LA LAW FIRM

25.09.2025 | 10:30-13:30

WEBINAR

ONLINE ZOOM

180 DAYS OF NEW PRICE REGULATION FOR MEDICINES

RESULTS, PROSPECTS, AND PRACTICAL RECOMMENDATIONS

GUEST SPEAKER

Sergii Ischenko
CPO Proxima
Research International

Analytical information
on the impact of changes in pricing
on the pharmaceutical market

SPEAKERS

Dmytro Aleshko
Moderator,
Managing Partner
LA Law Firm

Lidiia Sanzharovska
Associate Partner
LA Law Firm

Vitalii Savchuk
Partner
LA Law Firm

Andrii Gorbatenko
Partner
LA Law Firm

AGENDA

10:30-13:00 TOPICS TO BE DISCUSSED

1. Current state of the National Price Catalog: an analysis of the initial results and the practical problems encountered during the filling process.
2. Rejection of applications for declaring the maximum wholesale selling price: a review of new typical cases.
3. Navigating the difference in medicine prices between the National Price Catalog and the reimbursement list: addressing the gap.
4. Understanding the approaches of the State Expert Center (SEC) and the Ministry of Health (MoH) on recalculation of maximum reference prices, categorisation of medicines, and correction of technical errors.
5. Increasing the declared maximum wholesale selling price: practical problems.
6. Import and sale of medicines not included in the National Price Catalog after 01.11.2025.
7. Selling off medicine residues within the four-month period following the first declaration of the maximum wholesale selling price: practical application of the new rules.
8. Wholesale selling price formation: what importers and contract manufacturing customers need to consider when forming the wholesale selling price.
9. Interaction with pharmacies, a look at the risks and opportunities:
   - Marketing and promotion services: who is at risk of being fined by tax authorities, and who is not?
   - Information Services: why is there a 100% risk of being fined?
   - Adapting marketing strategies: exploring marketing alternatives for those subject to restrictions.
   - Other recent tax practices.
10. Practical application of restrictions on selling by an importer or manufacturer no more than 20% of a medicine volume to a single business entity. Best practices for selecting distributors and reflecting these approaches in internal company policies.
11. Antimonopoly Committee of Ukraine (AMCU): analysis of recent decisions concerning distributors and potential consequences for other market participants.
12. Application of discounts and other price reduction mechanisms.

13:00-13:30 Q&A SESSION

INFORMATION & REGISTRATION

Participation fee: **9 600 UAH.**
Clients of LA Law Firm and member companies of partner associations get a **10% discount**.
Group discount 20% applied to four and more representatives of one company.
Registration and mass media accreditation are mandatory: **https://bit.ly/4lPchV1.**
Language: **Ukrainian.**
Should you have any questions regarding registration and participation, please contact at **news@l-a.com.ua** or on the phone **+380 67 445 7784** Natalia, **+380 67 710 9707** Tetiana.

Organisational Partner: ***Information agency "Pravotoday"****. Media Partner:* ***Apteka.UA Weekly***
After registration, each participant is given individual ZOOM access to an online webinar.