

**MEDICAL MARKET ACCESS** refers to barriers that exist in a country when introducing new pharmaceutical products to treat patients. This textbook introduces the reader to medical market access with a strong focus on Denmark and the Danish market in pharmaceuticals; it describes the characteristics of the Danish market for pharmaceuticals and its stakeholders and the processes of market approval and reimbursement. It also takes a company perspective and explains how the industry works with medical market access issues in Danish daily practice. Also, in order to put the Danish market in perspective, it explains both societal dilemmas and international medical market issues.

The book is written for master's level university courses. However, understanding the national and international issues of medical market access is increasingly important for both professionals working in the health care system and the medical industry.

This book is the first of its kind, introducing an evolving area of importance not only for the industry as a whole, but also for providers, patients, investors and regulatory bodies in Denmark.

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