

Global Pricing Strategies For Pharmaceutical Goods

The rising cost of pharmaceutical expenditures in many European countries is of concern to governments required to make effective use of health care budgets. Taking a broad perspective that encompasses institutional, political and supranational aspects of pharmaceutical regulation, this book examines approaches used to manage pharmaceutical expenditure across Europe and what impact these strategies have had on efficiency, quality, equity and cost of pharmaceutical care. *Regulating Pharmaceuticals in Europe* is an important book for students of health policy, regulation and management, and for health managers and policy makers.

While the shockingly high prices of prescription drugs continue to dominate the news, the strategies used by pharmaceutical companies to prevent generic competition are poorly understood, even by the lawmakers responsible for regulating them. In this groundbreaking work, Robin Feldman and Evan Frondorf illuminate the inner workings of the pharmaceutical market and show how drug companies twist health policy to achieve goals contrary to the public interest. In highly engaging prose, they offer specific examples of how generic competition has been stifled for years, with costs climbing into the billions and everyday consumers paying the price. *Drug Wars* is a guide to the current landscape, a roadmap for reform, and a warning of what is to come. It should be read by policymakers, academics, patients, and anyone else

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concerned with the soaring costs of prescription drugs.

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.

The Price of Global Health is a unique, much-needed and invaluable resource for anybody interested or involved in, or affected by, the development, funding and use of prescription drugs. The second edition includes new chapters on payer value story development, oncology, orphan drugs and payer negotiations. Country chapters have also been updated to reflect changes in healthcare systems, including the Affordable Care Act in the US, AMNOG in Germany, and medico-economic requirements in France. Almost every chapter has been updated with new examples and illustrations. 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 these issues are currently managed by the global industry. This book offers a thoughtful and thorough

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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 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 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.

Drawing on a rich set of interviews and surveys, this book shows how the global AIDS treatment advocacy movement helped millions in the developing world gain access to

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life-saving medication. The movement achieved this by transforming the market for AIDS drugs from one which was 'low volume, high price' to one based on access for all. The authors suggest that a movement's ability to transform markets depends upon whether: (1) markets are contestable; (2) they have framed their arguments to resonate across their target audiences; (3) the movement itself has a coherent goal; (4) the costs are low, or the benefit-to-cost ratio is favourable; and, finally, (5) institutions are present to reward continued achievement of the new market principle. These insights are applied to a range of other cases including malaria, maternal mortality, water/diarrheal disease, non-communicable diseases, education, climate change, the ivory trade, sex trafficking and the Atlantic slave trade.

Interdisciplinary in approach, this book combines philosophy, sociology, history and psychology in the analysis of contemporary forms of suffering. With attention to depression, anxiety, chronic pain and addiction, it examines both particular forms of suffering and takes a broad view of their common features, so as to offer a comprehensive and parallel view both of the various forms of suffering and the treatments commonly applied to them. Highlighting the challenges and distortions of the available treatments and identifying these as contributory factors to the overall problem of contemporary suffering, *Empty Suffering* promises to widen the horizon of therapeutic interventions and social policies. As such, it will appeal to scholars across the social sciences and humanities with interests in mental health and disorder, social

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theory and social pathologies.

Medicine Price Surveys, Analyses and Comparisons establishes guidelines for the study and implementation of pharmaceutical price surveys, analyses, and comparisons. Its contributors evaluate price survey literature, discuss the accessibility and reliability of data sources, and provide a checklist and training kit on conducting price surveys, analyses, and comparisons. Their investigations survey price studies while accounting for the effects of methodologies and explaining regional differences in medicine prices. They also consider policy objectives such as affordable access to medicines and cost-containment as well as options for improving the effectiveness of policies. Provides guidance for planning and implementing pharmaceutical pricing policies and systems

Reviews external price referencing systems Explains common baselines for interpreting price surveys Defines pharmaceutical price terminology and nomenclature

Market access is the fourth hurdle in the drug development process and the primary driver for global income of any new drug. Without a strategy in place for pricing, showing value for effectiveness and an understanding of the target purchasers' needs, the drug will fail to reach its intended market value. Introduction to Market Access for Pharmaceuticals is based on an accredited course in this area, taken from the European Market Access University Diploma (EMAUD), and is affiliated with Aix Marseille University.

This report reviews the important role of medicines in health systems, describes recent

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trends in pharmaceutical expenditure and financing, and summarises the approaches used by OECD countries to determine coverage and pricing.

Equitable Access to High-Cost Pharmaceuticals seeks to aid the development and implementation of equitable public health policies by pharmaco-economics professionals, health economists, and policymakers. With detailed country-by country analysis of policy and regulation, the Work compares and contrasts national healthcare systems to support researchers and practitioners identify optimal healthcare policy solutions. The Work incorporates chapters on global regulatory changes, health technology assessment guidelines, and competitive effectiveness research recommendations from international bodies such as the OECD or the EU. Novel policies such as horizon scanning, managed-entry agreement and post-launch monitoring are considered in detail. The Work also thoroughly reviews novel pharmaceuticals with particular research interest, including cancer drugs, orphan medicines, Hep C, and personalized medicines. Evaluates impact and efficacy of current access policies and pricing regulation of high-cost drugs Incorporates existing guidelines and recommendations by international organizations Compares and contrasts how different countries fund and police high-cost drug access Explores novel and emergent policies, including managed entry agreement, analysis of real world data and differential pricing Reviews novel pharmaceuticals of current research interest The Strategic Pricing of Pharmaceuticals explains how pharmaceutical prices are, and

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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. We all negotiate on a daily basis. We negotiate with our spouses, children, parents, and friends. We negotiate when we rent an apartment, buy a car, purchase a house, and apply for a job. Your ability to negotiate might even be the most important factor in your career advancement. Negotiation is also the key to business success. No organization can survive without contracts that produce profits. At a strategic level, businesses are concerned with value creation and achieving competitive advantage. But the success of high-level business strategies depends on contracts made with suppliers, customers, and other stakeholders. Contracting capability—the ability to negotiate and perform successful contracts—is the most important function in any organization. This book is designed to help you achieve success in your personal negotiations and in your business transactions. The book is unique in two ways. First, the book not only covers negotiation concepts, but also provides practical actions you can take in future negotiations. This includes a Negotiation Planning Checklist and a completed example of the checklist for your use in future negotiations. The book also includes (1) a tool you

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can use to assess your negotiation style; (2) examples of “decision trees,” which are useful in calculating your alternatives if your negotiation is unsuccessful; (3) a three-part strategy for increasing your power during negotiations; (4) a practical plan for analyzing your negotiations based on your reservation price, stretch goal, most-likely target, and zone of potential agreement; (5) clear guidelines on ethical standards that apply to negotiations; (6) factors to consider when deciding whether you should negotiate through an agent; (7) psychological tools you can use in negotiations—and traps to avoid when the other side uses them; (8) key elements of contract law that arise during negotiations; and (9) a checklist of factors to use when you evaluate your performance as a negotiator. Second, the book is unique in its holistic approach to the negotiation process. Other books often focus narrowly either on negotiation or on contract law. Furthermore, the books on negotiation tend to focus on what happens at the bargaining table without addressing the performance of an agreement. These books make the mistaken assumption that success is determined by evaluating the negotiation rather than evaluating performance of the agreement. Similarly, the books on contract law tend to focus on the legal requirements for a contract to be valid, thus giving short shrift to the negotiation process that precedes the contract and to the performance that follows. In the real world, the contracting process is not divided into independent phases. What happens during a negotiation has a profound impact on the contract and on the performance that follows. The contract’s legal content should reflect the realities

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of what happened at the bargaining table and the performance that is to follow. This book, in contrast to others, covers the entire negotiation process in chronological order beginning with your decision to negotiate and continuing through the evaluation of your performance as a negotiator. A business executive in one of the negotiation seminars the author teaches as a University of Michigan professor summarized negotiation as follows: "Life is negotiation!" No one ever stated it better. As a mother with young children and as a company leader, the executive realized that negotiations are pervasive in our personal and business lives. With its emphasis on practical action, and with its chronological, holistic approach, this book provides a roadmap you can use when navigating through your life as a negotiator.

The new "2010 Red Book" contains extensive updates and additions and provides the latest pricing and product information on more than 100,000 prescription and OTC items.

The series of papers in this publication were commissioned from renowned international economists from all regions. They review the existing empirical literature on six selected themes relating to the economics of intellectual property, identify the key research questions, point out research gaps and explore possible avenues for future research.

In the warped world of prescription drug pricing, generic drugs can cost more than branded ones, old drugs can be relaunched at astronomical prices, and low-

cost options are shut out of the market. In *Drugs, Money and Secret Handshakes*, Robin Feldman shines a light into the dark corners of the pharmaceutical industry to expose a web of shadowy deals in which higher-priced drugs receive favorable treatment and patients are channeled toward the most expensive medicines. At the center of this web are the highly secretive middle players who establish coverage levels for patients and negotiate with drug companies. By offering lucrative payments to these middle players (as well as to doctors and hospitals), drug companies ensure that inexpensive drugs never gain traction. This system of perverse incentives has delivered the kind of exorbitant drug prices - and profits - that everyone loves except for those who pay the bills. The pharmaceutical industry is one of today's most dynamic and complex industries, involving commercialization of cutting-edge scientific research, a huge web of stakeholders (from investors to doctors), multi-stage supply chains, fierce competition in the race to market, and a challenging regulatory environment. The stakes are high, with each new product raising the prospect of spectacular success—or failure. Worldwide revenues are approaching \$1 trillion; in the U.S. alone, marketing for pharmaceutical products is, itself, a multi-billion dollar industry. In this volume, the editors showcase contributions from experts around the world to capture the state of the art in research, analysis, and practice, and

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covering the full spectrum of topics relating to innovation and marketing, including R&D, promotion, pricing, branding, competitive strategy, and portfolio management. Chapters include such features as: · An extensive literature review, including coverage of research from fields other than marketing · an overview of how practitioners have addressed the topic · introduction of relevant analytical tools, such as statistics and ethnographic studies · suggestions for further research by scholars and students The result is a comprehensive, state-of-the-art resource that will be of interest to researchers, policymakers, and practitioners, alike.

The biopharmaceutical industry has been a major driver of technological change in health care, producing unprecedented benefits for patients, cost challenges for payers, and profits for shareholders. As consumers and companies benefit from access to new drugs, policymakers around the globe seek mechanisms to control prices and expenditures commensurate with value. More recently the 1990s productivity boom of new products has turned into a productivity bust, with fewer and more modest innovations, and flat or declining revenues for innovative firms as generics replace their former blockbuster products. This timely volume examines the economics of the biopharmaceutical industry, with eighteen chapters by leading academic health economists. Part one examines the

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economics of biopharmaceutical innovation including determinants of the costs and returns to new drug development; how capital markets finance R&D and how costs of financing the biopharmaceutical industry compare to financing costs for other industries; the effects of safety and efficacy regulation by the Food and Drug Administration (FDA) and of price and reimbursement regulation on incentives for innovation; and the role of patents and regulatory exclusivities. Part two examines the market for biopharmaceuticals with chapters on prices and reimbursement in the US, the EU, and other industrialized countries, and in developing countries. It looks at the optimal design of insurance for drugs and the effects of cost sharing on spending and on health outcomes; how to measure the value of pharmaceuticals using pharmacoeconomics, including theory, practical challenges, and policy issues; how to measure pharmaceutical price growth over time and recent evidence; empirical evidence on the value of pharmaceuticals in terms of health outcomes; promotion of pharmaceuticals to physicians and consumers; the economics of vaccines; and a review of the evidence on effects of mergers, acquisitions and alliances. Each chapter summarizes the latest insights from theory and recent empirical evidence, and outlines important unanswered questions and areas for future research. Based on solid economics, it is nevertheless written in terms accessible to the general reader. The book is

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thus recommended reading for academic economists and non-economists, and for those in industry and policy who wish to understand the economics of this fascinating industry.

Commercializing a knowledge-based product or service requires a realistic, methodical approach combined with a great deal of perseverance.

Commercialization Secrets for Scientists and Engineers serves as a high-level guide to answering key questions and critical issues that confront founding entrepreneurs on their quest to commercialize their knowledge-based innovations. It highlights the unique problems shared by all technologists across knowledge-intensive fields and how to overcome the most predictable obstacles faced by technology entrepreneurs. It demystifies the process of commercializing advanced products that require a high degree of specialized knowledge.

Typically, these are "disruptive technologies" with the potential to revolutionize whole industries. The book simplifies the launch of high-tech ventures such as pharmaceuticals, genetic and biotechnology products, wireless devices, fuel cells, and minimally invasive medical devices. Additionally, it will help readers bring their disruptive technologies to profitability.

Market access is the process by which a pharmaceutical company gets its product available on the market after having obtained a marketing authorization

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from a regulatory agency and by which the product becomes available for all patients for whom it is indicated as per its marketing authorization. It covers a group of activities intended to provide access to the appropriate medicine for the appropriate group of patients at the appropriate price (in most countries). Market Access may also be seen as activities that support the management of potential barriers, such as non-optimal price and reimbursement levels, the restriction of the scope of prescribing for the drug or complicated prescription writing or funding procedures. Since there are cultural differences among countries, any Market Access strategy needs to be culturally sensitive. Pharmaceutical Market Access in emerging markets has been extensively discussed in our previous book, published in 2016. The present book focuses on developed markets with the goal of helping students, academics, industry personnel, government workers, and decision makers understand the environment in developed markets. While there are numerous books on crime scene investigation and the processing of crime scenes, few focus on the processing of vehicles. Whether the crime took place in the car or the car was used to transport the suspect or victim—and, as such, is a secondary scene—investigating vehicles presents several unique challenges. *Processing Vehicles Used in Violent Crimes for Forensic Evidence* fills this void providing the technical instruction sorely needed

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in this area of crime scene investigation. The book is geared not only to investigators who process vehicles involved in general crimes but also with a specific focus on violent crimes. Coverage includes details as to how investigators should document the vehicle in a logical and methodical manner that is easily understood and replicated for various scenes. By identifying the unique challenges caused by working in the tight quarters of a vehicle—especially in photographing the vehicle, the evidence within it, and how to best find, collect, document, and preserve the evidence—the author provides a unique reference for investigators. Special attention is paid to documenting shooting incidents, the proper detailing and documentation of bullet trajectories, bloodstain documentation, and processing vehicles for other biological, impression, and physical evidence. Key Features Presents crime scene collection and preservation techniques and methodology specific to vehicle-related considerations Outlines the unique challenges, and step-by-step procedural requirements, necessary to conduct a vehicle or vehicle-related scene investigation Addresses types of various evidence for vehicles—including fingerprint, blood, DNA, bullet and casing, and fire debris—which are common primary or secondary crime scenes While the book is geared toward crime scene investigators and forensic technicians who process vehicles used in crimes, it will

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be an invaluable resource for criminal justice and forensic science students, attorneys, death investigators, fire investigators, accident scene investigators, and scene reconstructionists.

Managing Drug Supply (MDS) is the leading reference on how to manage essential medicines in developing countries. MDS was originally published in 1982; it was revised in 1997 with over 10,000 copies distributed in over 60 countries worldwide. The third edition, MDS-3: Managing Access to Medicines and Health Technologies reflects the dramatic changes in politics and public health priorities, advances in science and medicine, greater focus on health care systems, increased donor funding, and the advent of information technology that have profoundly affected access to essential medicines over the past 14 years. Nearly 100 experts from a wide range of disciplines and virtually every corner of the world have contributed to this third edition. In addition to many new country studies, references, and extensive revisions, MDS-3 offers new chapters on areas such as pharmaceutical benefits in insurance programs, pricing, intellectual property, drug seller initiatives, and traditional and complementary medicine. The revisions and new chapters echo the wide variety of issues that are important to health practitioners and policy makers today. MDS-3 will be a valuable tool in the effort to ensure universal access to quality medicines and health technologies

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and their appropriate use.

International Pharmaceutical Marketing is an authoritative study of the world pharmaceutical industry from a marketing perspective. Dr. Pradhan, a respected expert in pharmaceutical economics, provides a broad-based discussion of the subject, including international marketing and organization, exporting, investing and licensing, product registration, patents, and new drug development.

International pharmaceutical market research, product and pricing policy, promotional activities, and distribution systems are investigated and described in detail. Finally, the author focuses on the operations of the drug industry in twenty selected nations. Background, data, and analysis relevant to the unique characteristics of the industry provide the information necessary to analyze international marketing problems and formulate strategies and policies.

The definition of Market Access was first reported by the World Trade Organization as “to open markets for trade and improve transparency, reciprocity, and non-discrimination in international trade”. Pharmaceutical Market Access is different and it could be defined as achieving the optimal price for a product or service and/or the maximum reimbursement for the approved target population with no restrictions on funding for the medical technology. By the way, Market Access is not only the market authorization, but it also includes overlapping activities like pricing, health technology assessment, formulary, and reimbursement. Market Access is one of the most important activities for pharmaceutical companies and emerging

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countries represent an important opportunity for launching new products. It was reported that the Compounded Average Growth Rate (CAGR) was 6.0% in the period 2011-2017, and expected sales exceeding 1.1 trillion USD by 2017 for emerging countries. Furthermore, CAGR 2008-2012 for recently launched pharmaceuticals were 9.8% for emerging countries and 1.5% for the top 8 developed countries. The Market Access processes in the most important emerging countries in the selected regions are defined in this book with the aim to help local experts, local government officers, headquarter managements, and everyone who want to learn more about healthcare system and health policies pathways of Market Access, mapping and structure of decision makers, challenges and catalyzers for Market Access in the emerging countries.

This volume provides a comprehensive review of China's healthcare system and policy reforms in the context of the global economy. Following a value-chain framework, the 16 chapters cover the payers, the providers, and the producers (manufacturers) in China's system. It also provides a detailed analysis of the historical development of China's healthcare system, the current state of its broad reforms, and the uneasy balance between China's market-driven approach and governmental regulation. Most importantly, it devotes considerable attention to the major problems confronting China, including chronic illness, public health, and long-term care and economic security for the elderly. Burns and Liu have assembled the latest research from leading health economists and political scientists, as well as senior public health officials and corporate executives, making this book an essential read for industry professionals, policymakers, researchers, and students studying comparative health systems across the world.

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This is the first book to present marketing strategy of high-tech products and services in a legal, economic, and global context. From software to hardware, from pharmaceuticals to digital movies and TV, the authors argue that the understanding of intellectual property rights (IPRs) is essential to devising effective marketing strategies.

Foreseeing and planning for all of the possibilities and pitfalls involved in bringing a biotechnology innovation from inception to widespread therapeutic use takes strong managerial skills and a solid grounding in biopharmaceutical research and development procedures. Unfortunately there has been a dearth of resources for this aspect of the field. Medicines are vital in improving patient health outcomes and pharmaceutical policy is a fundamental component of any health system. However, the global pharmaceutical policy is ever-evolving and data and quality 'research-based information' in this field are scarce. This book fills this gap and provides up-to-date empirical information and evidence-based synthesis. It focuses on pertinent key issues in global pharmaceutical policy including medicines safety, generic medicines, pharmaceutical supply chain, medicines financing, access and affordability of medicines, rational use of medicines, pharmacy health services research and access to vaccines and biological products. Featuring policy case studies from varied countries such as Mexico, Russia, China, Kyrgyzstan, and Pakistan, this book comprises a valuable and comprehensive resource for students, funders, policymakers, academics, and researchers interested in this field.

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

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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 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. 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,

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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.

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 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? 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 death? The pharmaceutical industry is under unprecedented pressure due to a combination of declining R&D productivity, payer/provider demands for better value and public pressures to show pricing restraint. Rapidly increasing cost of healthcare, shifts from fee-for-service to value-based reimbursement, public pressure on drug pricing and an increasingly vocal medical community have empowered public and private payers worldwide to be more demanding on evidence of value for the prescription drugs that are brought to market. Pharmaceutical companies have often failed to deliver evidence of patient value, as development decision-making is overly focused on speed to FDA approval rather than speed to commercial success by effectively addressing the many "Access Journey" obstacles that typify today's much changed pharmaceutical environment. This 3rd edition is significantly expanded with ten new

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chapters and revised and updated throughout to reflect today's environment. The contents are reorganized to directly address critical pricing and patient access issues. 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, consumers, pharmaceutical company leaders and access and pricing professionals to gain a better understanding of this highly complex and emotionally charged field.

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 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

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considerable semantic clarification. There was considerable overlap between countries that 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. Pharmaceuticals constitute a relatively small share of the total healthcare expenditure in most developed economies, and yet they play a critical role in the ongoing debate over how best to advance, improve, and afford healthcare. Despite this, and perhaps because of this, the industry has had, for many years, an outsized claim to fame and controversy, praise and criticisms, support and condemnation. Unfortunately, many participants in the debate do not fully understand the complexities of the industry and its role in the overall healthcare system. The analytical tools of economics provide a strong foundation for a better understanding of the dynamics of the pharmaceutical industry, its contribution to health and healthcare, its dual and often conflicting priorities of affordability and innovation, as well as the various private and public policy initiatives directed at the sector. This third edition of a uniquely comprehensive and balanced examination of the industry includes several new chapters on important topics such as the full-fledged generics sector, the arrival of biosimilars or generic biological drugs, the global consolidation of manufacturers, the evolving reimbursement landscape, and the emergence of the world's most populous nations, such as China, India, and Brazil, as

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both suppliers and consumers of pharmaceutical products. Other chapters have been fully rewritten or extensively updated, covering such important topics as the cost efficiency of research and development, pace of new innovations, economic evaluation and value-based pricing of drugs, and public and private interventions in the industry. 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 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 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

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

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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 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.

Encyclopedia of Pharmacy Practice and Clinical Pharmacy covers definitions, concepts, methods, theories and applications of clinical pharmacy and pharmacy practice. It highlights why and how this field has a significant impact on healthcare. The work brings baseline knowledge, along with the latest, most cutting-edge research. In addition, new treatments, algorithms, standard treatment guidelines, and pharmacotherapies regarding diseases and disorders are also covered. The book's main focus lies on the pharmacy practice side, covering pharmacy practice research, pharmacovigilance, pharmacoeconomics, social and administrative pharmacy, public health pharmacy, pharmaceutical systems research, the future of pharmacy, and new interventional models of pharmaceutical care. By providing concise expositions on a

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broad range of topics, this book is an excellent resource for those seeking information beyond their specific areas of expertise. This outstanding reference is essential for anyone involved in the study of pharmacy practice. Provides a 'one-stop' resource for access to information written by world-leading scholars in the field Meticulously organized, with articles split into three clear sections, it is the ideal resource for students, researchers and professionals to find relevant information Contains concise and accessible chapters that are ideal as an authoritative introduction for non-specialists and readers from the undergraduate level upwards Includes multimedia options, such as hyperlinked references and further readings, cross-references and videos

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 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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