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Global Pricing & Market Access

Valuing Innovation in Healthcare: Need for predictable signals of value

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Pharmaceutical research and development is a longterm costly process

- Investment decisions are taken years before launch of a product.
- Engagement with regulators and payers for scientific advice to understand endpoints, comparators, patient populations and meaningful differences has become industry standard.
- Value Frameworks like eunethta Core Model provide frame of reference and ensure a broad perspective on value
- While industry follows the science, incentives are important and have resulted in adjustments of investment focus, eg.
  - Increased focus on rare diseases
  - Limited investment in antibiotics

Science is advancing rapidly

- Improved understanding of biology and etiology of diseases allows us to identify more targets for treatment and better predict outcomes for patients
  - How can we balance early approval with sufficient certainty for HTA and payers?
- Standard of care is changing rapidly
  - Need to allow for indirect treatment comparisons various sources of evidence (clinical trials, real world data, modelling).
- New molecular biomarkers, advanced imaging, innovative sensor endpoints,
  - How do they compare with traditional endpoints? How do we validate surrogacy?

What are elements of the solution

- Agreement on value frameworks that allow above country collaboration on assessment of clinical benefit.
- Broader perspective on value and evidence
  - Patient as well as carer preferences, societal perspective
  - Advanced modelling techniques, real world data, innovative sensor data
- Life cycle approach to HTA
  - Preliminary assessment at launch, updated assessment when additional data has been collected or new competitors enter the market
- Recognizing the need for innovative rewards in areas like Antimicrobial Resistance and Alzheimer´s Disease

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Poll: Do you believe that the benefits of innovative technologies should be restricted to the health benefits that they offer?