

Healthcare Market Access: Egypt

<https://marketpublishers.com/r/HF6A118B8C8EN.html>

Date: December 2014

Pages: 79

Price: US\$ 1,299.00 (Single User License)

ID: HF6A118B8C8EN

Abstracts

The report provides in-depth information on:

Country Landscape – This section covers information on the prevailing economic environment in the country and the reform efforts being taken. The GDP growth has improved indicating trends in the economic indicators and improvement. The demographic profile of the country indicates that a majority of the population is young

Healthcare infrastructure – Insightful review of the country's healthcare system and health status with key health indicators are presented in this section. Moreover, healthcare expenditure and major healthcare providers are mentioned. The profiles of major hospitals and the number of healthcare personnel in the country are also covered.

Overview of Pharmaceutical Market – This section depicts the pharmaceutical market in terms of size, growth, product mix and key players operating in the country. A special emphasis has been laid on the key drivers and barriers impacting the pharmaceutical market of the country. Furthermore, major diseases with high burden for the country have been covered.

Market Access: This section dwells on the role and importance of various stakeholders in product commercialization process and gatekeepers holding the key to the access for pharmaceutical products. Various regulatory aspects crucial for approval and marketing of various categories of pharmaceutical products have been captured. In addition, analysis of pricing and reimbursement landscape along with the prescribing policies are covered.

Key questions answered in this report:

The report answers majority of key questions that are paramount for the success of a pharmaceutical company such as:

How stable is the country's political climate, major economic indices like GDP size and growth, rate of inflation, FDI, etc. impacting the level of business sentiments

How lucrative is the pharmaceutical market of the country in terms of size, growth, product portfolio mix, key market segments and the level of competitive intensity

Who are the relevant stakeholders that needs to be engaged effectively for successful product commercialization

What are the key trends and policies that may impact the future market access landscape and how to effectively counter them

Which are the cost-containment measures that have been adopted by the country's government and may be introduced in the near future

Which are the major disease segments that a pharmaceutical company can focus for product launch and growth based on the disease burden in the country

What are the key policies that impacts the pricing and reimbursement decisions in both public and private sector

Whether the country's pharmaceutical market represents a compelling commercial case to invest and offers significant opportunities that can be successfully tapped resulting in significant revenue generation

Key benefits / Why should you buy this report:

As every country's market access landscape is unique and evolving, it makes a prudent decision to have a country specific market access strategy. Moreover, the success of any pharmaceutical company hinges on successfully navigating challenges posed by the various stakeholders and regulatory bodies for effective product commercialization.

This report will serve as a handy tool for pharmaceutical and other related healthcare stakeholders to:

Understand the macro and micro parameters that will play a pivotal role in making business decisions

Identify, target and collaborate with the relevant stakeholders that hold key to effective product commercialization

Conceptualize and formulate plausible market access strategies based on the insights generated

Identify and foresee the major trends and policies likely to impact the regulatory, pricing and reimbursement landscape of the country

Capitalize on the opportunities presented by the country's pharmaceutical market and mitigate the challenges posed by the competitors and stakeholders/regulatory bodies

Generate market specific insights that are actionable and commercially viable

Leverage market access insights by incorporating physicians and payer priorities so as to develop effective sales and marketing strategies resulting in increased brand and company revenue

Correctly ascertain the appropriate market access levers and barriers that will drive or hamper the brand performance

Prioritize and assign optimal resources required for implementation of various market access activities

Contents

1 EXECUTIVE SUMMARY

2 COUNTRY LANDSCAPE

- 2.1 Economic environment
- 2.2 Demographics
- 2.3 Political structure and environment

3 OVERVIEW OF THE PHARMACEUTICAL MARKET

4 HEALTHCARE INFRASTRUCTURE

- 4.1 Healthcare system
 - 4.1.1 Healthcare providers
- 4.2 Health status
- 4.3 Healthcare policy
- 4.4 Healthcare financing and expenditure
- 4.5 Health Insurance
- 4.6 Hospital sector
- 4.7 Healthcare access and inequalities

5 MARKET ACCESS

- 5.1 Regulatory landscape
 - 5.1.1 Regulatory Agencies
 - 5.1.2 Market Authorization for Pharmaceutical Products
 - 5.1.3 Drug Inspection
 - 5.1.4 Drug import
- 5.2 Pricing
- 5.3 Reimbursement landscape
- 5.4 Pharmaco-economic analysis
- 5.5 Drug price affordability

6 CONCLUSION

7 APPENDIX

- 7.1 Glossary
- 7.2 Egyptian Essential Drug List
- 7.3 Bibliography
- 7.4 Methodology
 - 7.4.1 Secondary research
 - 7.4.2 Data validation
- 7.5 Disclaimer
- 7.6 Contact us

I would like to order

Product name: Healthcare Market Access: Egypt

Product link: <https://marketpublishers.com/r/HF6A118B8C8EN.html>

Price: US\$ 1,299.00 (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/HF6A118B8C8EN.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