

MArS Webinar:

The new one in the German Ministry of Health? All the same or significant changes?

27th January 2022

Dr. Stefan Walzer
Lutz Vollmer

MArS Market Access & Pricing Strategy GmbH, Germany
State University Baden-Wuerttemberg, Germany
University of Applied Sciences Ravensburg-Weingarten, Germany

THE German-speaking market access experts - Austria, Germany, Switzerland





MArS Virtual Reality Preparation Camps
Get equipped for your DiGA process and make your personal consultations, hearings, meetings and price negotiations more efficient with the MArS Virtual Reality Preparation Camps.

MArS developed specific Virtual Reality Preparation simulations to successfully prepare your next face-to-face meetings in the DiGA and other market access processes like:

- early consultation
- oral hearing
- price negotiations
- to ensure an efficient and optimal outcome. All simulations are especially designed and developed based on latest educational research.

These preparation camps include...

- general training sessions on consultations, hearings & negotiations
- specific guide book for each event
- dedicated VR sessions in the DiGA system
- known stakeholders in the DiGA process
- adaptations specifically for your product

Contact us in order to start your successful AMNOG process with our Virtual Reality Boot Camps.
Contact us for more information and availability.

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Book your VR Bootcamp!

The first and only Market Access Podcast by MArS



<https://marketaccess-pricingstrategy.de/en/map-podcast/>



Did you hear our **MAP-Podcast already?**
MAP is THE bi-weekly Market Access Podcast provided
by MArS Market Access & Pricing Strategy.



February episodes



**Pricing is a balance between
art and science!**



**Private health insurances
can be the entrance
into Germany!**

Questions welcome!



- Feel free to ask questions. After the presentation, we will have time for your questions.
- Use either the Zoom chat function or the Q&A function to raise your questions or comments.
- As always, slides will be provided afterwards, and the video will be published on our website.

Previous Webinars

AMNOG impact on European countries?!

Mariangela Prada
Infexa

Paul Craddy
Remap

Vincent Cheney
Nextep

Max Brosa
Pharmalex

Dr. Stefan Wolzer
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**AMNOG impact on European countries?!
joint webinar with Medvance**

MEDVANCE

16.12.2021
9pm CET /
12am PT

Ansehen auf YouTube

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AMNOG impact on European countries?!

**Regional drug budgets
KVs as the hidden watch dogs in Germany**

Dr. Stefan Wolzer
Stender

Dr. Matthias Flume
RT Strategische Layer

Lutz Vollmer
Moderator

18.11.2021
9pm CET /
12am PT

Regional drug budgets - KVs as the hidden watch dogs in Germany

**The good, the bad, the ugly!?
Experimental coverage in Germany**

Dr. Stefan Wolzer
Stender

Dr. Matthias Flume
RT Strategische Layer

Lutz Vollmer
Moderator

REGISTER

27.10.2021
6pm CEST /
9am PT

The good, the bad, the ugly!? Experimental coverage in Germany.

1 / 7 Next »



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Our presenters and discussants today



Dr. Stefan Walzer
Speaker



Lutz Vollmer
Moderator

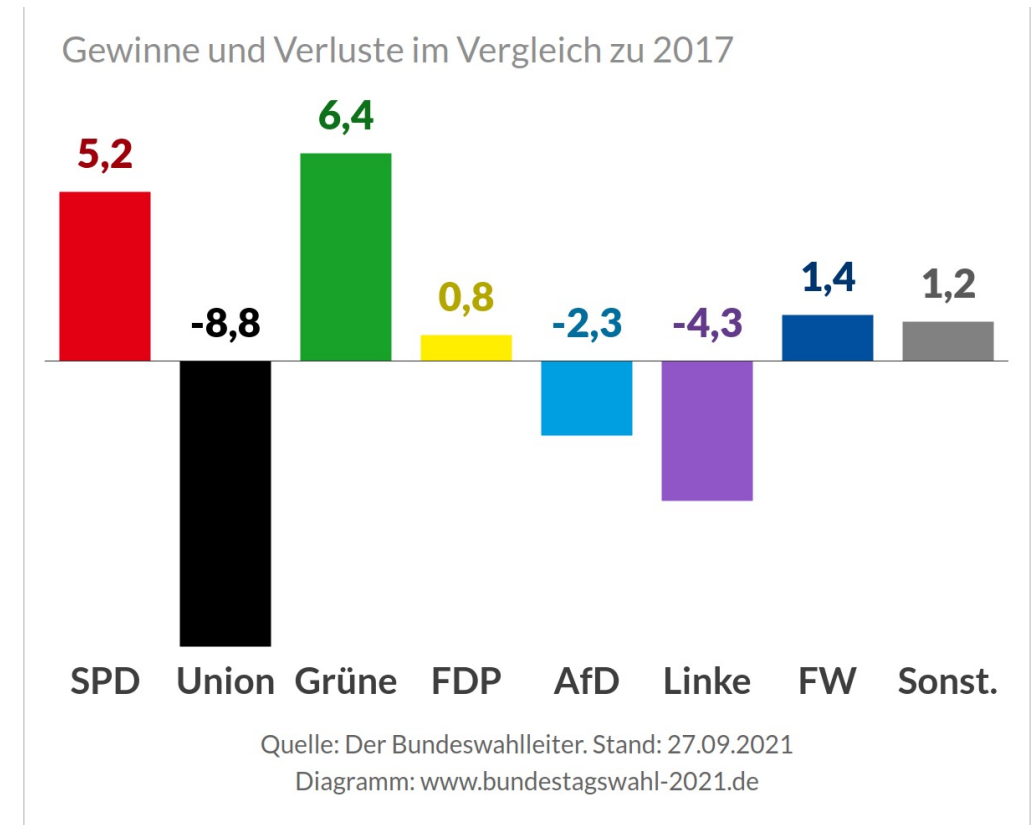
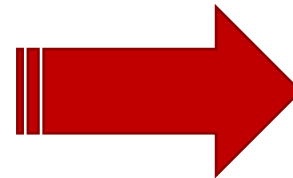
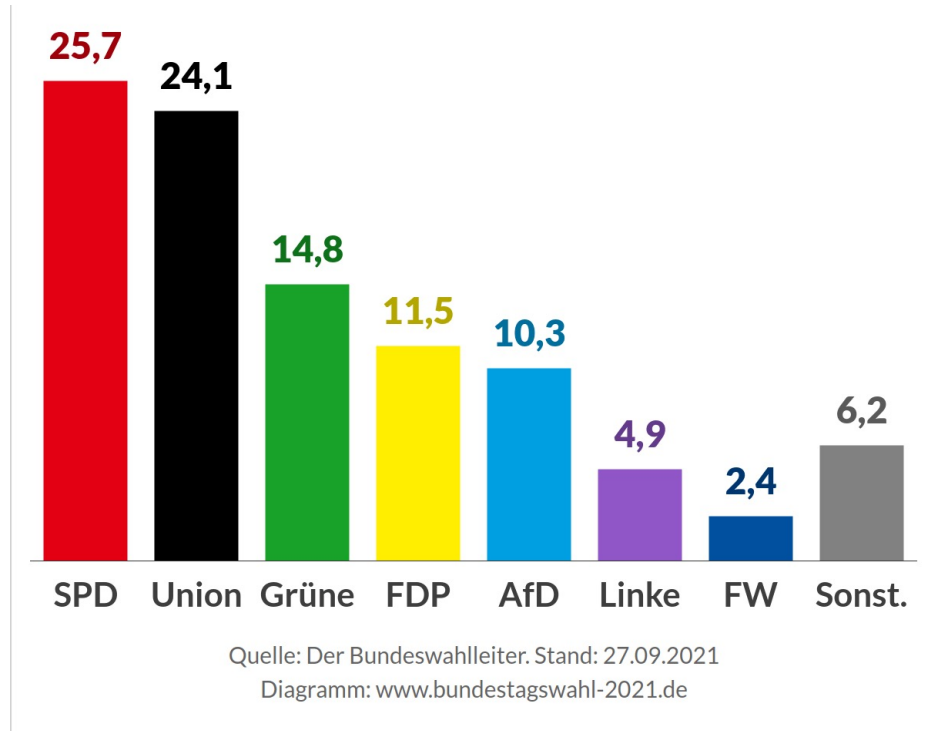


Prof. Dr. Thomas Breisach
FOM University

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Social democrats won the elections in autumn 2022 in Germany



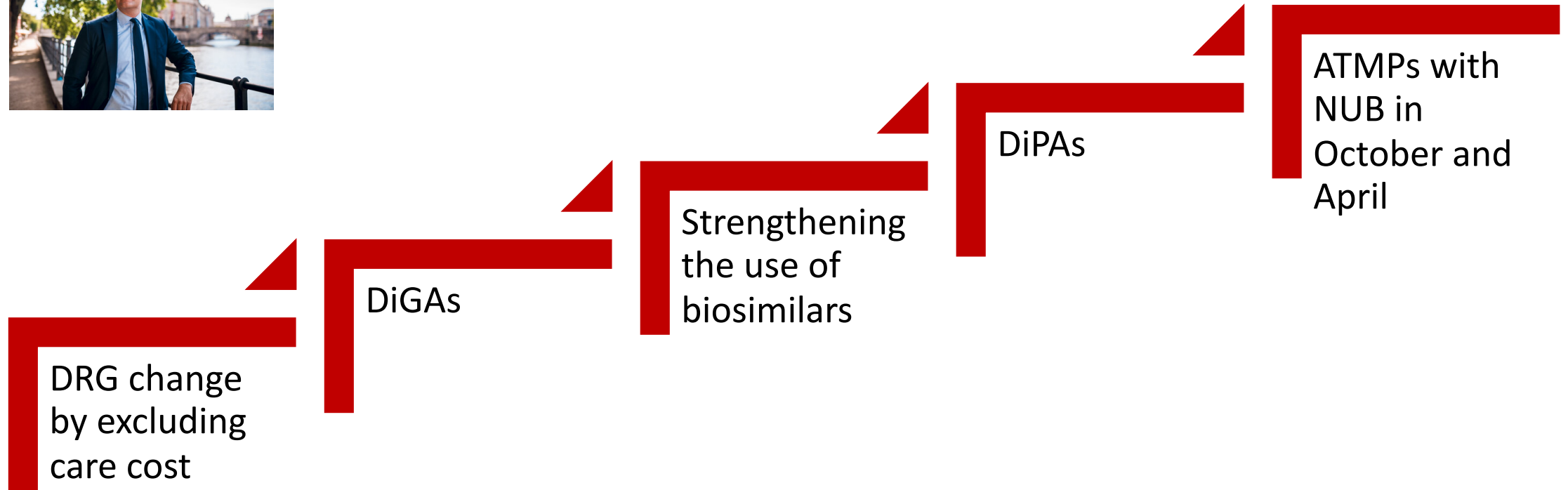
Germany has a new government since December 2022



<https://www.pro-medienmagazin.de/so-wahr-mir-gott-helfe-so-legten-die-ampelminister-den-amtseid-ab/>

Source: Bundesregierung/Denzel – from <https://www.bundesregierung.de/breg-de/mediathek/fotos?page=1>

Former minister of health actively changing the (market access) environment



„You“ wanted him, you‘ll get him?



Entdecken

⚙ Einstellungen



Tweet



Kevin Kühnert ✓
@KuehniKev

...

Nikolaus ist, wenn Wünsche erfüllt werden. Ihr wolltet ihn - ihr kriegt ihn.

Gesundheitsminister [@Karl_Lauterbach!](#) 💉

10:16 vorm. · 6. Dez. 2021 · Twitter for iPhone

3.310 Retweets 593 Zitierte Tweets 54.175 „Gefällt mir“-Angaben



Who is the new one? Prof. Dr. Lauterbach



So, how would Prof. Lauterbach describe himself?

Probably not „the normal one“



Who is the new one? Prof. Dr. Lauterbach

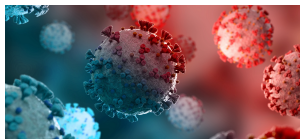


Prof. Dr. Dr.
Karl Lauterbach SPD
the new minister of health

- 21.02.1963 born
- Study of medicine and doctorate (Dr. med)
- Study of health economics and epidemiology
- Doctorate (Dr.sc) Harvard University
- University Professor, Director of the Institute of Health Economics and Clinical Epidemiology (University of Cologne) since 1998, on leave since 11/2005
- Since 2008 Adjunct Professor at the Harvard School of Public Health in Boston
- Since 2005 Member of the Bundestag and since 2009 Health Spokesman of the SPD Parliamentary Group in the Bundestag

What impact do we expect on market access?

Given various negative effects on tax income...



... stakeholders expect an entry into force of a savings law!!

Changes already included in the coalition agreement

- Increase of mandatory rebate for drugs from 9% to 16%*
- Free pricing of drug within the AMNOG process until month 6 – paybacks starting month 7 (launch price vs reimbursement amount)



Further expected changes



- Merging of DiGA and DiPA systems for "listing", benefit assessment and reimbursement pricing.
- Potential changes in the financing of hospital investments -> Impact on medical devices open
- No changes expected with respect to reimbursement processes for medical devices.



Our guest tonight: Prof. Dr. Breisach



- Prof. Dr. Thomas Breisach looks back on more than 25 years of professional experience in the media, international groups and consultancies (including F. Hoffmann-La Roche, Novozymes MCG Medical Consulting Group).
- He has been the owner of Breisach Consulting since 2012.
- The advocate of strategic pragmatism is Professor of Health and Social Management at the FOM University of Applied Sciences in Munich.
- Within the framework of the Institute for Health and Social Affairs, his research focuses on:
 1. Strategy development
 2. Communication and marketing
 3. Pharmaceuticals and ingredients (e.g. micronutrients)
 4. International nutrition and health policy & economics

Time for questions ...

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Market Access &
Pricing Strategy GmbH



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Speaker



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Moderator



Prof. Dr. Thomas Breisach
FOM University

Recording available on our
Youtube channel via
[www.marketaccess-
pricingstrategy.de](http://www.marketaccess-pricingstrategy.de)

Register already now for our next webinar!



Webinar Calendar



Dr. Renato Dellamano
ValueVector & MME Europe

24.02.2022

Pricing Strategy
Art or science?



Dr. Stefano Capri
Universita Cattaneo



Harald Herholz
KV Hessen

31.03.2022

2 years Covid-19
clinical and financial
implications



Dr. med. Markus Thalheimer
Universitätsklinikum Heidelberg

28.04.2022

Hospital funding
6 months before
NUB deadline

at 9pm CET / 12am PT