

# PMPRB FUNDAMENTALS

Training



## Optimize Price and Minimize Risk

Navigating the Patented Medicine Prices Review Board (PMPRB) rules to optimize price and minimize risk is a multidisciplinary activity. PMPRB considerations contribute to success when evaluating licensing opportunities, developing strategic product launch plans and determining subsequent pricing decisions for all patented medicines.

This PMPRB seminar is a detailed, day-long session that provides a broad understanding of PMPRB policies and the Board's role in pricing. The process, methodologies and strategic considerations involved in price review will be covered for both new and existing drugs. Upcoming and recent changes (and potential impacts to your organization) are reviewed in the session. **Learning is further enhanced through discussion of case studies and precedents.**

PMPRB Fundamentals is presented by the IQVIA Price Regulation Consulting team. Led by Joan McCormick, the team has **more than 20 years of experience** helping clients to navigate the PMPRB Guidelines and communicate effectively with Board staff to optimize pricing.

Change is on the horizon and PMPRB considerations are more important than ever to evaluate licensing opportunities, develop strategic plans and determine pricing decisions for a successful product launch.

Benefit from understanding the scientific, legal, regulatory and business implications of the PMPRB.

- The Board's organization, operation and policies
- Introductory price review – from start to finish
- Existing drug review – including DIP methodology & benefits
- Review process and enforcement
- Data filing and strategic issues
- Potential new changes for PMPRB



## Location & Details

Training takes place at the IQVIA offices:

### **IQVIA Montreal Office**

16720 Trans-Canada Highway, Suite 100  
Kirkland QC H9H 5M3

### **IQVIA Toronto Office**

6700 Century Ave, Suite 300  
Mississauga ON L5N 6A4

### **How do I register?**

To register, or for more information on group discounts or customizable training solutions, contact us at:



[www.imsbrogancapabilities.com](http://www.imsbrogancapabilities.com)  
(see Latest News on the homepage)



[prcadmin@iqvia.com](mailto:prcadmin@iqvia.com)



613-271-4778

### **What is the cost?**

Course fee is \$880/person plus applicable taxes.

### **Who should attend?**

Anyone in your company who can benefit from understanding the scientific, legal, regulatory or business implications of the PMPRB Board policies.

- Product Managers
- Pricing Managers
- New Product Development
- Financial Officers/Controllers
- Strategy and Government Affairs Managers