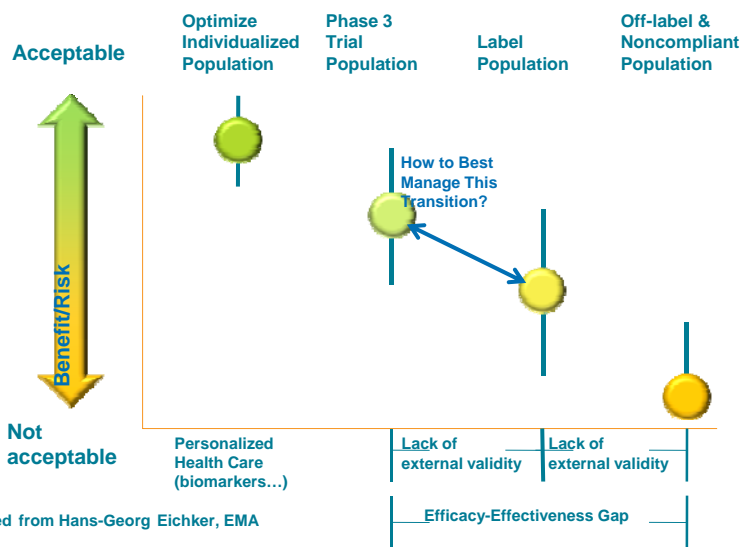
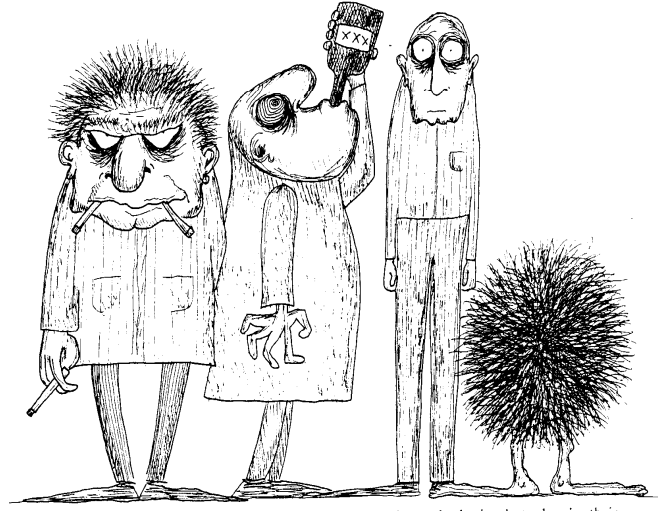


## Commercial aspects of rational use

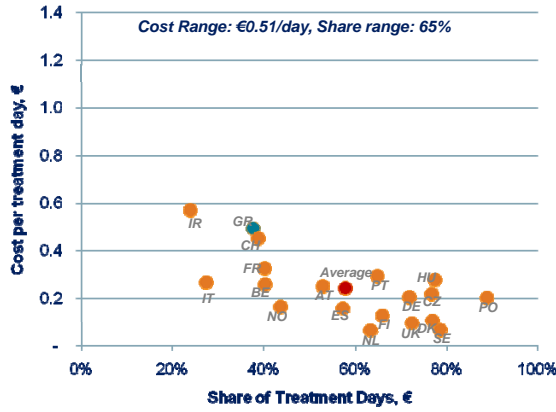
Pharmaceutical Pricing &  
Reimbursement Policies  
Vienna, 29-30 September 2011

Richard BERGSTROM  
Director General  
EFPIA

- Right medicine for the right patient
- Right patient for the right medicine
- Best value for money: same outcome at lower cost



Use vs. cost, GENERICS

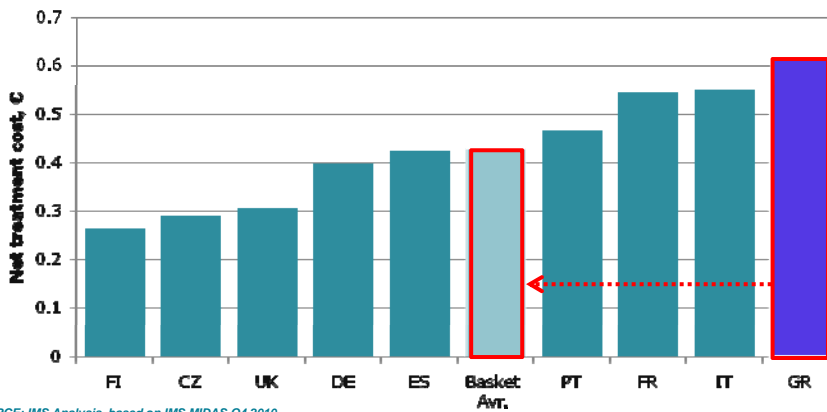


SOURCE: IMS MIDAS Q4 2010

SIX THERAPY CLASSES: A2B Antiulcerants, C10A Cholesterol and triglyceride reducers, C9C Angiotensin II antagonists, N3A Antiepileptic, N5A Antipsychotics, N6A Antidepressants. Source: IMS MIDAS, Q4 2010

High Greek spending is due to Volume and Mix, not price

Net Treatment Cost six retail therapies, €



SOURCE: IMS Analysis based on IMS MIDAS Q4 2010

IMS analysis shows that bringing the cost of treatment in 6 key therapy areas in line with the European average could save 30%

Analysis based in six therapy classes: A2B Antiulcerants, C10A Cholesterol and triglyceride reducers, C9C Angiotensin II antagonists, N3A Antiepileptic, N5A Antipsychotics, N6A Antidepressants. Source: IMS MIDAS, Q4 2010  
Countries: T5 European markets DE, FR, UK, IT, ES plus comparable countries: GDP/Cap basis i.e. in the range 25-35K p.a. (PT,CZ,SL,GR,FI)

Rational use: start with making  
the right policies