

What is a fair price?

A review of definitions for fair prices of health technologies

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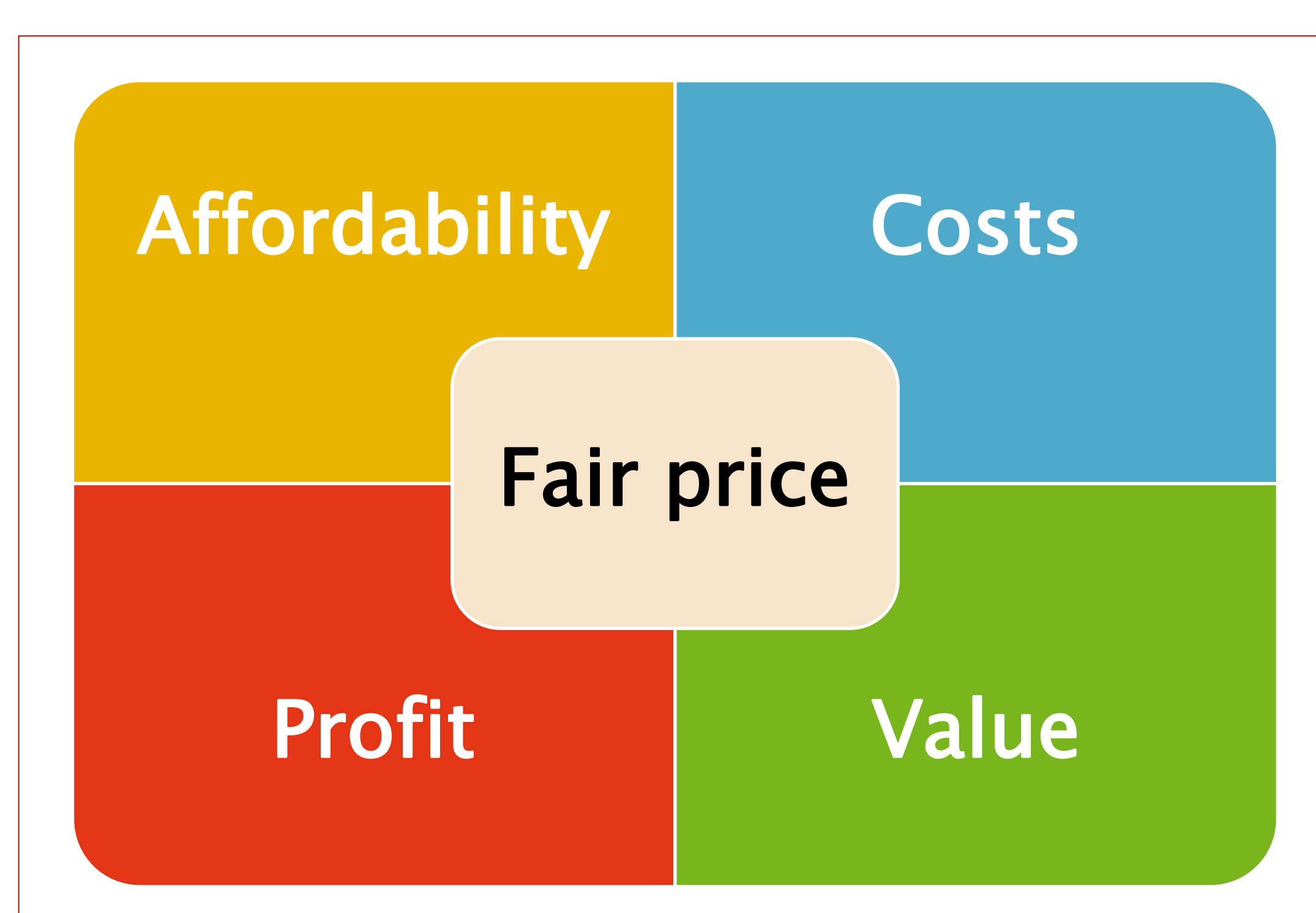
HPR164
ISPOR Europe 2023

What definitions for fair prices exist?

- Objective: to identify existing definitions for fair prices of new medicines and medical devices and to understand the constituting elements of these definitions
- Data sources: Database searches (MEDLINE via PubMed) and Google Scholar; websites of relevant organisations; experts in the ASCERTAIN consortium and advisory board
- Analysis: Extracted definitions of fair prices and stakeholder group or groups (in case of joint authorship) of the authors of definitions and mapped common themes



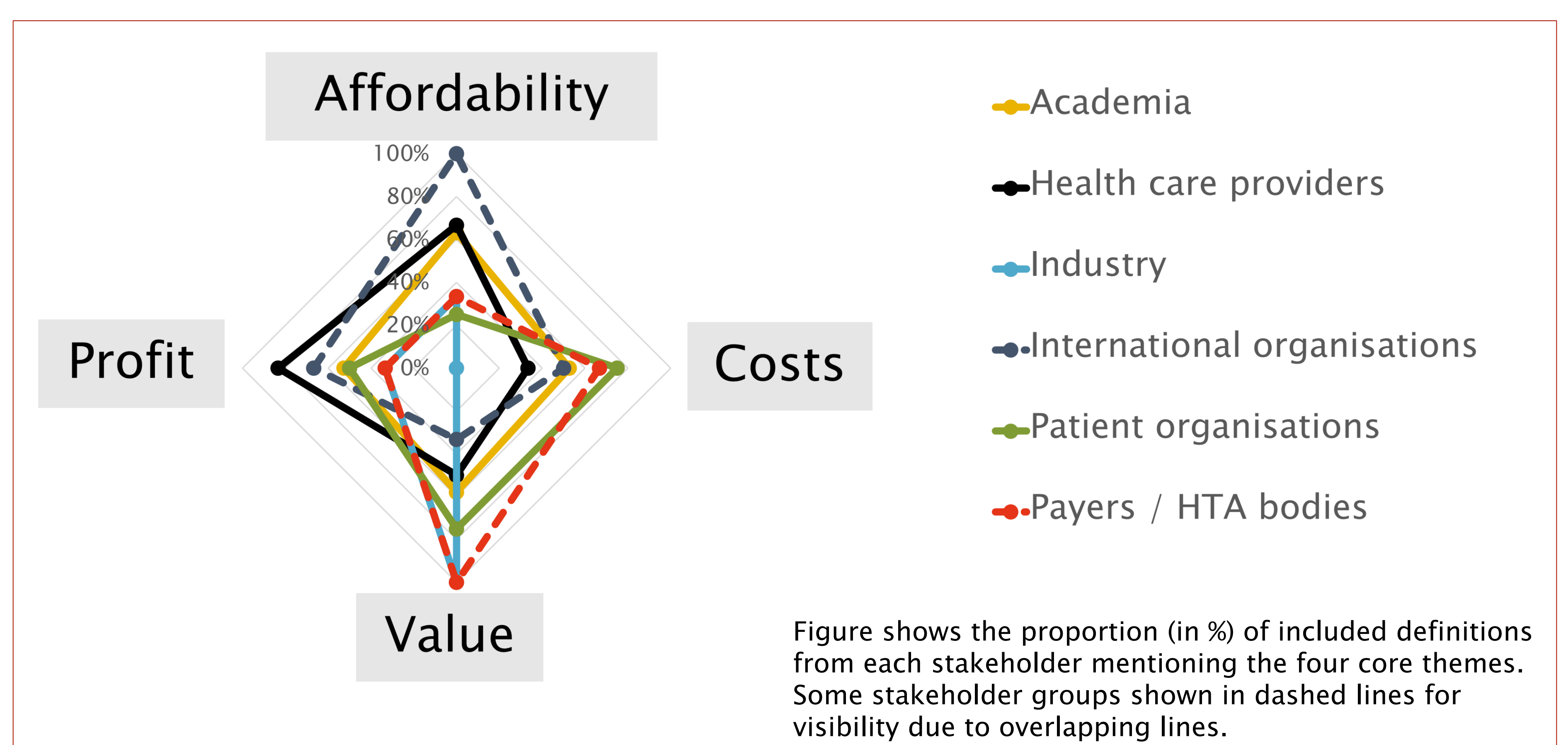
Existing definitions for fair prices cluster around four core themes



- Affordability and financial sustainability for health systems and for patients – sometimes linked to ability to pay
- Costs of bringing a medicine to the market, commonly including research and development, production and related costs, and less commonly public investments and capital costs
- Value of new health technologies, considering therapeutic value and social value (e.g. willingness to pay)
- Profits for companies to reward innovation, incentivise future innovation, and ensure security of supply; various definitions for fair profit margins

Stakeholder groups emphasise different themes

- All definitions by international organisations included affordability considerations
- Definitions with authors from industry did not include costs – all other stakeholder groups included costs in at least some definitions
- All four core themes were included in at least some definitions by the other stakeholder groups
- Even within stakeholder groups, different aspects of a given core theme were emphasised



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