

EU HTA Training for HEOR & Market Access Professionals

November 13–15, 2025 | Glasgow, Scotland – In-person event
Hosted by Ecker + Ecker & Accessus Health in collaboration with EUCOPE

Get Ready for EU HTA – A Hands-On Training for HEOR & Market Access Professionals

The European **Joint Clinical Assessment (JCA)** is reshaping the landscape of HTA in Europe. For U.S.-based biopharma companies, this shift brings both new challenges and strategic opportunities in market access planning, regulatory alignment, and evidence generation.

This **interactive, case-based seminar** is designed specifically for HEOR and Market Access Managers preparing for EU HTA engagement. Delivered by experienced consultants from Ecker + Ecker and Accessus Health GmbH, and enriched by legal insights from **Alexander Natz, Secretary General of EUCOPE** and Attorney at Law, Novacos, the training offers a compact, practical overview of the new EU HTA regulation, its strategic implications, and concrete implementation pathways.

About the Organizers

Ecker + Ecker (E+E) & Accessus Health

E+E and its sister company Accessus Health offer integrated support across the entire EU HTA process – from PICO landscaping and JCA strategy development to dossier preparation. Together with a strong network of over 250 local experts across Europe, Accessus provides full-service support for national and EU market access activities, covering all key European markets including the UK and Switzerland.

EUCOPE – European Confederation of Pharmaceutical Entrepreneurs

Representing small and mid-sized health technology companies in Europe, EUCOPE plays a key role in shaping European health policy. **Alexander Natz, Secretary General of EUCOPE**, is a leading legal expert on the EU HTA regulation and will share first-hand insights on the legal architecture of the EU HTA.

Key Topics



EU HTA Essentials

Structure, stakeholders, timelines, PICO methodology and strategic impact



Legal Framework

Insightful session with EUCOPE's Secretary General Alexander Natz



Joint Scientific Consultations

Practical use and preparation



JCA Dossier

Structure, content, and statistical requirements



Pricing & Reimbursement

From EU-level assessment to national price negotiations



Organizational Readiness

Roles, responsibilities, and internal process design



Case Studies

Simulated product scenarios to apply learnings in practice

Who Should Attend?



Market Access Managers and Directors



HEOR Leads and
Global Evidence Strategy Teams



Regulatory Affairs Professionals involved
in EU launch planning

