

Join our first webinar! We are delighted to present the quarterly webinar sessions about Medtech market access. **Exclusive for FENIN members.**

## The critical role of market access for Medtech organizations

*Speaker*



**Richard Charter**

*VP MedTech Market  
Access EU & Asia Pacific*

**May 11 Tuesday | 16:00 h**

### **Content of the session**

- Why we are here! Get to know Alira Health
- Learn the main types of economic evaluations
- Key concepts in economic evaluations: ICER, willingness-to-pay and time horizons
- Role of modelling in economic evaluation
- Role of market access teams in Medtech organizations

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