



HealthAssist

GLOBAL PRICING - HEALTHCARE - MARKET ACCESS

Service Portfolio

International / Global Pricing

International Reference Pricing
Price Calculation
Price based Roll-Out
HEOR Requirements
Consultancy and Coordination

German Healthcare System

Market entry Rules
Price setting & Price calculation
Prescribing & Contracting
Navigating within the System
Consultancy and Coordination

General

EU-HTA / Assessments by Authorities
Building up a powerful pricing Department
Connecting Pricing & Sales
Risk Assessment for pricing topics

Customer Contact & Sales Support (B2B)

Prescription drugs
Skincare and Supplements
Cosmoceuticals

Martin Katzenmeyer

- More than **35 years of experience** / well connected
- Self employed since 2024 with **HealthAssist**
- Management experiences up to **global responsibilities**
- Sound knowledge of **German healthcare policy, market access and pricing**
- Overview on **price refencing methods worldwide**
- Extensive **sales experiences and networking skills**
- Ability to develop **business-relevant solutions**
- Support in **partnership solutions DE ↔ BG**





HealthAssist

Global Pricing, Healthcare, Market Access

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