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Impact of value-based pricing on market access in mature, emerging, and developing economies

Outcomes-based agreements, which ensure that drug companies are paid for actual not potential benefits to patients are another way to better align pricing and coverage of drugs with their value, resulting in so-called value-based pricing (VBP). One in four health plans now have at least one outcomes-based contract with a drug maker, an Avalere Health survey showed. In this presentation, we will examine various factors that impact prospects for implementing such arrangements in mature, emerging, and developing markets such as: pre-existing price structures, legal prohibitions, capacity for measuring outcomes, influence of prescriber resistance, who the payer is (i.e., self-pay vs. universal insurance coverage), etc. Another consideration is that while more countries are using Health Technology Assessments (HTAs) in reimbursement decisions, healthcare payers are increasingly demanding real-world evidence (RWE) of value. Yet another set of considerations are still evolving in importance. For example, only 25 percent of drug company CEOs surveyed say that their company involves patients or advocacy groups in the drug price-setting process, but another 27 percent say they don't involve patients now, but plan to do so in the future.

Biography

Christopher Milne has joined the Center for the Study of Drug Development at the Tufts University School of Medicine (Tufts CSDD) in 1998 as a Senior Research Fellow and has published over 70 book chapters, white papers, and journal articles. Currently, his research interests include: academic-industry collaborations; disease, demographic and market access factors in the emerging markets; incentive programs for pediatric studies, orphan products, neglected diseases, breakthrough therapies, and medical countermeasures (MCMs); and, tracking the progress of new regulatory and research initiatives such as regulatory science, translational medicine, personalized medicine, and FDA User Fee programs.

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