

Inside China's Healthcare Reforms: Opportunities for Multinational Pharma

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Abstracts

In 2009, China's government announced plans to invest RMB1.13 trillion (\$180 billion) in expanding and improving healthcare provision, through significant healthcare reforms. These reforms have five key areas of focus:

Expansion of medical insurance coverage

Establishment of a national essential drug list (EDL)

Investment in improved primary healthcare facilities

More equal distribution of healthcare provision

Public hospital pilot schemes

This massive spending program is rapidly expanding healthcare access for China's 1.3 billion citizens, and has implications for the pharmaceutical industry worldwide.

Report Overview

Inside China's Healthcare Reforms: Opportunities for Multinational Pharma

This comprehensive report goes deep inside China to reveal the ways that recent reforms are changing healthcare for rural and urban citizens.

Numerous local experts have been consulted for their insights, including industry

experts, government officials, ministry advisers, and formulary managers.

The reader-friendly report explores each key aspect of healthcare reform in turn, clearly explaining what it is, why it was needed, and what progress has been made so far, and then summarising its specific implications for the Pharma industry. As well as covering recent reforms, the report also examines key reform priorities through to 2015.

In addition to a thorough review of reforms and their implications for Pharma, the report provides important insights and tips for building effective relationships with Chinese stakeholders.

Inside China's Healthcare Reforms: Opportunities for Multinational Pharma is a must-have report for anyone with responsibilities or interests in China's healthcare market.

Key Report Features

In-depth interviews with local industry experts, including a senior policy maker at the MOHRSS and an adviser to the Ministry of Health

Thorough review of the status of key features of the reforms announced and implemented since 2009

Analysis of the implications of reforms for foreign pharmaceutical companies wanting to succeed in the Chinese market

Details of reform priorities through to 2015, with their implications for Pharma

Strategic recommendations for foreign pharmaceutical companies wanting to gain market access in China based on interviews with experts who have been involved in the launch of products in China

Analysis of the role of distributors in China and the future of the distribution system following reforms

Insight into the tendering process in Chinese hospitals and provinces and how to take part

Recommendations of how to structure market access teams effectively in China

Key Benefits

Understand the key features of healthcare reform in China and what their implications are for your company's plans for China

Understand the role played by the essential drugs list and the national reimbursement drug list, and discover if these are worth accessing

Learn about the Chinese government's future reform priorities and understand their likely impacts

Learn how to structure market access teams in China

Acquire strategies for gaining market access in Chinese provinces and hospitals with a view to gaining market access nationally

Who Should Read This Report?

Managers and Executives focused on global business:

Emerging Markets

Global Pricing

Business Development

Managers and Executives with international responsibilities and interests:

Sales & Marketing

Public Affairs

Regulatory Affairs

Medical Affairs

Key Quotes

“In terms of the aim to achieve universal [health insurance] coverage, this is already 95%, but the basic benefit package is still quite low. Over the next five years the reimbursement ratio will be increased for the three public insurance programmes for those patients admitted to hospital.” – Professor Hu Shanlian of Fudan University (Shanghai), an advisor to the Ministry of Health

“The implementation of universal healthcare has greatly improved the ability of the public to use medical services. Generally speaking, this is conducive to the growth performance of pharmaceutical companies.” – Dong Chaohui, vice director, Division of Health Insurance, National Institute for Social Security, MOHRSS

“Once the product is licensed and is on sale in China we try to get onto a provincial list. So you start with one province like Beijing or Shanghai... Once you successfully register the product in one provincial list, you move onto another.” – Wai Lun Ng, former CFO, AstraZeneca China

Key Questions Answered

What are the key features of healthcare reform in China?

What are the implications of those key reforms for the Pharma industry?

How can my company take advantage of the increased investment in healthcare provision in China?

What impact have the essential drug list and investments in grassroots healthcare infrastructure had on prescribing patterns in China?

Who are the key stakeholders at the hospital, city, and provincial level that my company needs to influence to gain market access in China?

What will be the impact of the consolidation of the Chinese domestic pharmaceutical industry on foreign companies looking to gain access to the Chinese market?

Expert Views Include:

Dr Hu Shanlian - Professor of Health Economics at Fudan University Shanghai, advisor to the Ministry of Health

Wai Lun Ng - former CFO, AstraZeneca China

David Twinberrow - VP Strategy and Market Development, IMS Health China

Joseph Cho - managing director, the China R&D-based Pharmaceutical Association Committee, and chairman of the board, Astellas Pharma China

Luo Shizhong - vice manager, International Department, Shandong Xinhua

Dong Chaohui - vice director, Division of Health Insurance, National Institute for Social Security, MOHRSS

Matthew Chervenak - CEO, General Biologic

Ben Shankland - director, Altarnum Consulting

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ACKNOWLEDGEMENTS

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