

BACKGROUND

Biologics represent **35%** of all pharmaceutical expenditure in Europe (catalogue price), with a compound annual growth rate of **11.3%** over the past five years (2016 – 2022). This rate is nearly two times higher than the total medicinal product market in Europe, the CAGR of which reached **6.3%** over the same period (figure 1)¹.

Given the importance of biologics, the adoption of biosimilars and increased competition are increasingly critical success factors in the current economic context for European care systems.

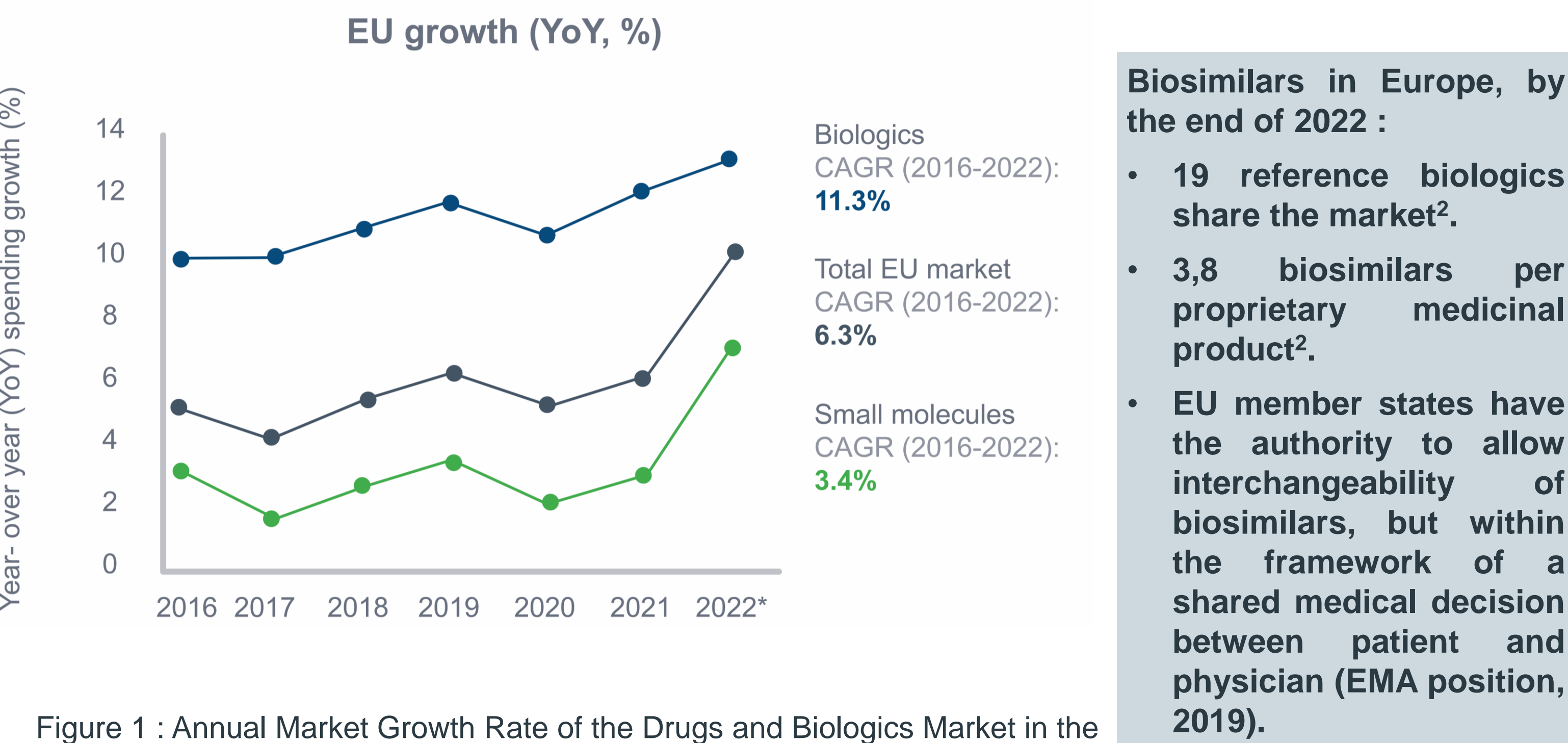


Figure 1 : Annual Market Growth Rate of the Drugs and Biologics Market in the European Union between 2016 and 2022¹

OBJECTIVES & METHODS

The primary objective of this study is to analyze the incentives for biosimilars' use in France and Europe, to evaluate their impacts on the market to identify the perspectives and challenges for their deployment.

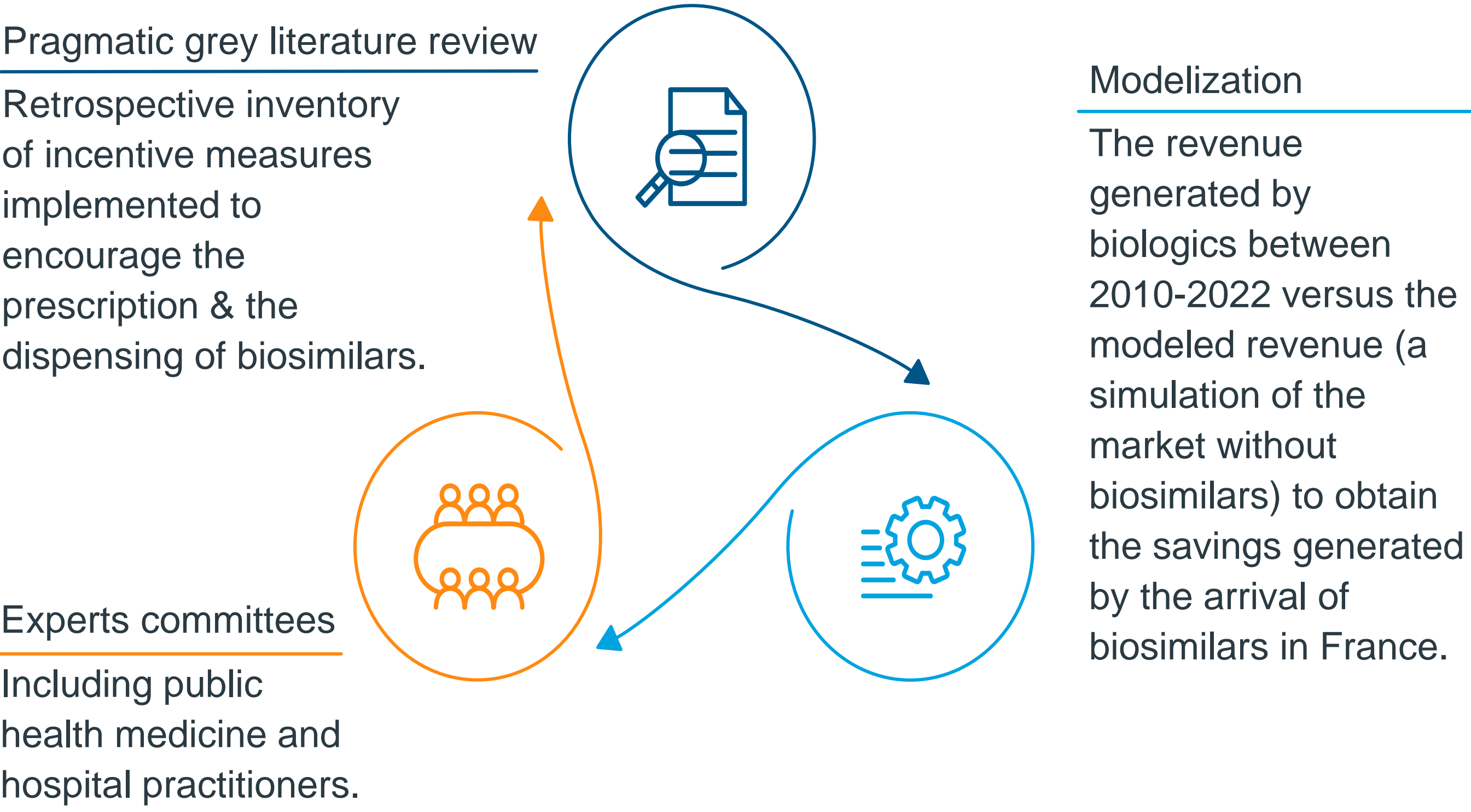
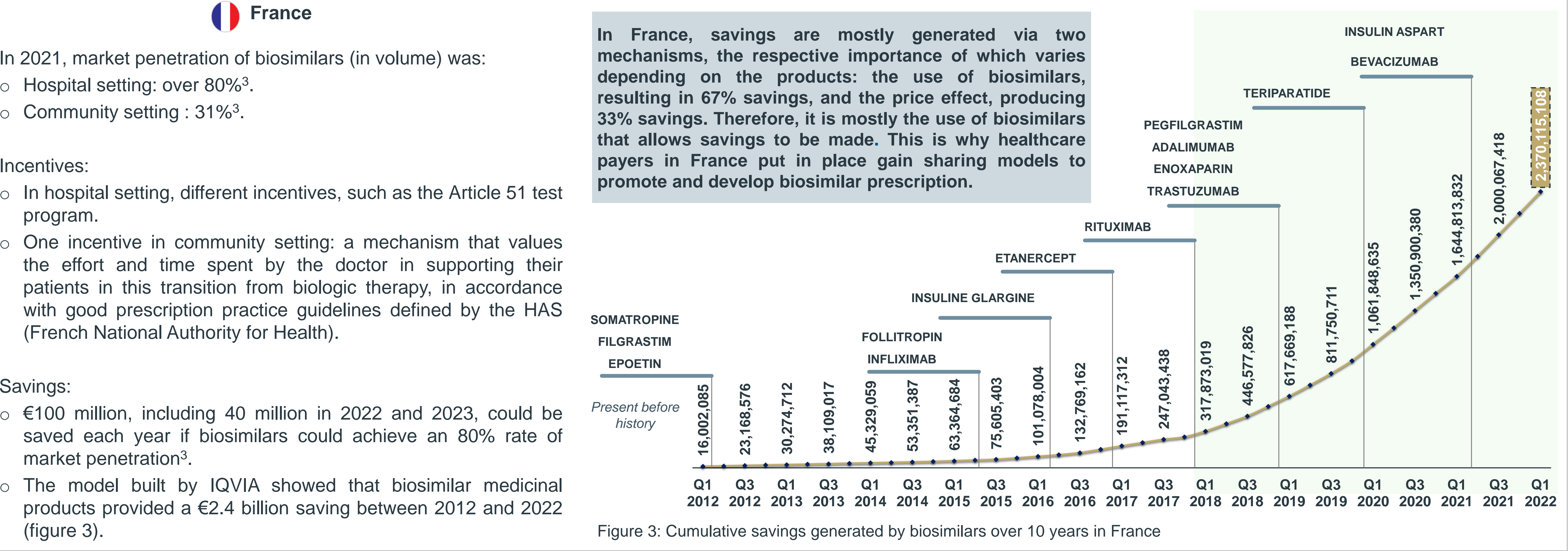


Figure 2 : Methodology used

RESULTS



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| <p>Germany</p> <ul style="list-style-type: none">• Market penetration* = 78%⁴• Health System based on quotas of prescriptions by drug classes that must not be exceeded and which may vary by region⁵. Additional measures put in place in certain regions setting prescription objectives• Incentives: Profit-sharing model to remunerate prescribers and increase prescription quotas⁶. | <p>England</p> <ul style="list-style-type: none">• Market penetration* = 72%⁴• Health model encouraging the use of less expensive drugs such as biosimilars.• Incentives: Profit-sharing program: for example, 50% of the savings generated were paid to prescribing doctors in a program implemented by the North Bristol NHS Trust to manage the switch from the reference biologic infliximab to a biosimilar⁶. | <p>Spain</p> <ul style="list-style-type: none">• Market penetration* = 62%⁴• Country closest to France• Incentives: Focused on hospitals, as only five biosimilar product groups are available from the pharmacy. As a result, all incentive efforts are focused on the use of biosimilars in the hospital setting⁶. | <p>Ireland</p> <ul style="list-style-type: none">• Market penetration* = 53%⁴• Incentives: In the form of an incentive of €500 paid to the clinical department for each patient initiated or switched from a referring medicine to a biosimilar medicine⁷. <p>This incentive only concerned etanercept. It enabled an important increase in market penetration from 2% to 45% between 2019 and 2020, representing savings of €22.7 million.</p> |
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*percentage of the total revenue for the biologics group in 2021

CONCLUSION

The financial incentives implemented in recent years have proven their effectiveness in increasing market penetration of biosimilars in Europe. These measures share the same approach, i.e. a change in practice by sharing value between the payer and healthcare provider. Simplicity, legibility, hospital and prescribers' benefits, and authorities support may be considered to be components favoring the success of the next incentives. Their mechanisms will need to consider and adapt to patient's situation, treatment objectives and prescribing practices all within the framework of the shared medical decision, which takes place between doctor and patient when the choice is made to switch from a biologic to its biosimilar. Levers that may expedite market penetration of biosimilars are clearly identified by experts: influence of the hospital, biosimilar knowledge, scientific studies based on real-life health data.