Dr. Kiran Kumar
Paidipati**

Chairperson, Centre for Healthcare
Management and Innovation (CHMI) &
Assistant Professor, Decision Sciences
IIM Sirmaur



**Prof. Sanja Samirana
Pattnayak**

Professor
Economics & Business Environment,
IIM Sirmaur

Faculties



Designed & Mentored by: Ashis Mukherjee

Global Head, Market Access and Reimbursement, Primary & Specialty, Menarini Ricerche SpA, Florence, Italy



Prashant Sharma

Director - Governmental Affairs
OPPI India



Dr. Mahendra Kumar Rai

Vice President & Regional Head, HEOR, Real World Evidence & Medical Affairs (APAC & ME), Trinity Life Sciences



Dr. Kiran Kumar Paidipati

Chairperson, Centre for Healthcare Management and Innovation (CHMI) & Assistant Professor, Decision Sciences
IIM Sirmour



Prof. Sanja Samirana Pattnayak

Professor
Economics & Business Environment,
IIM Sirmuar

& more...



Interested in joining?

Mail us to get the full brochure and
nomination details.



CALL US ON:

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LOCATION

IIM SIRMAUR (CAMPUS LOCATION)

Dhaura Kuan, Sirmaur District,

Himachal Pradesh - 173031

Knowledge Partner:



Institute Partner:

