

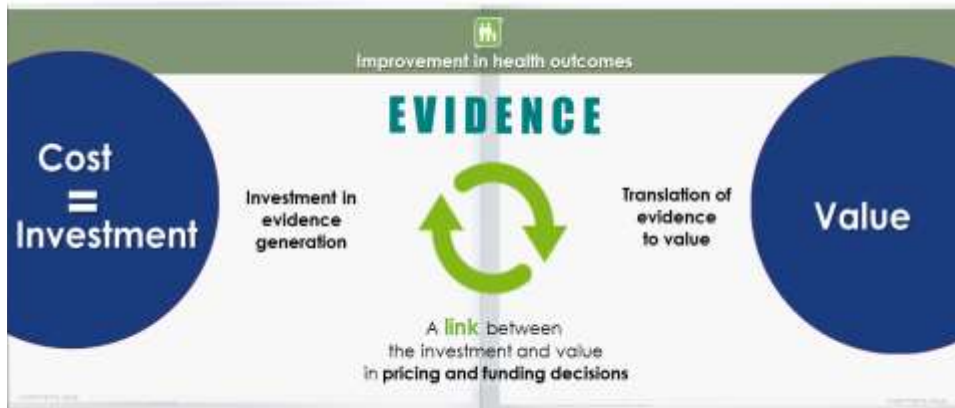
Cost and Value Need for a 'Hybrid' approach

Christoph Glaetzer
VP, Global Market Access
Janssen Pharmaceuticals

Asia Pacific ISPOR
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Tokyo, Japan



Improvement in health-outcome as a common goal



Investment in evidence and value generation



Cost vs Value: What is the fair price of a drug? Asia IPOR, Tokyo, 2018



Value translation and funding decisions

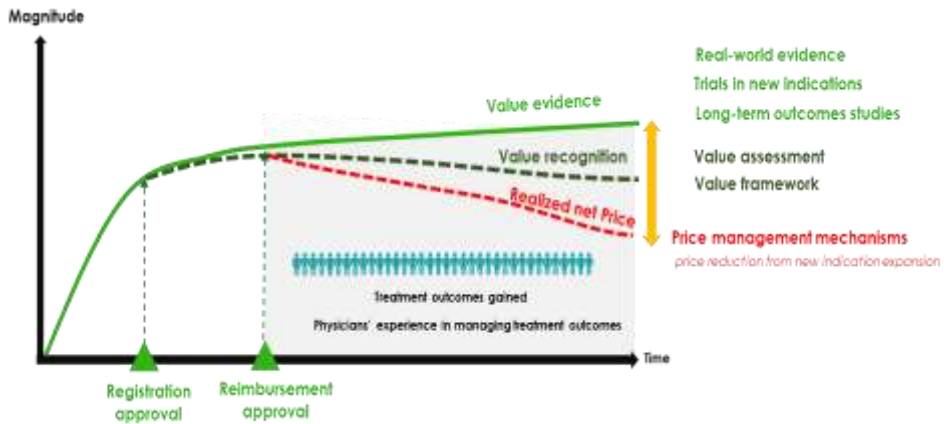


Cost vs Value: What is the fair price of a drug? Asia IPOR, Tokyo, 2018

ASCO – The American Society of Clinical Oncology
ICER – Institute for Clinical and Economic Review
NCCN – National Comprehensive Cancer Network



Value evidence, value recognition and realized value gap



Cost vs Value: What is the fair price of a drug? Asia IPOK, Tokyo, 2018



Comprehensive Value-Price Agreement



Cost vs Value: What is the fair price of a drug? Asia IPOK, Tokyo, 2018

