

# European Physician & Payer Forum

*Crucial Market Insight from Physicians and Payers in Europe*

2012 Titles



Dramatic Changes in the Malignant Melanoma Landscape: How Will EU5 Payers and Prescribers Limit or Promote Market Access for Recently Launched and Emerging Brands?

Molecularly Driven Management Strategies in Oncology in the EU5: How Can Companies Exploit this Market Access Opportunity?

Market Access Obstacles in the European Gout Market: Physician and Payer Perspectives on Opportunities for Novel Acute and Chronic Gout Therapies

How Will the Launches of Oral Immunomodulators and Biosimilars Shape the EU5 Prescribing and Reimbursement Landscape for Current and Emerging Biologics in Rheumatoid Arthritis?

What are the Market Access Levers and Hurdles Facing Additional LABA/ICS Fixed-Dose Combinations for Asthma in the EU5?

How Will Payer and Prescriber Attitudes Toward Emerging LABA/LAMA and LABA/ICS Fixed-Dose Combinations Shape the COPD Markets in the EU5?

Generic AChEIs and Branded Disease-Modifying Drugs for Alzheimer's Disease: How Will European Physician and Payer Attitudes Shape This Competitive Market?

Multiple Sclerosis in Europe: How Are Clinicians and Payers Responding to the Expanding Armamentarium of Disease-Modifying Therapies?

Physician and Payer Receptivity to Novel Agents in Chronic Pain: What Are the Market Access Levers in the EU5?

Novel Agents for Neuropathic Pain: European Physician Prescribing Perspectives and Payer Insight into Market Access



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