

FAIR PRICING OF INNOVATIVE MEDICINES

HPR93

FROM DEFINITION TO APPLICATION IN CAR-T CELL THERAPY

ASMA AMGHAR EL KOURACHI*, ALICIA NOYEZ**, SOFIE DE LANGHE**, EVELIEN WYNENDAELE*, KATRIEN DE GROOTE**

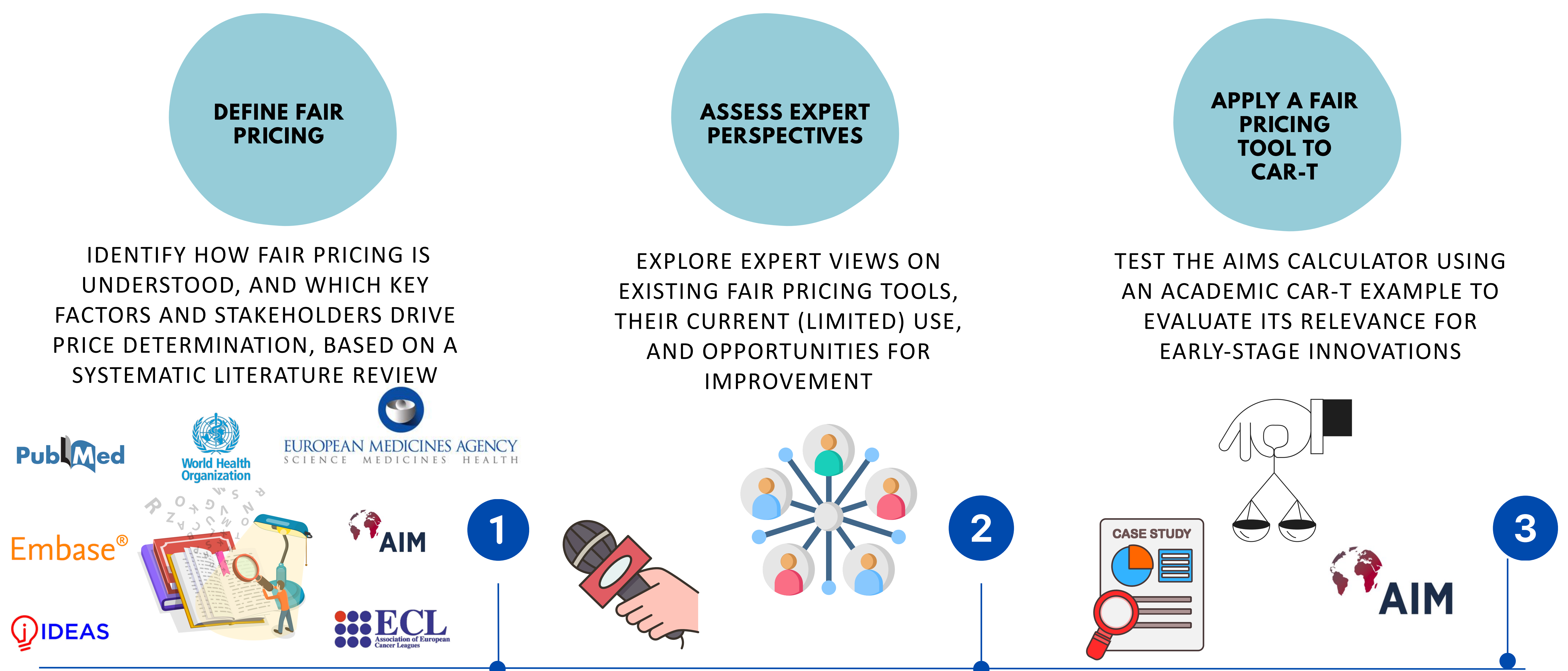
*Ghent University, Faculty of Pharmaceutical Sciences, Campus Heymans, Ottergemsesteenweg 460, 9000 Ghent, Belgium; **INNOSENS BV, Valkenstraat 14B, 9660 Brakel, Belgium



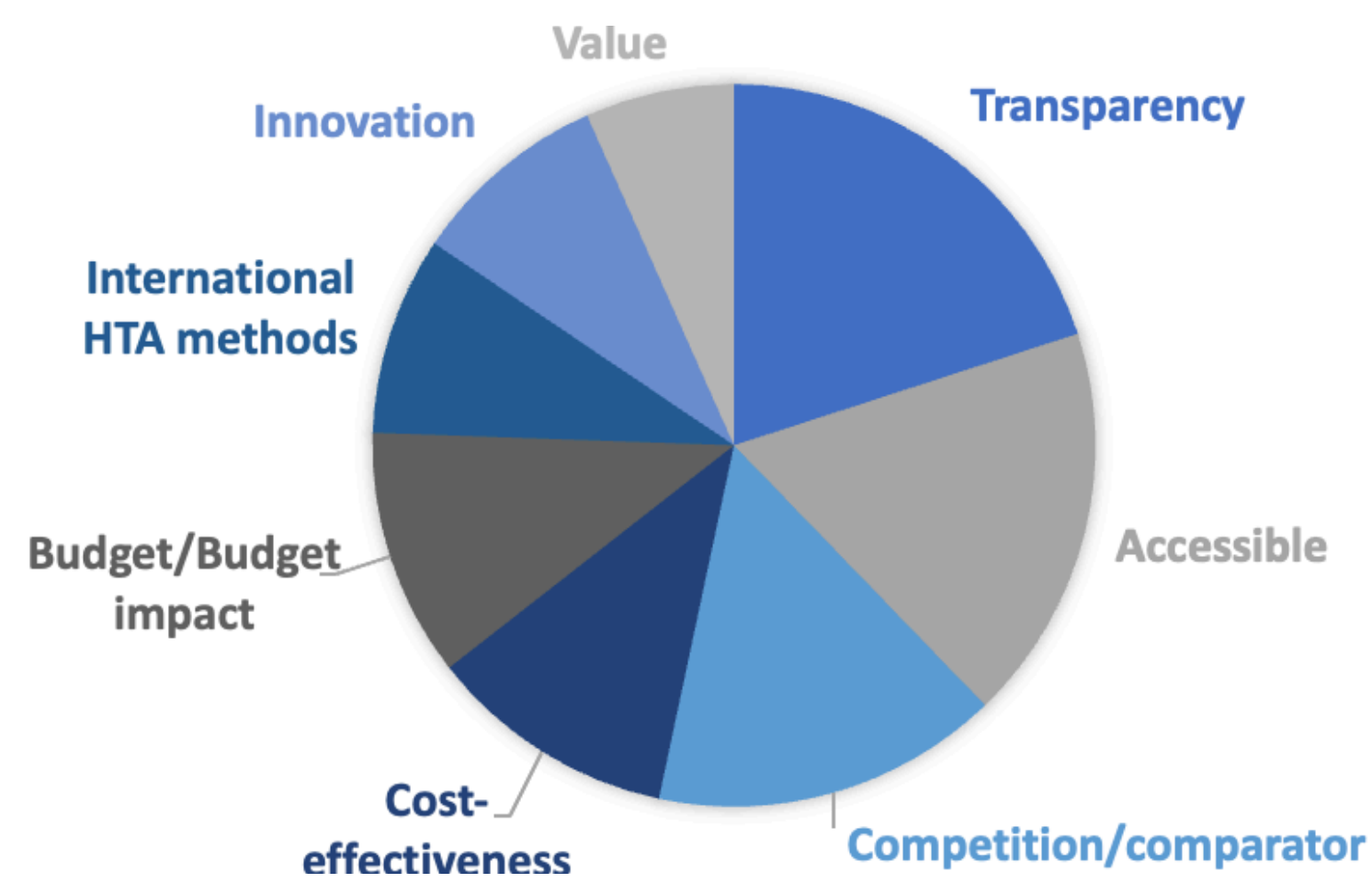
INTRODUCTION

Advanced Therapy Medicinal Products (ATMPs), such as CAR-T cell therapies, offer potential cures for certain hematologic cancers (1,2). However, they are among the most expensive treatments, raising concerns about accessibility and healthcare sustainability (2). In Europe, pricing and reimbursement are shaped by HTA evaluations, price negotiations, and Managed Entry Agreements (MEAs), yet these processes are often non-transparent, leading to inequalities in access across countries (3,4,5,6,7). Fair pricing tools, including the AIMS Fair Pricing Calculator and the Cancer-Drug Pricing Model, aim to set prices based on objective cost and value criteria. Despite their promise, implementation remains limited (8).

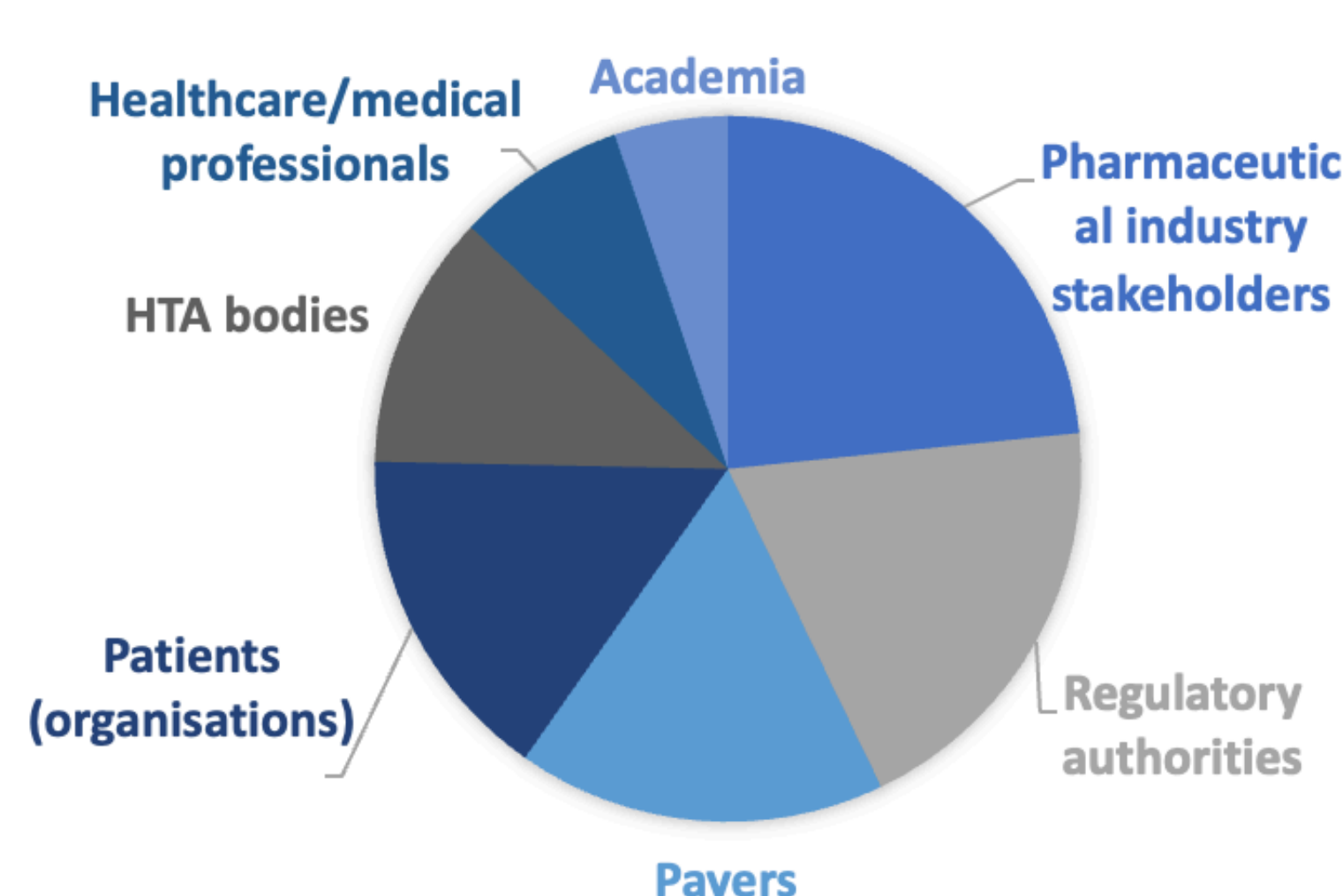
OBJECTIVES & METHODOLOGY



KEY FACTORS DRIVING FAIR PRICING



KEY STAKEHOLDERS IN FAIR PRICING

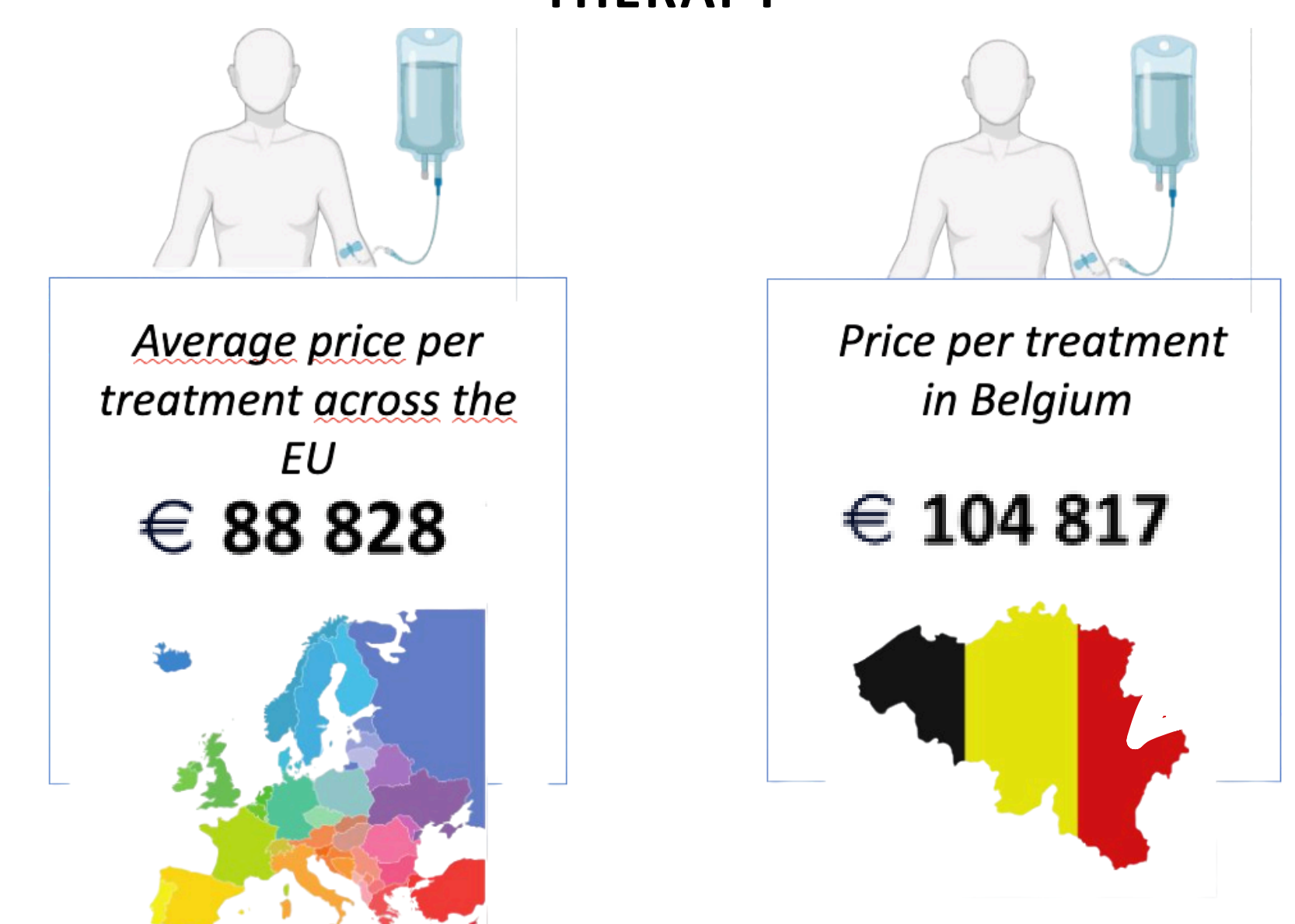


RESULTS

KEY INSIGHTS FROM EXPERT INTERVIEWS

- **Lack of transparency** in R&D and production costs makes it nearly impossible to judge whether prices are fair.
- **Pricing discussions** are still **dominated by industry**, with limited involvement of patients, clinicians, and payers.
- **Existing tools** (AIMs & Cancer Drug Pricing Model) provide **useful starting points**, but face **practical limitations**.
- Fixed input values (e.g., standard R&D cost, uniform innovation bonus) often result in **unrealistically low price estimates**.
- Experts call for **more flexible models** using context-specific data.

AIMS-BASED PRICE ESTIMATE FOR ACADEMIC CAR-T THERAPY



Prices based on AIMS model: cost structure, incidence, value, duration & innovation (8% margin, fixed costs).

CONCLUSION

Fair pricing is a complex but essential goal in modern healthcare. Although there is no one-size fits all definition, this study shows that increasing transparency, involving all relevant stakeholders, refining existing tools, and encouraging international cooperation, particularly at the EU level, are key steps toward more accessible and sustainable pricing for high-cost therapies like CAR-T.

Based on these insights, a definition was developed:

Fair pricing is a transparent and reasonable price that allows patients to access treatment and supports the financial sustainability of healthcare systems. It should reflect actual development and production costs, the added therapeutic value, and the context in which the medicine is used. A fair price should be determined in consultation with all key stakeholders: pharmaceutical companies, payers, regulators, clinicians and patients.