

HOW TO BECOME A CAHR/CCPE Certified Market Access Professional

The CMAP Certification Program's two required components offer the best of both worlds: module-based independent learning from CCPE combined with group learning and networking at CAHR educational conferences.

Participants can sign up at any time and can start with the CCPE courseware, which can be completed from the comfort of your home. The CCPE materials include an authoritative guide to every aspect of the market access and reimbursement environment, with online testing at your convenience. Attendance at CAHR's MA101 and MA201 is required to complete the course, but no testing will be conducted on the material covered at these conferences.

The CMAP Certification program is open to CAHR members only (CAHR membership is issued upon registration for Market Access 101 or 201). Learn more about the benefits of CAHR membership at cahr-acrss.ca.

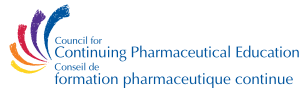
CMAP CERTIFICATION PROGRAM COSTS†

Pharmaceutical Market Access in Canada ¹	\$552.00
Market Access 101	\$860.00
Market Access 201	\$860.00
TOTAL ²	\$2,272.00

¹ A 50% discount off CCPE non-member cost.

² Plus applicable taxes.

[†] Special student rates and a bursary are available but quantities are limited. To check eligibility, please contact the CAHR Office.



1. THE COURSE

CCPE Pharmaceutical Market Access in Canada

The Market Access environment in Canada has multiple stakeholders who each need to be understood thoroughly if a medication is to be launched and marketed successfully.

The complexities of market access need to be especially well understood by those working directly with the approval bodies and payers. In addition, marketers and members of the executive team need to have a clear understanding of the access process in order to effectively plan strategy.

Even at the level of the representative, the better understood the entire access environment, the better the sales team is able to provide information, solutions to access barriers and value to their customers.

Course Details

- 228-page study binder
- 20 hours suggested study time
- Six month timeline for course completion
- Online 75-question Multiple Choice Exam (1.5 hours)
- Passing Grade: 60%

Note: If you have completed this course through CCPE within the past two years, you will receive credit and will only need to attend the MA101 and MA201 conferences in order to receive your certification.



2. THE CONFERENCES

Interact with your peers and dig deeper into the subject matter presented by top-flight faculty at CAHR's industry-renowned single-day Market Access conferences.

Conference attendees from a wide range of backgrounds—senior staff from manufacturers and government, patient advocates, consultants, academics and students—gain insights into how reimbursement systems across Canada function, how reimbursement is observed from the payers' perspective, and gain a broader understanding of the multiple factors required to successfully manage a market access portfolio.

CAHR conferences provide insight into the major challenges facing the industry, important trends, and areas of innovation and growth, combining education on the fundamentals of the Canadian pharmaceutical reimbursement platform with thought-provoking discussion and productive networking opportunities.

CONFERENCE ONE

CAHR Market Access 101 (MA101)

Provides an introduction to the various fields of activity involved in market access, from clinical trials to budget impact analysis and government relations.

CONFERENCE TWO

CAHR Market Access 201 (MA201)

Expands upon the Market Access 101 course information and takes its ideas further, providing context and insight to better understand the issues facing market access professionals.

Certified Market Access Professional

CAHR is pleased to offer members the opportunity to become a **Certified Market Access Professional (CMAP)**.

Developed by a team of experienced market access leaders in concert with the Council for Continuing Pharmaceutical Education (CCPE)—a trusted name in pharmaceutical industry training—completion of the CMAP certification program offers solid proof of your commitment to professional development.

The CMAP program allows you to be recognized as possessing the unique skill set that defines the modern market access professional. Comprehensive and complete, the program encompasses a broad range of subjects of direct relevance to your daily activities.

Upon completion, you will be able to:

- Explain why market access is critical to commercial success
- Describe the market access players in the public and private payer environments
- Discuss how review processes, pricing and regulations impact public and private payer environments
- Know where to find the information necessary to understand public and private submission processes
- Identify key players in the market access and reimbursement environments
- Understand the intricacies of bringing a new drug to market in Canada
- Identify the key approvals pathways, processes and agencies involved in bringing a new drug to market in Canada

Successful completion of the program qualifies you as a **Certified Market Access Professional** and is verifiable through either CCPE or CAHR.

About CAHR

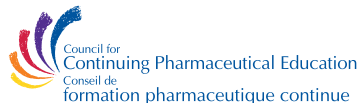
The Canadian Association for Healthcare Reimbursement (CAHR) represents professionals with an interest in public and private reimbursement for pharmaceutical and medical devices within the Canadian health care system. Throughout the year, our members benefit from educational events, networking opportunities, and news and information relevant to the reimbursement environment in Canada. **For more information, visit cahr-acrss.ca.**



About CCPE

CCPE was created in 1969 by Canada's research-based pharmaceutical industry to assess the need for and design, develop and administer affordable educational programs which complement industry training, and establish and support the high educational and accreditation standards necessary for pharma reps to maintain the reputation necessary to operate in Canada's highly regulated marketplace.

CCPE is a non-profit organization actively supported by the majority of research-based pharmaceutical companies operating in Canada and is directed by elected volunteers from member organizations. **For more information, visit ccpe-cfpc.org.**



YOUR PATHWAY
TO BECOMING A

Certified Market Access Professional

