

# Pharmaceutical Pricing and Reimbursement: Global Markets

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## Abstracts

### REPORT SCOPE:

This new report on pricing and reimbursement in a global market provides a brief overview on the pharmaceutical markets, healthcare reforms and regulations across the globe over the last decade and how this has impacted mergers and acquisitions and venture capitalist investment in the sector. It reviews pricing and reimbursement policies and processes in the U.S. and Europe and the ways in which pharmaceutical investment in generics, biosimilars, over the counter (OTC), small molecule and biological agents; and the shift toward more innovative medicines such as cell and gene therapies may change future treatment paradigms and future pricing and reimbursement policies.

### REPORT INCLUDES:

An overview of the global markets for pharmaceuticals, specifically healthcare legislation and regulation, pricing mechanisms, and reimbursement procedures

Analyses of the global market trends, with data corresponding to market size for 2014-2019, and projections of compound annual growth rates (CAGRs) through 2024

Information on the current price and reimbursement landscape, benchmarking statics, and future development opportunities in the pharma industry

Case studies of different price and reimbursement strategies for prescription drugs, orphan drugs, generics, over-the-counter products, and value-based

## pricing

Discussion on the impact of COVID-19 on pharmaceutical sales in Q1 2020 and overall healthcare marketplace

Insight into the greater adoption of value-based pricing schemes, with emphasis on the innovative payment models, increased investment in cell and gene therapies, and long-term response to COVID-19

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