

Trends and Innovations in Drug Pricing

<https://marketpublishers.com/r/T5E2BC3DB38EN.html>

Date: December 2014

Pages: 0

Price: US\$ 595.00 (Single User License)

ID: T5E2BC3DB38EN

Abstracts

FirstWord's Trends and Innovations in Drug Pricing report dissects international trends and examines how long-standing dynamics in competitive pricing and access will strengthen the payer position in demanding discounts in return for guaranteed patient access. Up-to-the-minute and based on the most current research and expert interviews, Trends and Innovations in Drug Pricing is an open window to the future of drug pricing.

Worldwide, the trend towards payers determining price has been firmly entrenched for years. Yet in the US, more aggressive approaches to pricing through exclusive deals that swap discounts for patient access are only now gaining traction.

As arrangements like that which saw Gilead Sciences granted exclusive coverage by CVS Health for the premium priced hepatitis C drugs Harvoni (ledipasvir/sofosbuvir) and Sovaldi (sofosbuvir) increasingly become the norm, the pricing landscape is likely to undergo significant change. And as payers focus is on containing costs and ensuring value for money, what is the takeaway message for pharma?

Get Answers to Important Questions

What impact will aggressive pricing measures have on the US, based on EU experience?

What lessons can the US market learn from EU experience in areas such as risk-sharing and reference pricing?

What impact do current pricing trends have on patient access, public health and cross-border access in the EU?

How can pharma companies remain flexible and agile in a payer-dominated market?

How is the Solvadi experience impacting US payers and pharma companies?

Is differential pricing by indication a feasible option in areas such as oncology?

Key Takeaways

Analyses of various tools payers are using to exert pressure on drug prices

Assessment of critical factors to consider when setting prices that payers can bear

Evaluation of the impact Health Technology Assessment is having on drug prices

Insights into the rising importance of Value Based Pricing and risk sharing agreements

Expert views on payer attitudes towards combination products and high-priced oncologic and orphan drugs

About FirstWord Reports

FirstWord is an innovative industry intelligence leader serving over 240,000 Pharma and MedTech professionals worldwide. FirstWord offers a range of products and services designed to help your company gain a competitive edge by making key business decisions with speed and confidence.

FirstWord Reports deliver timely, need-to-know intelligence about your products, your competitors and your markets. FirstWord Reports provide expert views and intelligence on the challenges facing pharma today in these topic areas: Biosimilars, Market Access, Medical Affairs, Sales & Marketing, Technology, Therapy Areas.

FirstWord Pharma PLUS is a personalised and comprehensive intelligence service delivering up-to-the-minute pharma news, insight, analysis and expert views of

importance to your company's success.

Contents

1. EXECUTIVE SUMMARY

2. RESEARCH OBJECTIVE AND METHODOLOGY

3. KEY QUESTIONS ANSWERED IN THE REPORT

4. INTRODUCTION

4.1. Payers tighten their grip

4.2. Case study 1: How US physicians kicked back against Zaltrap

5. THE US STILL SHAPES GLOBAL PRICING

5.1. Case study 2: the Sovaldi price conundrum

6. CONSOLIDATING PRICE CONTROLS IN EUROPE

6.1. The UK tries to be transparent

6.2. The UK's new PPRS scheme

6.3. HTA interventions

6.4. Germany's AMNOG procedure

6.5. Other European price controls

6.6. The impact of recession

6.7. Overview of pricing measures in Europe 2012/2013

6.8. Where to launch in Europe

6.9. The importance of sequencing

6.10. Impact on sequencing

7. A NEW EMPHASIS ON AFFORDABILITY

7.1. Case study 3: Soliris - Expensive but worth it

8. FROM LIST TO NET PRICES

8.1. Risk-sharing and reference pricing

8.2. Endpoints are not the whole outcome

8.3. Addressing uncertainty

- 8.4. Does risk-sharing work?
- 8.5. Think about it early
- 8.6. Case Study 4 : Pay if you clear
- 8.7. Will risk-sharing get more complicated?
- 8.8. Problems with risk-sharing
- 8.9. Real-world data are the tipping point
- 8.10. How confidential is confidential?
- 8.11. Relative confidentiality
- 8.12. The impact of HTA networks

9. VALUE FOR MONEY IN PRICING

10. WHAT ARE WE PRICING FOR?

- 10.1. Shift from primary to specialist care
- 10.2. Translating cost into price
- 10.3. A genuine cure
- 10.4. Predictability in budget impact
- 10.5. Paying for the benefit now
- 10.6. Case study 5: Clearing out the Cancer Drugs Fund
- 10.7. Co-payments and affordability
- 10.8. Differential pricing and leakage
- 10.9. Prices and affordability

11. NEW PROBLEMS, NEW SOLUTIONS

12. PRICING BY INDICATION

13. THE FUTURE-WHERE PRICING IS GOING NOW

I would like to order

Product name: Trends and Innovations in Drug Pricing

Product link: <https://marketpublishers.com/r/T5E2BC3DB38EN.html>

Price: US\$ 595.00 (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/T5E2BC3DB38EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970