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Pricing Strategies: Value-Based Pricing (#03) Pharma Pricing Market Access Congress 2019 Pricing Strategies - How to price a product *Changing the drug pricing game* International pricing strategy Global Pricing of Pharmaceutical Products: Richard Epstein on the Ethics of Global Health

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ences. Successful global strategies must negotiate profitable prices in a fragmented and idiosyncratic environment, predict proper launch timing, mitigate parallel import losses, minimise the effects of reference-based pricing, and establish consistency in pricing and reimbursement levels across markets and time. An acknowl-

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Global pricing strategies for pharmaceutical goods In the context of national price controls in many pharmaceutical markets and strong interdependencies between these markets as a result of parallel trade

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and international price referencing, a global pricing strategy is essential. A global approach is necessary to maximise the long-

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pricing practices are changing the way medicines are bought and sold around the world.

Global drug pricing strategy: PwC

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Peter J. Rankin, Associate Principal Gregory K. Bell, Group Vice President Tim Wilsdon,...

Global Pricing Strategies for Pharmaceutical Product ...

The Price of Global Health is a unique book that describes the pharmaceutical pricing process and its business, economic and social challenges. Global drug pricing is one of the most hotly debated yet least understood aspects of the pharmaceutical industry. How should drug prices be set and what does it mean for patients?

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The Price of Global Health: Drug Pricing Strategies to ...

Pharmaceutical price regulation. Regulators, payers and purchasers use a mix of techniques for defining price levels. All components of the retail price of pharmaceuticals are subject to regulation. Many OECD countries regulate price increases and try to contain pharmaceutical expenditure growth.

Pharmaceutical Pricing Policies in a Global Market - OECD

With many Western economies still in recovery mode, global pharmaceutical companies are under the public and political microscope, with demands for an alternative to the traditional, sales-led approach to marketing. One payment model receiving increasing attention is value-based pricing (VBP). 1 Can VBP

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really meet its promise?

Value-based pricing in pharmaceuticals

Global Pricing Innovations offers biopharma pricing and access insights, analytics and specialist consulting. We offer novel solutions to address complex, industry-wide challenges and improve performance across price and access. Our insights platform is closely supported by the consultancy and service team. Learn more.

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3.1.2 Dual-Pricing Strategy 3.1.3 Differentiation Strategy 3.1.4 Price Corridor Strategy 3.2 Intranational Pricing Strategies 3.2.1 Skimming Strategy 3.2.2 Penetration Strategy 3.2.3 Premium Pricing Strategy 3.2.4 Medium Pricing Strategy 3.2.5 Promotion

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Pricing Strategy 3.2.6 Pulsation Strategy 3.3 Combining International and Intranational Pricing Strategies. 4. Price setting. 5.

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Global Pricing Strategies for Pharmaceutical Product Launches

Peter J. Rankin, Associate Principal Gregory K. Bell, Group Vice President Tim Wilsdon, Principal Chapter 2 of The Pharmaceutical Pricing Compendium A Practical Guide to the Pricing and Reimbursement of Medicines

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In view of the peculiar characteristics of pharmaceutical industry, the different approaches actually applicable and practiced in the

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industry as Cost-Plus Pricing, Break-Even Pricing, Value Based...

(PDF) Pricing strategies in pharmaceutical marketing

Pharmaceuticals pricing consultants: global pharmaceutical industry pricing strategies case study. Working with an international pharmaceutical company with annual revenue +\$1BN, Pricing Solutions developed a pricing strategy to adjust true net prices in different markets to reduce profit leakages and increase revenue.

Pharma Pricing Case Study - Pricing Strategy Consultants ...

Global pricing strategies for pharmaceutical goods In the context of national price controls in many pharmaceutical markets and strong interdependencies between these markets as a result of parallel trade and international price referencing, a global pricing strategy is

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essential. A global

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Public debate on the rising cost of new biotechnology drug treatments has intensified over the last few years as healthcare budget pressures have mounted under a strained economy. Meanwhile, the demand for new, effective medical and drug treatments continues to rise as unhealthy lifestyles cause further increases in diabetes and cardiovascular disease. Global drug pricing is one of the most hotly debated yet least understood aspects of the pharmaceutical industry. How should drug prices be set and what does it mean for patients? Why do governments increasingly get involved, and what is its impact on the global competitive environment? How can a life-saving industry have a poorer image than gun and tobacco industries, whose products are associated with

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death? Ed Schoonveld explains how pharmaceutical prices are determined in a complex global payer environment and what factors influence the process. His insights will help a wide range of audiences, from healthcare industry professionals to policy makers and the broader public, to gain a better understanding of this highly complex and emotionally charged field. *The Price of Global Health* is recognized as a valued and unique reference book that covers a complete array of topics related to global pharmaceutical pricing. It contains an in-depth but straightforward exploration of the pharmaceutical pricing strategy process, its underlying market access, general business and ethical considerations, and its implications for payers, physicians and patients. It is a much-needed and invaluable resource for anybody interested or involved in, or affected by, the development, funding and use of prescription drugs.

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In particular, it is of critical importance to pharmaceutical company executives and other leaders and professionals in commercialization and drug development, including marketing, business development, market access and pricing, clinical development, drug discovery, regulatory affairs, health outcomes, market research and public affairs. The second edition includes new chapters on payer value story development, oncology, orphan drugs and payer negotiations. Furthermore, many country chapters have been substantially updated to reflect changes in the healthcare systems, including the Affordable Care Act in the US, AMNOG in Germany, medico-economic requirements in France and many other country-specific changes. Lastly, almost every chapter has been updated with new examples and illustrations.

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This book provides an overview of the global pharmaceutical pricing policies. Medicines use is increasing globally with the increase in resistant microbes, emergence of new treatments, and because of awareness among consumers. This has resulted in increased drug expenditures globally. As the pharmaceutical market is expanding, a variety of pharmaceutical pricing strategies and policies have been employed by drug companies, state organizations and pharmaceutical pricing authorities.

This report assesses how pharmaceutical pricing and reimbursement policies have contributed to the achievement of certain health policy objectives, and it examines the national and transnational effects of these policies.

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The Strategic Pricing of Pharmaceuticals explains how pharmaceutical prices are, and should be set, in the US and international markets. The book discusses how pharmaceuticals are different from other products in terms of value and why typical assumptions and approaches to pricing fail to consider the true nature of pharmaceuticals or to capture their value. This book provides pharmaceutical marketers with needed guidance through the use of in-depth discussions and analyses of the factors that should be considered when setting and managing pharmaceutical prices.

Thanks to remarkable advances in modern health care attributable to science, engineering, and medicine, it is now possible to cure or manage illnesses that were long deemed untreatable. At the same

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time, however, the United States is facing the vexing challenge of a seemingly uncontrolled rise in the cost of health care. Total medical expenditures are rapidly approaching 20 percent of the gross domestic product and are crowding out other priorities of national importance. The use of increasingly expensive prescription drugs is a significant part of this problem, making the cost of biopharmaceuticals a serious national concern with broad political implications. Especially with the highly visible and very large price increases for prescription drugs that have occurred in recent years, finding a way to make prescription medicines and health care at large more affordable for everyone has become a socioeconomic imperative. Affordability is a complex function of factors, including not just the prices of the drugs themselves, but also the details of an individual's insurance coverage and the number of medical

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conditions that an individual or family confronts. Therefore, any solution to the affordability issue will require considering all of these factors together. The current high and increasing costs of prescription drugs—coupled with the broader trends in overall health care costs—is unsustainable to society as a whole. Making Medicines Affordable examines patient access to affordable and effective therapies, with emphasis on drug pricing, inflation in the cost of drugs, and insurance design. This report explores structural and policy factors influencing drug pricing, drug access programs, the emerging role of comparative effectiveness assessments in payment policies, changing finances of medical practice with regard to drug costs and reimbursement, and measures to prevent drug shortages and foster continued innovation in drug development. It makes recommendations for policy actions that could address drug

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price trends, improve patient access to affordable and effective treatments, and encourage innovations that address significant needs in health care.

Global Issues in Pharmaceutical Marketing presents a balanced, research-based perspective combined with a practical outlook on the current issues faced by the ethical, biotech, and generic segments of the pharmaceutical industry. It integrates an analytical approach with a global view to examine such issues as market access, digital marketing, emerging markets, branding, and more. The book covers not only the North American and Western European markets, but focuses on non-Western markets, such as Latin America and Asia. Each chapter is written as an individual essay about a given issue, and where relevant, original cases are provided to illustrate how

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these issues are currently managed by the global industry. This book offers a thoughtful and thorough description of the industry's current situation and integrates the latest scholarly and industry research from different disciplines in one place for convenient reference. It may be used in the following ways: To stimulate class discussions and inspire new streams of research for academics and graduate students; To introduce the industry to those interested in a career, to orient new industry hires, or to provide experienced practitioners with current research that will enhance their knowledge; To provide an understanding of the industry for those in the healthcare sector, such as physicians, pharmacists, as well as medical and pharmacy students; and To present recent and relevant research for those in government, public or private payers, and public policy environments to facilitate their decision making. This

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book will prove to be a useful resource and an important source of information for academics and their students, professionals, and policymakers around the world.

This book offers policy makers a hands-on approach, tested in the World Bank's field work in many countries, for developing policies that improve access to safe, effective medicines in health systems of low- and middle-income economies.

The pharmaceutical industry, long thought of as a recession-proof investment, now faces a day of reckoning. The reasons for this impending downfall are not hard to discern. The prices the industry charges for its prescription drugs have escalated at four to five times the cost-of-living increases during the past two decades and have

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reached a point where 30% of Americans must choose between filling a prescription, paying for housing, and buying food. This has brought about public pressure on governments around the world to control drug prices, yet the world's twenty largest pharma companies realized 80% of their growth as a result of exorbitant price hikes. Pharma currently enjoys its extraordinary profitability by exploiting the world's most vulnerable populations. Yet even their ability to increase prices in the face of falling demand does not satisfy their profit demands. The breadth and depth of pharma's marketing transgressions exceed those of any other industry and have now reached a point where authorities around the world have found it necessary to take legal action against its violations. Drastic change is needed if the pharmaceutical industry can equitably advance the health of the world's population and regain public

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esteem. This book illustrates the range and extent of pharma's violations and addresses the actions that should be implemented in order to make the drug industry a more constructive, less venal part of contemporary society. It will be of interest to researchers, academics, practitioners, and students with an interest in the pharmaceutical industry, healthcare management, regulation, and bioethics.

External reference pricing, or international price comparison, is a common strategy to control prices of pharmaceuticals that are protected by intellectual property rights and benefit from a legal monopoly (in-patent drugs). In the UK negotiations are under way that seek to define new arrangements for the pricing of branded (new) medicines from 2014. The pharmaceutical market in the UK

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only accounts for a small proportion of global sales; however, UK prices are important as many countries reference their prices against those in the UK. This report seeks to contribute to our understanding of approaches to pharmaceutical pricing in high-income countries and the role of reference pricing as a means to determining pharmaceutical prices. Reviewing experiences in Canada, France, Germany, Italy, the Netherlands and Spain, we find high variability of external reference pricing across different settings and of the relative importance of this approach in comparison with other pricing strategies. There was also considerable variation in the terminology and practices used, and understanding the complexities of countries included in reference baskets for external pricing requires considerable semantic clarification. There was considerable overlap between countries that

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cross-reference, and it remains challenging to estimate the direct, immediate impact on external reference baskets. This review suggests that the international impact of pricing changes in the UK is likely to be minimal or indirect, largely because of the diverse ways in which reference pricing is implemented in the countries examined.

The objectives of this study are to describe experiences in price setting and how pricing has been used to attain better coverage, quality, financial protection, and health outcomes. It builds on newly commissioned case studies and lessons learned in calculating prices, negotiating with providers, and monitoring changes. Recognising that no single model is applicable to all settings, the study aimed to generate best practices and identify areas for future

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research, particularly in low- and middle-income settings. The report and the case studies were jointly developed by the OECD and the WHO Centre for Health Development in Kobe (Japan).

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