Cost and Value
Need for a ‘Hybrid’ approach

Christoph Glaetzer
VP, Global Market Access
Janssen Pharmaceuticals

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Improvement in health-outcome as a common goal

Cost = Investment
Translation of evidence to value

A link between the investment and value in pricing and funding decisions
**Value evidence, value recognition and realized value gap**

- Real-world evidence
- Trials in new indications
- Long-term outcomes studies
- Value assessment
- Value framework
- Price management mechanisms
  - price reduction from new indications expansion

**Comprehensive Value-Price Agreement**

- Competing healthcare priorities
- Public priorities
- Learning & experience
- Operational feasibility
- Economic circumstances

Price as outcome of a negotiation
- Transparent, Inclusive, Sustainable Health Outcome Focused