

Marketing
Course Number: 22:630:684
Course Title: Market Access & Reimbursement for Drugs

COURSE DESCRIPTION

Decisions we make about our health are critically important, and yet as patients and consumers, we are often ill informed. A variety of well-meaning third parties – providers, payers, pharmacists, and politicians (among others) – influence our access to drugs and the price we pay for them. This course will explore the complex variety of transactions that takes place between the development and manufacturing of a pharmaceutical product and financial mechanisms that influence the payer, provider, and the patient, including the following:

- Pharmaceutical pricing models
- Innovative contracting
- Reimbursement and coding
- Global Access
- Cause and effect of patient cost offsets

As a faculty member, I reserve the right to amend or modify this syllabus as needed.

COURSE MATERIALS

Textbook(s) - The following test book is recommended but not required:

- *The Strategic Pricing of Pharmaceuticals* (Author: E.M. Mick Kolassa, PhD)

Several articles will be made available on Canvas that will serve as required reading.

Industry experts will be brought into the classroom to provide their perspective on topics that align with the Syllabus. It is anticipated that there will be 4-5 guest speakers on Pricing, Contracting, Follow the Dollar, Reimbursement Coding, and Global Access.

Students must have regular access to the course website (canvas.rutgers.edu) and your Rutgers University e-mail account.

This course requires class participation, verbal communication, oral presentations, written argumentation and collaborative teamwork. There may be a written assignment that could serve as extra credit.

LEARNING GOALS AND OBJECTIVES

This course is designed to help familiarize students with the impact of the concepts of market access and reimbursement for pharmaceutical products. Throughout the semester, students will explore:

1. Financial transactions and misaligned incentives among stakeholders
 2. Pricing and contracting strategy
 3. Value determination
 4. Market access strategy (US and Globally)
 5. Reimbursement and coding
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PREREQUISITES

Students taking this course should take US Healthcare Structure and Policy. Students who participate in this graduate level course will be expected to participate actively in generating innovative ideas, explore multiple sources of information, and write effectively based on conceptual thinking.

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

ATTENDANCE AND PREPARATION POLICY

If you are to be absent, please report your absence to me in advance via e-mail.

For weather emergencies, consult the campus home page. If the campus is open, class will be held.

Expect me to prepare properly for each class session. I expect the same of you. Complete all background reading and assignments. You cannot learn if you are not prepared.

Expect me to participate fully in each class session. I expect the same of you. Stay focused and involved. You cannot learn if you are not paying attention.

Reading assignments are to be completed prior to the scheduled class discussion to allow for enhanced conversation and analysis of readings and topics in class. Students are expected to participate in discussions.

ASSIGNMENTS

Grades for this course will be based primarily on group and individual contribution to case work (often begun in class and continued externally) in which students will work in teams to assess and respond to real-world scenarios. Additionally, for their midterm grade, groups will prepare a (8-10) slide presentation response to a complex situation appropriately referenced. All assignments will be posted on Canvas.

Case Studies: Students will be expected to actively participate in case studies, which will be presented during class. These case studies will be designed to mimic real-world scenarios that students might face if they were working in the pharmaceutical industry. They will collaborate with assigned team members to evaluate and respond to the scenario presented. The final deliverable will be a brief (<10 slide) presentation with speaker's notes and supporting references. Some Groups will present solutions. Teams selected will be notified a week before.

Midterm Exam: based on Rutgers Business School Calendar: Students provide a written reaction presentation that explains the implications of the issues raised by the challenge provided one week before. This presentation should be no more than 10 slides pages and should focus on relevant conclusions that the group has reached. The reaction presentation should address the following:

- Brief summary of the challenge, including strengths and weaknesses
- Conclusions that impact the pharmaceutical industry

Capstone Case Studies: Students will be expected to actively participate in Capstone, which will be presented during class. The study will be designed to mimic real-world scenarios that you might face working in the pharmaceutical industry. Half the class will compete, and the other half will evaluate. The following week teams will switch roles. Final deliverable will be a brief (<10 slide) presentation with speakers notes and supporting references.

One Page Briefs: As extra credit, students can prepare a one-page analysis of a current market access or reimbursement issue. Students are responsible for reading and analyzing journal articles, websites, or studies related to the assigned topic and must appropriately document any references.

Format for any Writing Assignments should demonstrate logic and persuasiveness of your assignment, factual accuracy and comprehensiveness of your presentation of the facts (e.g. dates and events, the positions of organizations, or the content of legislation) pertinent to your topic, and adherence to conventional forms of essay construction (i.e. an essay must minimally contain an introduction, body and conclusion). **Papers should be written in size 12 font with 1.5 spaced text. Please include your name on your paper.**

CLASSROOM CONDUCT

The purpose of this class is to prepare you for a successful business career, so treat this course as if it were a business meeting with your boss and other business leaders. Arrive on time and minimize disruptions once class has begun, such as entering and exiting the room or having side conversations with your classmates. Mute your cell phones and put them away. Be prepared to participate in class discussions. I may call on you at any time, especially if I suspect you are not paying attention. Any disruptive or disrespectful behavior, tardiness, or lack of preparation will impact your attendance and participation grade.

GRADING POLICY

In accordance with Rutgers University Academic Policy, grades will be calculated based on student performance.

A	A-	B+	B	B-	C+	C	C-
94-100	90-93	86-89	83-85	80-82	76-79	73-75	70-72

Final grades will be weighted as follows:

- Class attendance: 5%
- Class participation: 5%
- Case Study Average (minimum 3): 30% - 10% each
- Capstone case study exercise: 25%
- Midterm Challenge: 25%
- Team Evaluation: 10%
- Extra Credit: Students will have an opportunity to earn additional points by completing an assigned brief.

Your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me within one week of receiving your final grade. Clarify the precise error I made and

provide all due supporting documentation. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot and will not adjust grades based on consequences, such as hurt pride, lost scholarships, lost tuition reimbursement, lost job opportunities, or dismissals. Do not ask me to do so. It is dishonest to attempt to influence faculty in an effort to obtain a grade that you did not earn, and it will not work.

COURSE SCHEDULE

<u>Topic</u>	<u>Items Due</u> (<i>subject to change</i>)
Introduction to Market Access and Reimbursement “Winning in a Global Marketplace”	
Market Access – Demonstrating Value	
Account Management Dynamics Case Study: Optimizing Contract	
Follow the \$ - Misaligned Incentives Medical versus Pharmacy	Case Presentations
Global Pricing Basics	Follow the \$ - Misaligned Incentives
Contracting: Gross to Net Pre-Deal Analytics Case Study: Pricing	
Government Pricing	Case Presentations Introduction to Mid-Term Challenge
Midterm – Challenge	No Class
Spring Break	No Class
Global HTA Case Study: HTA in the USA	Mid-term Presentations
Value Determination (U.S. & Global) Case Study: Value Determination	
Reimbursement and Coding <ul style="list-style-type: none"> • Retail & Specialty • Medical (in and out Patient) Medicare, Medicaid, & 340B	Case Presentations Post Extra credit brief

Introduce Capstone Case Study (select teams) the class)	Extra credit Brief due
Case Study: Balancing Access and Innovation for Transformative Orphan Drugs	
Capstone Presentations (1 st half of class)	Capstone Presentations
Introduce Capstone Case Study (select teams) Specialty Drugs & Distribution Innovative Contracting for Specialty Drugs	
Capstone Presentations (1 st half of class)	Capstone Presentations
Semester Wrap-up	

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>]

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.
- Students must sign, date, and return a statement declaring that they understand this syllabus.]