

How to interpret and compare pharmaceutical prices

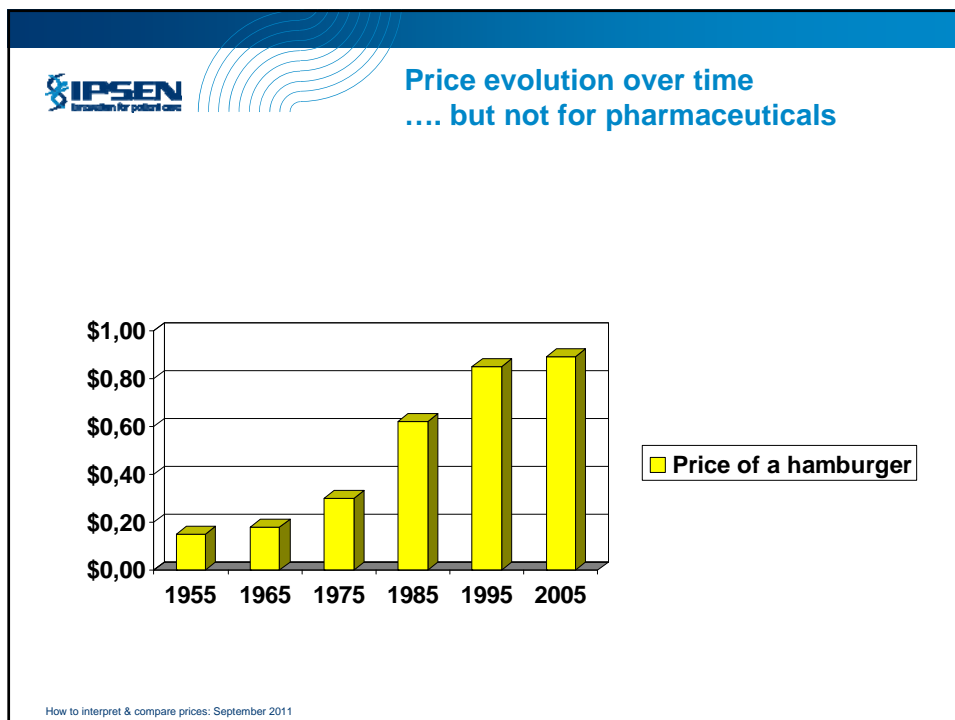
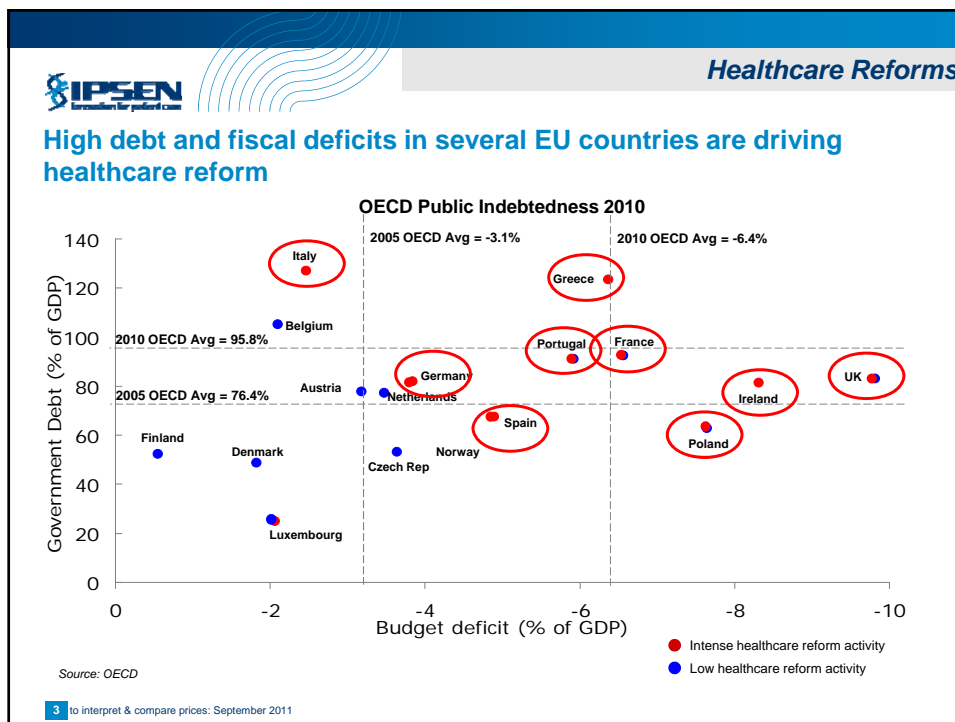
Company perspective

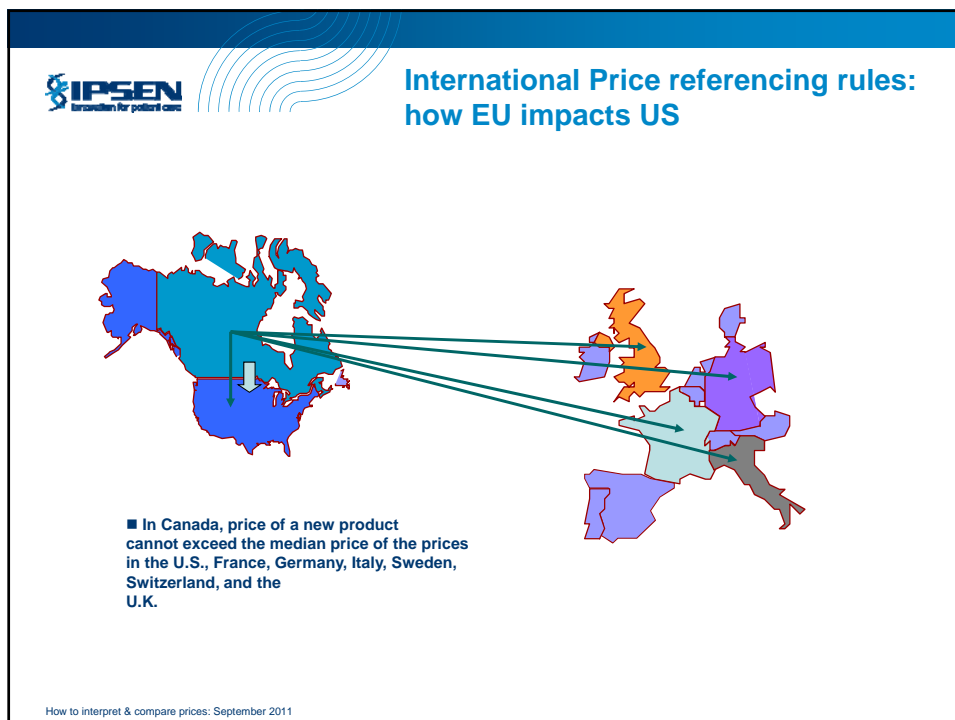
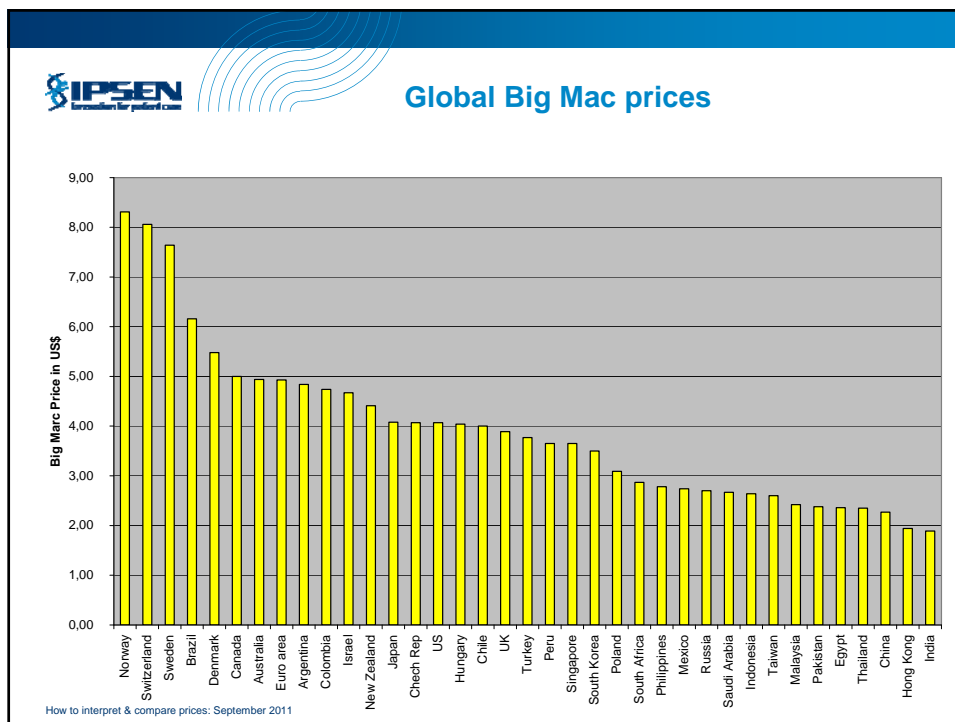
Irma van den Arend

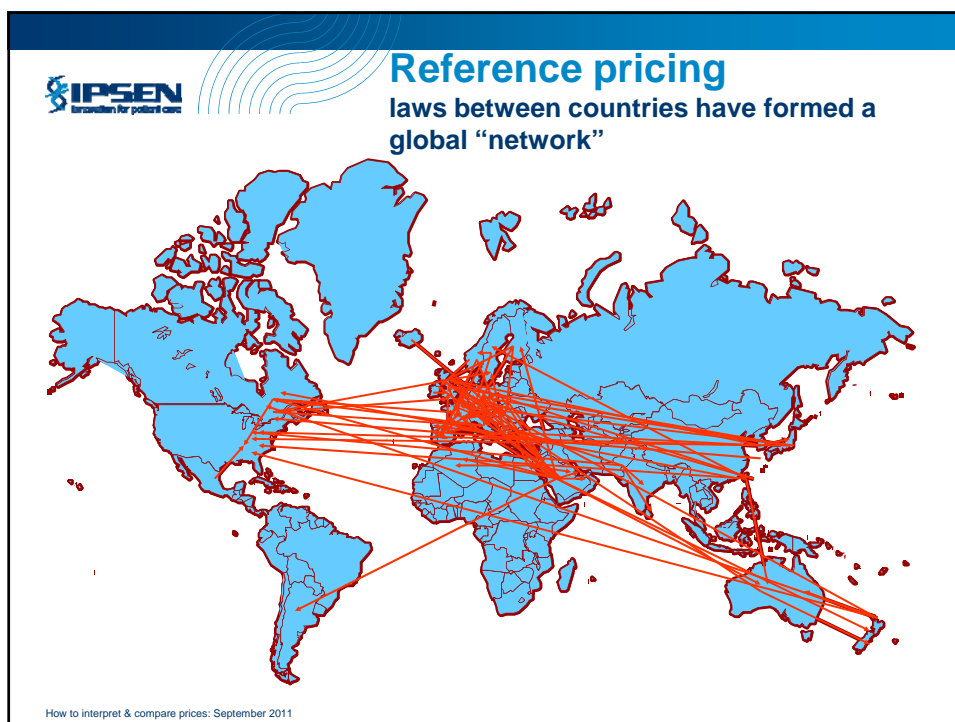
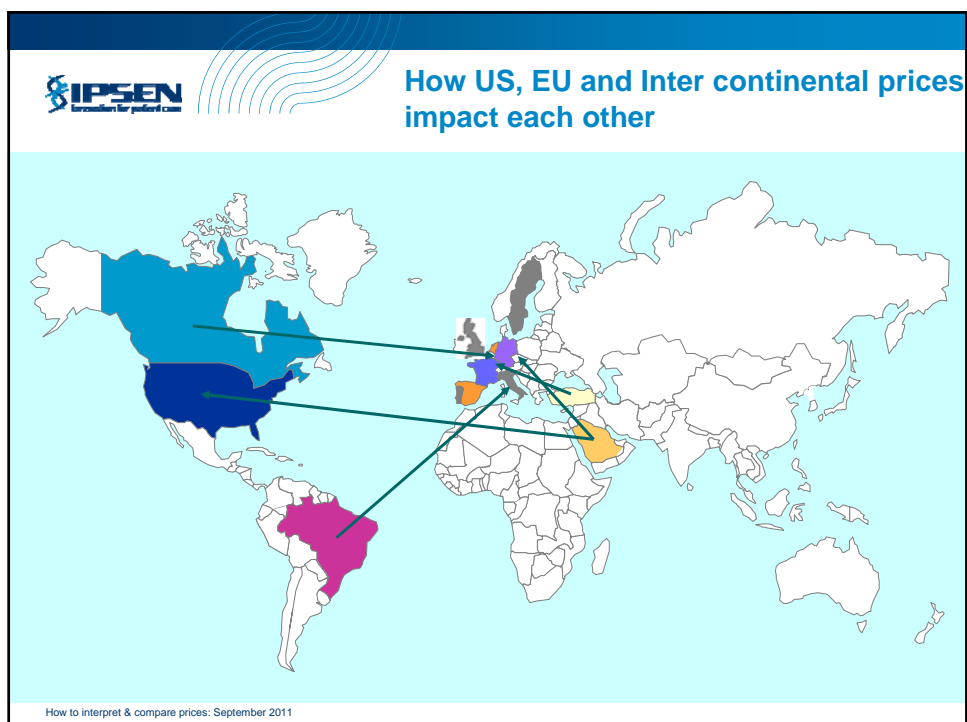


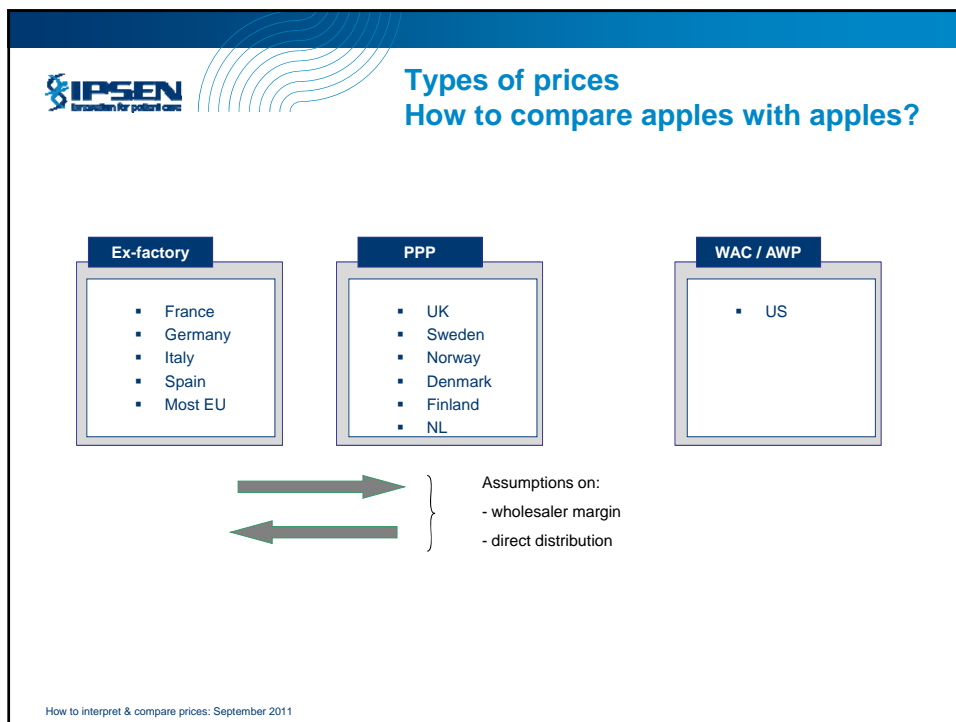
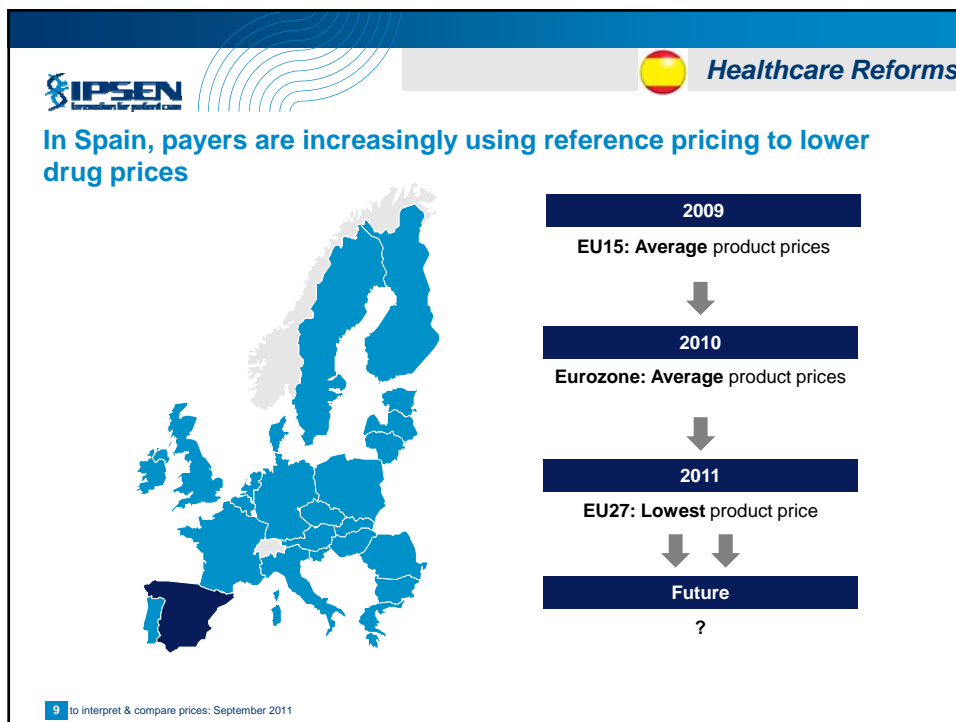
Why a company interprets and compares prices?

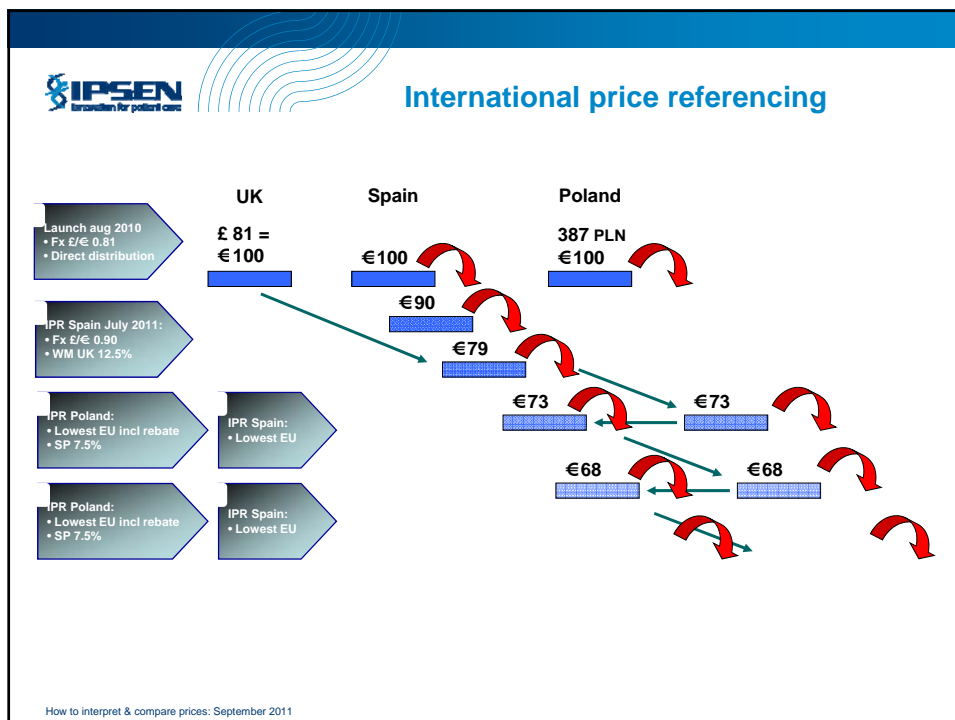
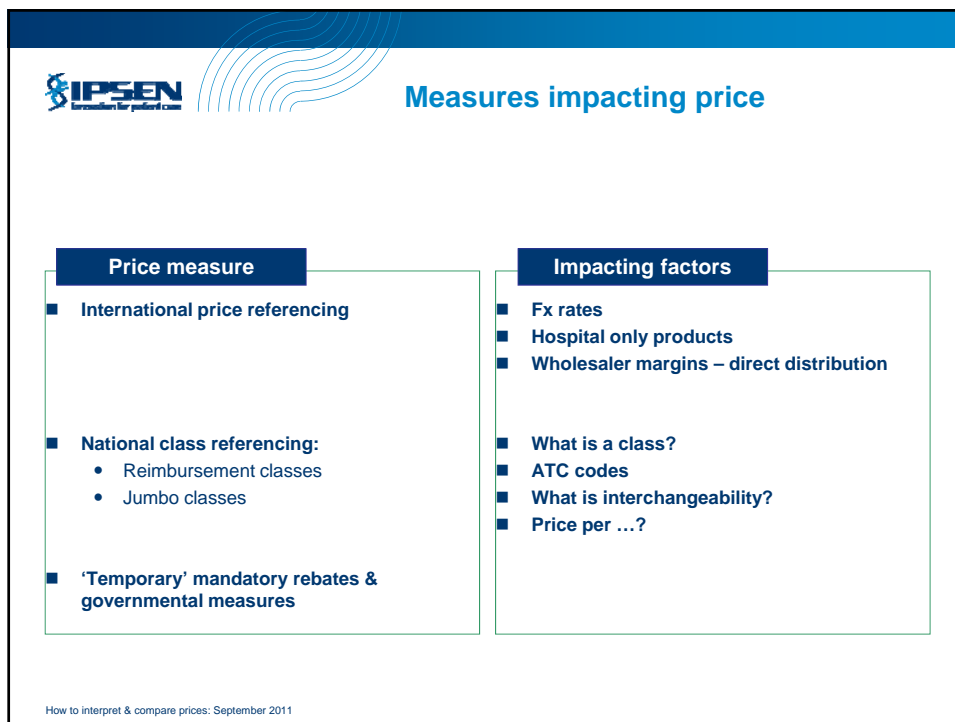
- To anticipate world wide price changes over time
- To avoid or limit price erosion where possible











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Innovation for patient care

National class referencing ... LHRH in prostate cancer example

Launch of the various formulations

Introduction Class Referencing

2000 1 month	2005 3 month	2010 6 month	2011 Hybrid 1 month
€100	€285 -5%	€542 -5%	€80
€80	€240 -20%	€480 -20%	€80

How to interpret & compare prices: September 2011

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Innovation for patient care

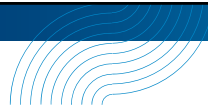
National class referencing ... and it's impact on international PR

	Country A		Country B		Other EU countries	
	Product X	Product Y	Product X	Product Y	Product X	Product Y
	€100	€100	€100	€100	€100	€100
Generic X or PPRS price decrease product X	€80	€100	€100	€100	€100	€100
	€80	€100	€80	€100	€100	€100
Class Ref country B	€80	€100	€80	€80	€100	€100
	€80	€100	€80	€80	€80	€80

International price referencing

International price referencing

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Conclusion

- The current systems provide no incentive to price pharmaceuticals considering GDP
- The current systems provide no incentive to allow stepwise innovation

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