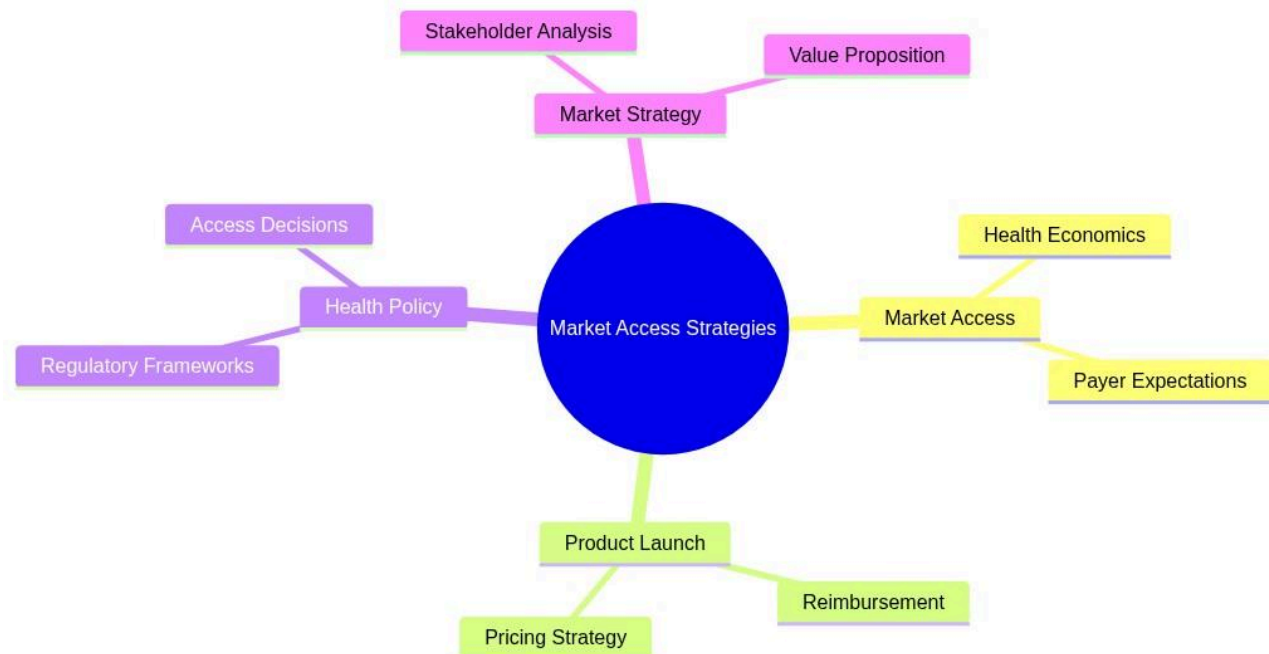


Professional Certificate in Health Economics and Market Access

Market Access Strategies



mindmap

```
root((Market Access Strategies))
  Market Access
    Health Economics
    Payer Expectations
  Product Launch
    Reimbursement
    Pricing Strategy
  Health Policy
    Regulatory Frameworks
    Access Decisions
  Market Strategy
    Stakeholder Analysis
    Value Proposition
```