

'Fake' prices Are price surveys still useful ?



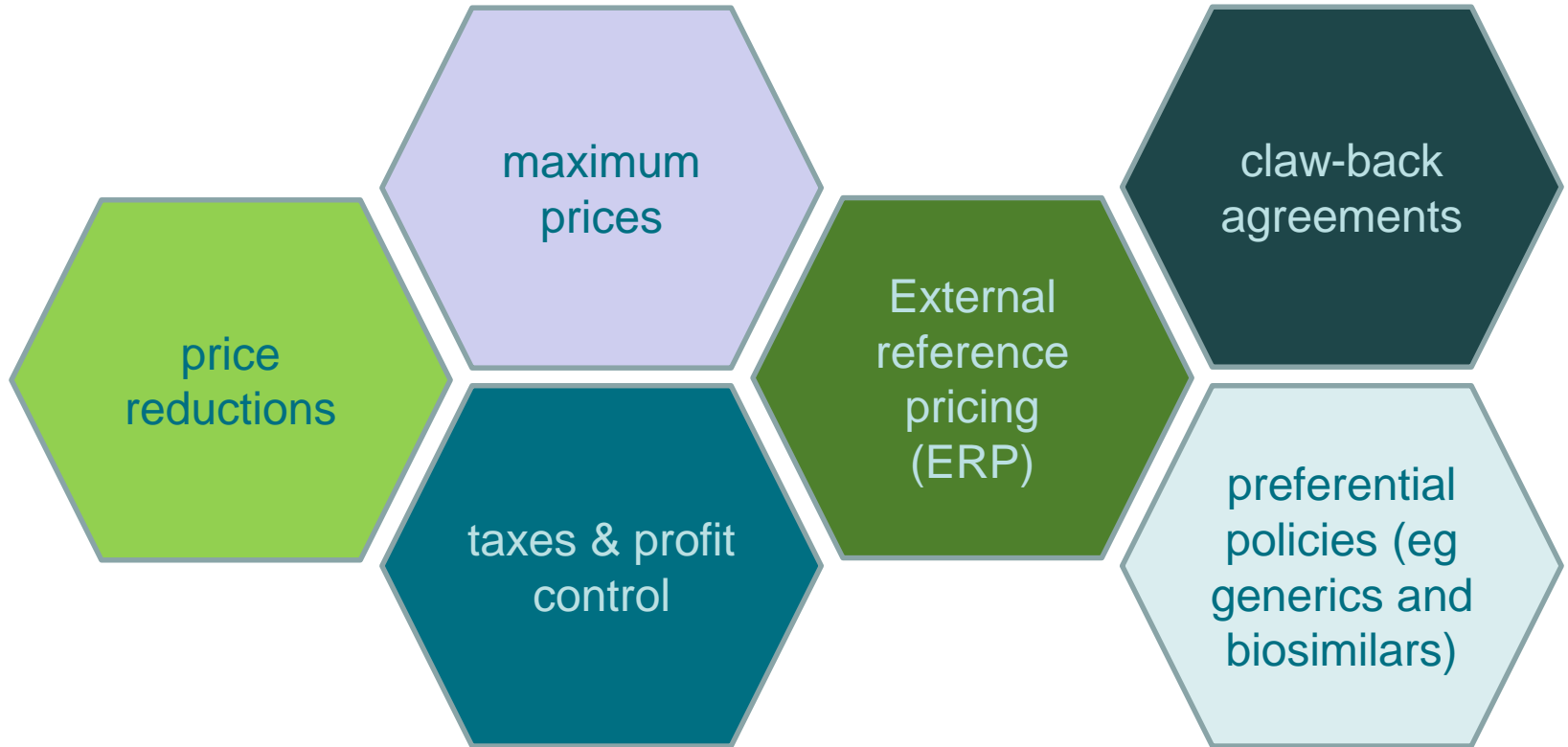
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Goal of pharmaceutical policy

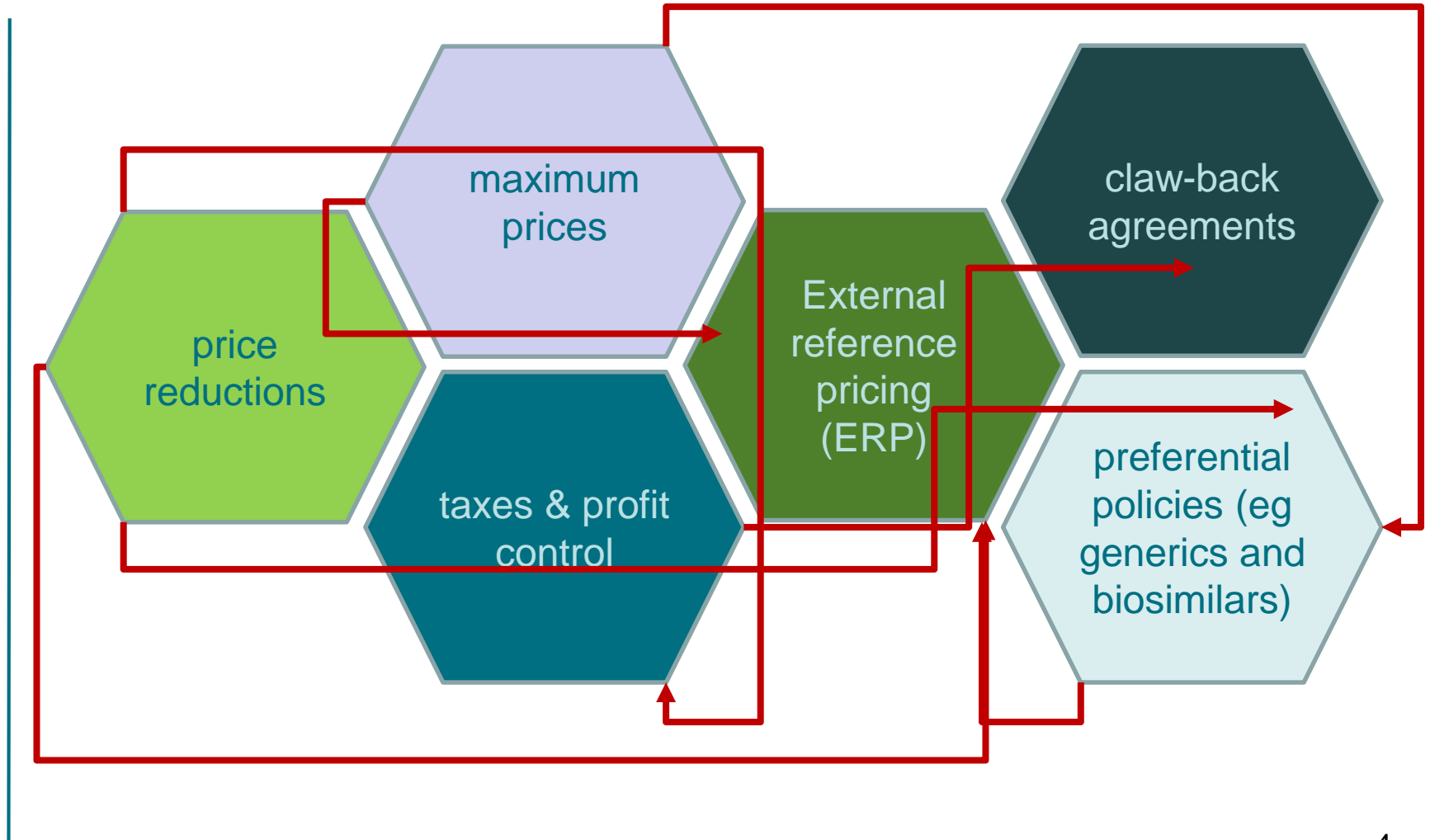
- **Access** to promising therapies for **patients**
→ early access
- **Access** to the ‘market’ for **pharmaceutical company**
→ fair reward for value (= incentive for investment)
- Manage **clinical uncertainties**
→ additional studies in subgroups? registries?
- Manage **budget**
→ balance between payer’s ability & industry’s revenue expectations

Policy options to control budgetary challenges



REACTIVE POLICY

Policy options to control budgetary challenges

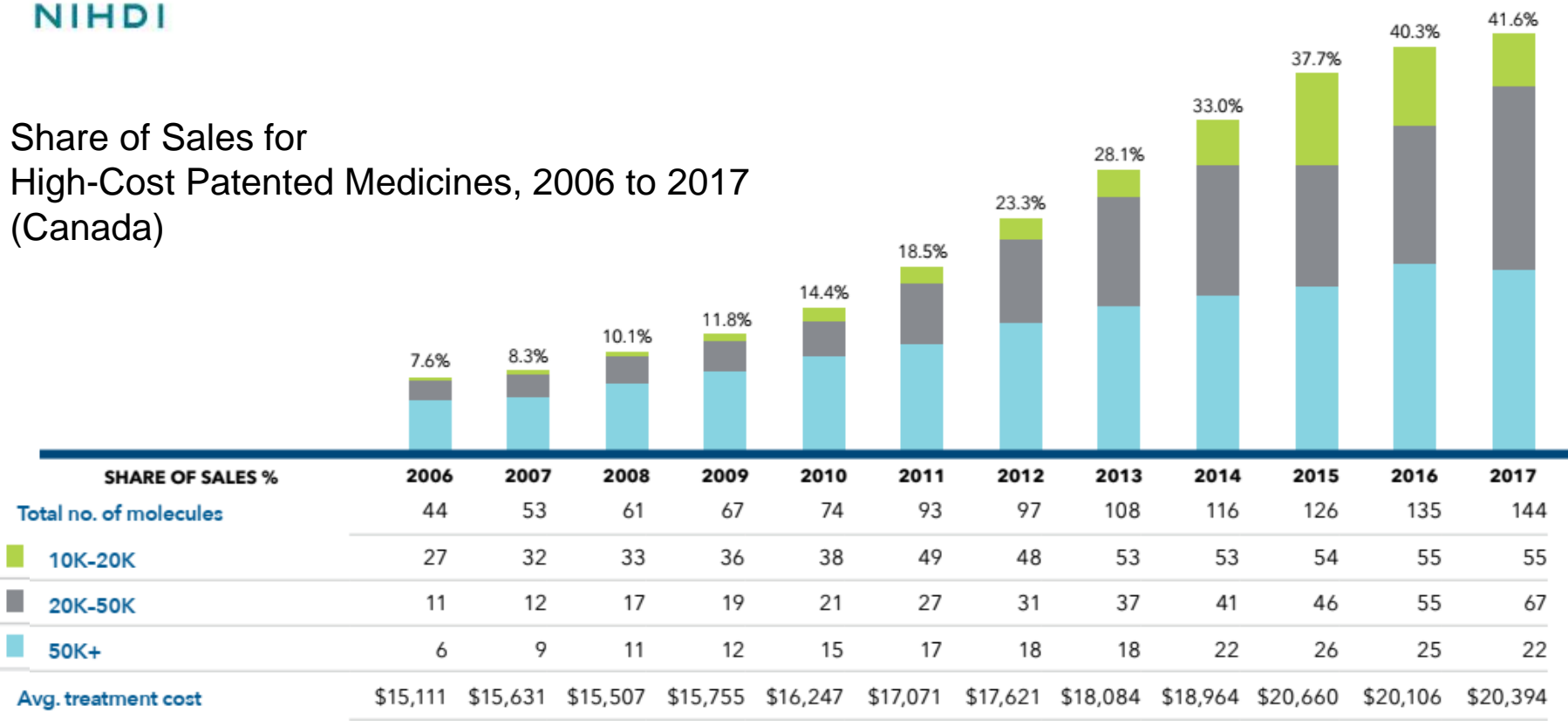


COMPLEX

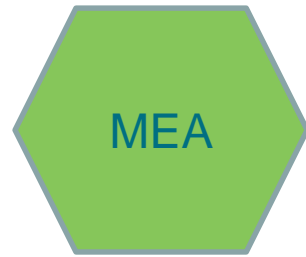


Offer based system

Share of Sales for High-Cost Patented Medicines, 2006 to 2017 (Canada)



Source: PMPRB; IQVIA Private Pay Direct Drug Plan Database, 2006-2017



A Managed Entry Agreement (MEA) is an arrangement between a manufacturer and payer/provider that **enables access** to (coverage/reimbursement of) a health technology subject to specified conditions.

These arrangements can use a variety of **mechanisms** to **address uncertainty about the performance** of technologies or to manage the adoption of technologies in order to **effectively maximize their use**, or **limit their budget impact**.

Source: Int J Technol Assess Health Care. 2011 Jan;27(1):77-83.

Financial schemes

- Pre-specified budget caps, discounts or rebates

Value/Outcome/Performance based schemes

- Reimbursement rate is **related to the actual future performance** with a pre-specified **definition of response**

Are (price) surveys useful in a climate full of MEAs?

NO

If nobody is
allowed to know,
who cares ?

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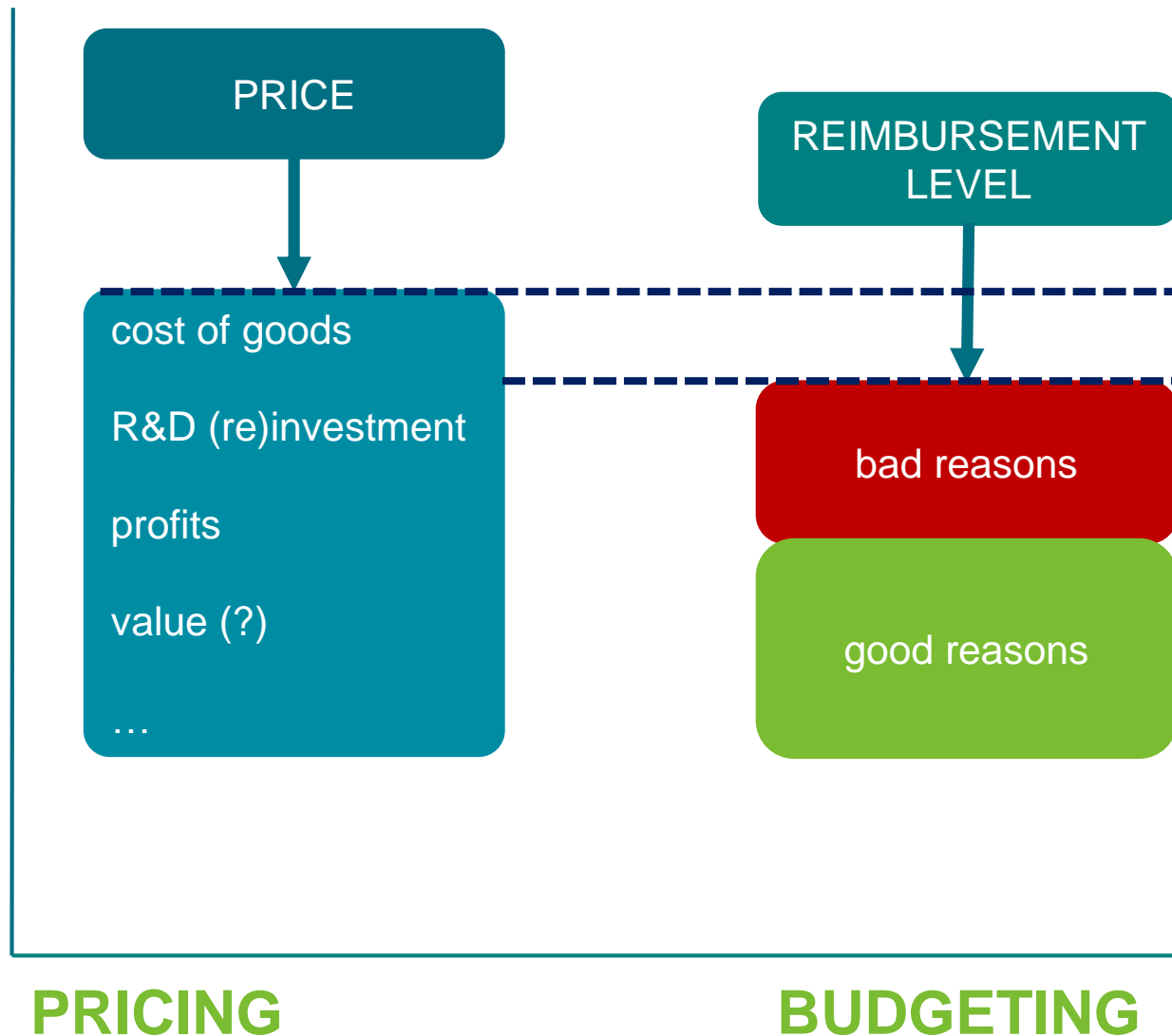
If nobody is
allowed to know,
who cares ?

YES

Reference to
other countries

More than just
price survey

Focus shift



Managed Entry Agreements

Reimbursement level.. reflection of..

- **good reasons..**

willingness to pay (patient level)

..if confirmed performance

REIMBURSEMENT
LEVEL

risk sharing

.. ‘clinical trial evidence’ versus ‘real life treatments’

willingness to pay (societal perspective)

..taking into account budget limitations/allocations, prioritization (Horizon Scan), preferences, ...

bad reasons

sustainability

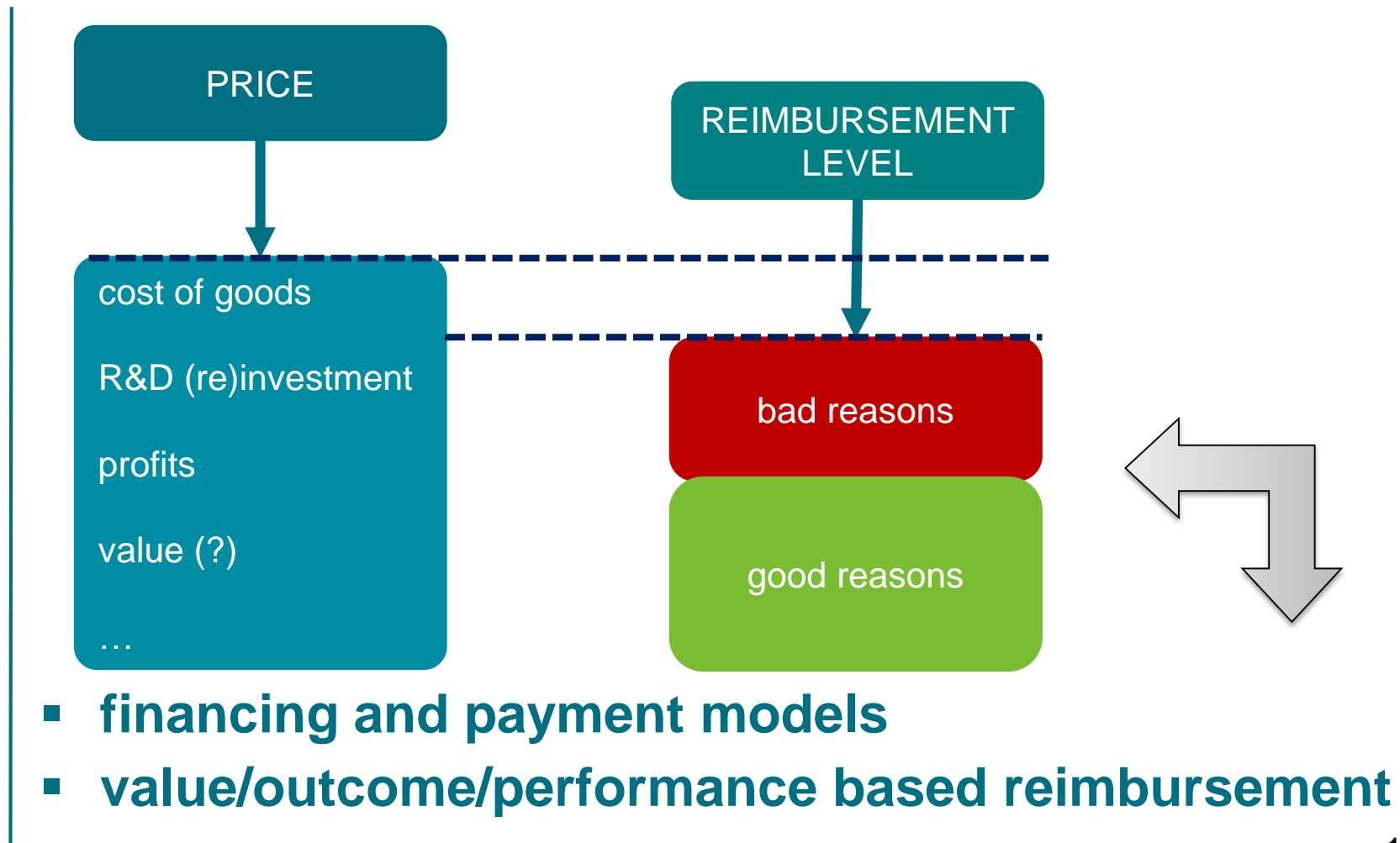
..capacity to finance on the long term

good reasons

- **bad reasons..**

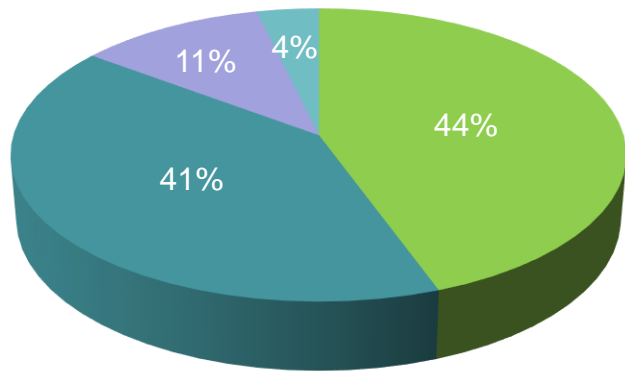
reluctance to say ‘no’ (media / public pressure / emotions)

Pricing – Budgeting - Financing



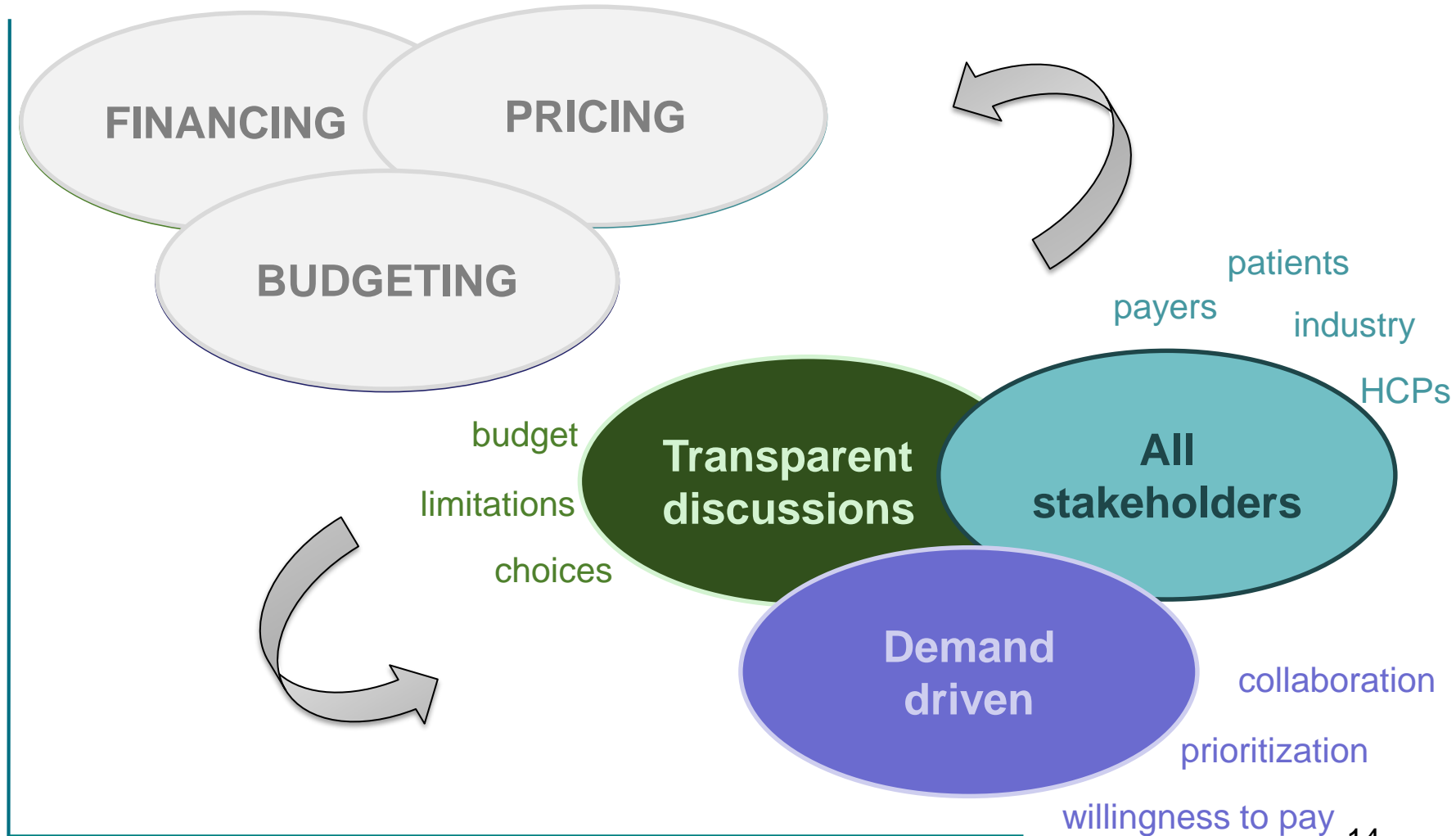
Ideal world ?

End of convention –
Belgian situation



- Definitive reimbursement (after new evaluation)
- New convention >>>> Definitive reimbursement (after new evaluation)
- Suppression of reimbursement (after new evaluation)
- Suppression of reimbursement (no new evaluation)

Partnership



INTERACTION

Thank you



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