

# Trends and Innovations in Drug Pricing

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## 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

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