

Navigate the complexity of market access in the Nordics

We help you elevate your market access strategies with tailored solutions. Our collaborative approach delivers tailored strategies and support for your product journey.



Market Access Strategy

Mapping and feasibility assessment of payer and market landscape and give advice on a strategy route for market access.



Early-Phase Modelling

EPM gives you feedback on key drivers for the costs and effectiveness of a product before clinical trial data is available.



Health Economics

To demonstrate the economic value of your medicine or healthcare technology, we can develop different types of economic models such as costs, cost-effectiveness and cost-utility



Real-World Evidence

Plan, develop, and perform RWE studies to generate additional evidence supporting medical decisions.



Pricing and Reimbursement

Planning and development of reimbursement dossiers.



Maintenance

Monitoring competitors, managing price and reimbursement, authority required notifications, tender management, reference pricing

140+

successful market access projects completed yearly in the Nordics*

- 70 HTA processes
- 30 Health economic modelling projects
- 23 Market access strategy projects
- 11 RWE studies

Accelerate your market access journey

Informed by local knowledge, we specialize in uncovering evidence and proving value, enabling you to navigate the intricate global marketplace and optimize your commercialization journey from pre-launch to product maturity.

Market Access Strategy

- Mapping and feasibility assessment of payer and market landscape and give advice on a strategy route for market access.
- Assess the market access landscape by creating a roadmap to market, helping to understand payer landscape, mapping and feasibility assessment of reimbursement landscape, funding and P&R process, providing pricing insights, understand the treatment landscape at time of launch.
- Strategic advice on RWE initiatives for HEOR/HTA, how to address the HE evaluation, plan and execute payer/HCP/patient interviews, develop payer and patient value story.



Unparalleled experience in designing customized field solutions

25+

years of industry experience and knowledge

500+

market access experts worldwide

18/20

of the top pharmaceutical companies are our clients

1,000+

pricing and reimbursement submissions worldwide

PharmaLex is now part of Cencora, a leading global pharmaceutical solutions organization centered on improving lives around the world. Together, PharmaLex and Cencora become the premier global provider of end-to-end product commercialization, including global market access strategy and execution.

To learn more about how PharmaLex can accelerate patient's speed to therapy, visit us at pharmalex.com

Contact us

