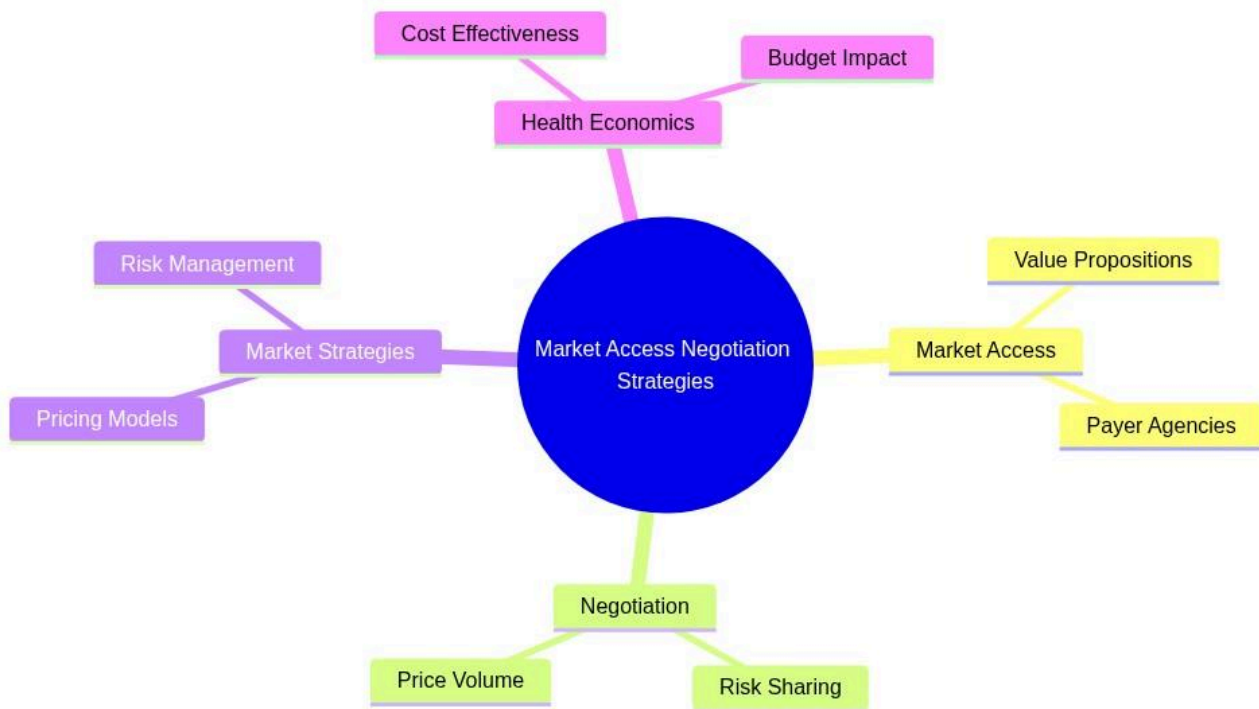


Professional Certificate in Health Economics and Market Access

Market Access Negotiation Strategies



```

mindmap
  root((Market Access Negotiation Strategies))
    Market Access
      Value Propositions
      Payer Agencies
    Negotiation
      Risk Sharing
      Price Volume
    Market Strategies
      Pricing Models
      Risk Management
    Health Economics
      Cost Effectiveness
      Budget Impact
  
```