

Market Access in Germany & Europe

■ SmartStep Consulting GmbH, Germany

- SmartStep offers highly specialized and individualized consulting services for the medical device, pharmaceutical, vaccine, and biotech industry to achieve, defend, or sustain fast and efficient market access for products.
- The foundation of SmartStep's competence is years of experience working in and for a multiplicity of major international players while maintaining a high acceptance level with all relevant key stakeholders. SmartStep not only performs tasks, but also excels at delivering solutions.



HEALTHCARE
STRATEGY



MARKET ACCESS
& NEGOTIATION



STAKEHOLDER
MANAGEMENT

European Market Access Network

We can support your company with a well-coordinated European market access process.

Your benefits:

- Guidance from highly-specialized professionals
- Individualized healthcare consulting services
- In-depth knowledge about European market access requirements as well as local markets and personal access to stakeholders
- Owner-driven and experienced



European Market Access Network



Our services:

- Strategic analysis of information
- EU-5 market access and pricing strategy
- Request for advice meetings with HTA and regulatory agencies
- Stakeholder engagement (Ad-Boards, campaigning etc.)
- Early Access Programs
- Pricing research
- Cost-effectiveness modelling
- Health Technology Assessments
- Scientific (MA) Dossier writing
- Reimbursement file submissions
- Price negotiation support
- Collection of real world data
- Evidence generation and review
- Contracting with payers
- Wholesale license and distribution
- Listing in transparency lists

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