

Generics as a Vehicle to Improve Market Access

<https://marketpublishers.com/r/GCE729C14E3EN.html>

Date: March 2012

Pages: 79

Price: US\$ 695.00 (Single User License)

ID: GCE729C14E3EN

Abstracts

In low and middle-income countries, around 17.6 million people each year die of treatable infectious diseases, reproductive health issues, and childhood illnesses. Millions more experience poor quality of life from chronic diseases.

The high costs of developing innovator drugs means that those treatments are often out of reach for least developed and developing countries, and even in developed countries. Affordable generics offer one major solution to this monumental problem. As such, some governments have used compulsory licensing to secure generics, if a voluntary license is not forthcoming.

However, with more patent owners recognizing that market access has shareholder value as well as patient benefits, voluntary licenses are becoming increasingly desirable.

Generics as a Vehicle to Improve Market Access summarises different approaches to providing generics as a route to improve market access and evaluates the impacts of these strategies.

Report Overview

Generics as a Vehicle to Improve Market Access features exclusive perspectives from key people in the field of market access, including representatives from the pharmaceutical and generics industries, consultants specialising in generics and market access, and individuals from independent market access organisations, such as a voluntary licensing model.

The comprehensive report summarises the key issues around this important subject, and provides a wealth of pertinent tables, charts, and data points from sources such as

the Access to Medicine Index, as well as a robust set of references, all in one convenient document.

As well as a detailed exploration of ways in which generics can improve market access, the report offers insights into other mechanisms, such as differential pricing and price-cutting, branded generics, distribution and organisational changes, and even drug donations.

Key Report Features

Views from branded and generic Pharma

Latest definitions and data on the needs for expanded market access

Up-to-date look at the impact of the TRIPS agreement

Demonstrated results of generic competition

Examples of compulsory and voluntary licensing agreements

Voluntary licensing models - ViiV Healthcare and Medicines Patent Pool

Impact of expanded access on revenues and R&D

PR impact for branded and generic Pharma

Role of government in securing market access

Other mechanisms for improving market access

Key Questions Answered

Is market access to low cost drugs just a developing world issue?

Which therapeutic areas are most critical?

How does intellectual property affect market access?

Why do generics improve market access?

Why is compulsory licensing needed?

Does expanded access affect revenues and reinvestment into R&D?

What is the PR impact of voluntary licensing?

Which models for improving access will be the most effective?

Key Benefits

Receive clear definitions of the key issues (e.g., which countries are “least developed”?)

Gain insights into the perspectives of generics companies and big pharma

Learn about companies who support voluntary licensing agreements

Find out which companies have compulsory and voluntary licensing agreements in place, and for which drugs

Understand the PR value of voluntary licensing and other routes to expanded market access

Review other mechanisms to improve access, such as differentiated pricing

Hear what industry thought-leaders think are the answers to improving market access

Who Would Benefit From This Report?

This report will be of value to senior pharma directors and managers with responsibilities in the following areas:

Market access

Licensing

Business development

Marketing, brand and sales management

This report will also benefit charities working in market access, pharma consultancies, Independent voluntary licensing consultancies, state and national legislators and health policy researchers.

Key Quotes

“Market access is a major ethical dilemma.” – Asa Cox, founder, Generic Pharma 2.0 & New Pharma Mag.

“According to UNAIDS, there are around 34 million people living with AIDS, and the vast majority of them don’t have access to medicines.” – Kaitlin Mara, communications manager, Medicines Patent Pool.

“Virtually all countries have been affected by the economic crisis, and healthcare spend is under increased scrutiny ... In this context, the attractiveness of generic pharmaceuticals is bound to increase.” – Rachid Ezzikhe, deputy corporate marketing officer, Tabuk Pharmaceutical.

“We need to be thinking of ways to build on each other's inventions, using licensing, royalty payments and whatever other mechanisms are at our disposal.” – Peter Maybarduk, program director - Access to Medicines, Public Citizen.

Expert Views Include:

Asa Cox, founder, Generic Pharma 2.0 & New Pharma Mag

Peter Maybarduk, program director - Access to Medicines, Public Citizen

Ellen't Hoen, executive director, Medicines Patent Pool

Kaitlin Mara, communications manager, Medicines Patent Pool

Rachid Ezzikhe, deputy corporate marketing officer, Tabuk Pharmaceutical

Irina Dumistracel, head of pharmaceutical development at LaborMed Pharma

Millind Sathe, deputy general manager for projects, at an India-based generics company

Rui Domingos, Pholium Consulting

Peter Wittner, senior consultant, Interpharm Consultancy

And Big Pharma representatives

Contents

EXECUTIVE SUMMARY

THE ISSUE OF MARKET ACCESS: SETTING THE SCENE

The need for improved market access in emerging markets

Which groups need improved market access to low-cost drugs?

Important disease areas in market access

Is market access just a developing world issue?

Rating market access - the Access to Medicine Index

Generics as the answer to market access

What are generics?

How intellectual property can impact market access

Why generics improve market access

Reduced development costs

Increased competition

Price cutting through reducing reference prices

Generics can drive innovation

Generics can help access to different formulations

THE ISSUE OF MARKET ACCESS: THE DETAIL

Compulsory licensing

Why is compulsory licensing needed?

Examples of compulsory licensing

Voluntary licensing

Examples of individual voluntary licensing agreements

Examples of voluntary licensing models

ViiV Healthcare

Medicines Patent Pool

THE ISSUE OF MARKET ACCESS: THE VIEW FROM BRANDED PHARMA

Does expanded access affect revenues and reinvestment into R&D?

The PR impact of expanded market access

Generics agreements provide a route into additional markets

Concerns linked with generics

THE ISSUE OF MARKET ACCESS: THE VIEW FROM GENERIC PHARMA

Market access leads to revenue gains
The competitive advantage of early market access
The PR impact for the generics companies

THE ISSUE OF MARKET ACCESS: THE ROLE OF GOVERNMENTS

THE ISSUE OF MARKET ACCESS: OTHER MECHANISMS

Differential pricing and price-cutting
Enforced price cutting and reference pricing
Reimbursement and discounting
Voluntary price-cutting and differential pricing
Cutting costs through changes in distribution
Branded generics
Improving access through improved stock organisation
Improving technology infrastructure
Supporting healthcare infrastructure
Improving market access by donating drugs

CONCLUSIONS

ACKNOWLEDGEMENTS

REFERENCES

I would like to order

Product name: Generics as a Vehicle to Improve Market Access

Product link: <https://marketpublishers.com/r/GCE729C14E3EN.html>

Price: US\$ 695.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GCE729C14E3EN.html>