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## METHODOLOGICAL CHALLENGES IN ASSESSING THE HEALTH ECONOMIC IMPLICATIONS OF INTERNATIONAL REFERENCE PRICING: MEASURING ITS IMPACT ON PATIENT ACCESS AND PHARMACEUTICAL INNOVATION

Workshop  
Virtual Session May 20<sup>th</sup>, 2021

*The underlying research was financially supported by PhRMA*

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1 | ISPOR – IRP Methodology Workshop | May 20<sup>th</sup> 2021 |

## Disclosure

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Akceso Advisors has received unrestricted research funding from the Pharmaceutical Research and Manufacturers of America PhRMA on International Reference Pricing research.

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METHODOLOGICAL CHALLENGES IN ASSESSING THE HEALTH ECONOMIC  
IMPLICATIONS OF INTERNATIONAL REFERENCE PRICING:  
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*ISPOR Workshop  
Virtual Session May 20<sup>th</sup>, 2021*

*Introduction by András Incze*

*The underlying research was financially supported by PhRMA*

**IRP\* of drugs makes the world interdependent**  
*No matter how small a country, it can impact the largest ones*

**Estonia**  
even though 100 times smaller, can affect the price in  
**Japan**



Illustrative world map of direct price interdependencies via IRP

\*IRP: International Reference Pricing, also called External Reference Pricing

## Who are the winners and losers of IRP in your view?

Your answer to Polling Question 1 please – Thank you!

Who are the **winners/losers** of broadening IRP, from amongst patients in

- **lower-income countries (Lower-IC)** and
- **higher-income countries (Higher-IC)?**

1. Only winners in all countries
2. Higher-IC: winners; Lower-IC: losers
3. Lower-IC: winners; Higher-IC: losers
4. Today's patients: winners; tomorrow's patients: losers
5. No winners; patients in both Lower-IC and Higher-IC: losers

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## Many new drugs are unavailable to patients due to no launch or extended negotiations

*Avoiding IRP spillover effect to other, higher-potential markets*

### Large difference in new drug availability between lower income and higher income countries

Median number of available new drugs in **lower income**:

**11 (50%)**



Median number of available new drugs in **higher income**:

**18 (82%)**

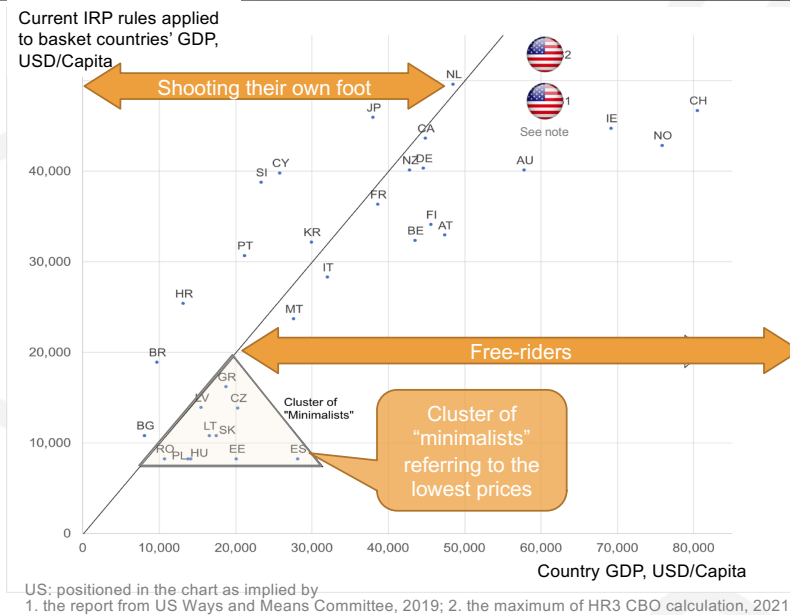


Lower income countries: the 1st tertile of 29 European countries by GDP/capita, average: \$14,937  
Higher income countries: the 3rd tertile of 29 European countries by GDP/capita, average: \$62,893  
Availability of drugs as regular treatments in March 2020 in European countries from 22 NCEs registered by EMA in the first half of 2015

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## Many countries reference to an unlike basket

*With the current potential IRP thinking, US would also be among the “free-riders”, shooting ultimately their own foot*



The imperfections of IRP mean that even free-riders shoot their own foot:

ultimately leading to unavailability of new drugs in the cluster of “minimalists” and others

## IRP has unintended adverse impact on access and innovation

*For patients in lower-income and higher-income countries alike*

Our research has demonstrated:

1. **Strongly restricted patient access** to new therapies in lower-income countries – many less wealthy EU and other countries included
2. **Health and lives lost** due to access restrictions even in higher-income countries; in our case study worldwide **over 500,000 QALYs lost for just one medicine**
3. **Innovation is restricted**, as revenues are missing for investment into NME development

**A key root cause of patient access restrictions, QALYs loss, lives lost, and less innovation is International Reference Pricing – IRP**

## U.S. is considering the introduction of IRP *with several initiatives from all political sides*

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**Our research shows: US introduction of IRP is expected to have an adverse impact on innovation and patient access worldwide going forward, including the US**

## Access and innovation research faces certain challenges *for a cause-effect analysis of IRP – these can be managed*

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Our research collaboration has addressed the methodological challenges and will share the approach today:

1. Choice and analysis of an access case – Éva Kiss
2. Current IRP policy recommendations and their limitations – Jaime Espín
3. Inequity of access & its research methodology implications – Zoltán Kaló
4. Impact of potential US IRP – methodology issues – Lou Garrison

Thank you for joining!

**Andras Incze**  
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## Session Presenters

- **Andras Incze**, PhD, MBA, University Lecturer Healthcare Management, **Baden-Wuerttemberg State University, Germany**; **CEO Akceso Advisors AG, Basel, Switzerland**  
[aincze@akceso.ch](mailto:aincze@akceso.ch)
- **Éva Kiss**, Advisors Pricing & Access, **Akceso Advisors AG, Basel, Switzerland**  
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WASHINGTON



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## Case study of sacubitril-valsartan for congestive heart failure

*Workshop:  
METHODOLOGICAL CHALLENGES IN ASSESSING THE HEALTH ECONOMIC  
IMPLICATIONS OF INTERNATIONAL REFERENCE PRICING:  
MEASURING ITS IMPACT ON PATIENT ACCESS AND PHARMACEUTICAL  
INNOVATION*

Éva Kiss, Akceso Advisors AG  
Virtual ISPOR, 20 May 2021

*The research was financially supported by PhRMA*

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## Sacubitril-valsartan for congestive heart failure (CHF) was assessed

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### Main objective

- To assess the impact of access limitations on patient health outcomes on a case example

### Scope of the research

- INN: sacubitril-valsartan
- Indication: congestive heart failure (CHF)
- Country scope: 34 European, American and Asia-Pacific countries

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## Key challenge was to find a non-orphan, innovative retail product

### Selection criteria for the medicine:

- Launch time
- Unified prevalence
- For disease with a large patient population
- Retail product
- Availability in countries
- Innovative and unique

**⚡ Challenges:**  
To match all the criteria

### Estimating the prevalence:

- Country specific data was collected
- Finally the Swedish data was applied to all

**⚡ Challenges:**  
Difference in methodology and timing

## Baseline of eligible patients determined by the country with the highest share of patients treated

*As prevalence may overstate the practically feasible number of patients treatable by a given drug*

### Estimating QALY impact:

- Systematic literature research in PubMed and Cochrane libraries
- QALY gains ranged from 0.29 to 0.79, simple average applied

**⚡ Challenges:**  
Studied drug, condition, QALY reporting, comparator, time horizon in different studies

### Treated and eligible patients per 100,000 inhabitant:

- 2019 utilization data by IQVIA
- Population: by Eurostat and World Bank
- Estimation on the number of treated patients per country
- Eligible patients: the country with the highest share of patients treated, as the baseline for all other countries

**⚡ Challenges:**  
Data sources

## Access limitations cost patient lives

*Even for clearly innovative treatments across most advanced healthcare systems*

### QALYs gained in treated and lost in untreated patients

#### RESULTS

**335,000 QALYs gained**

**Over 500,000 QALYs lost**

**This means not only life years but many lives lost**

Cumulative one-year revenue loss by lower-level sacubitril-valsartan treatment vs. best-treating large country as baseline:

**Over \$ 2 bn**

**Implication: This could suffice for developing one new drug**

## Suggestions for future similar research

### Do's

- Select relevant product for the case
- Match data availability and research objective
- Filter on publications meaningful for the research objective while ensuring no cherry picking
- Ensure critical appraisal of information

### Don'ts

- Do not forget to present assumptions and caveats transparently
- Do not aggregate studies with very different methodology



**Thank you for your attention!**

[ekiss@akceso.ch](mailto:ekiss@akceso.ch)

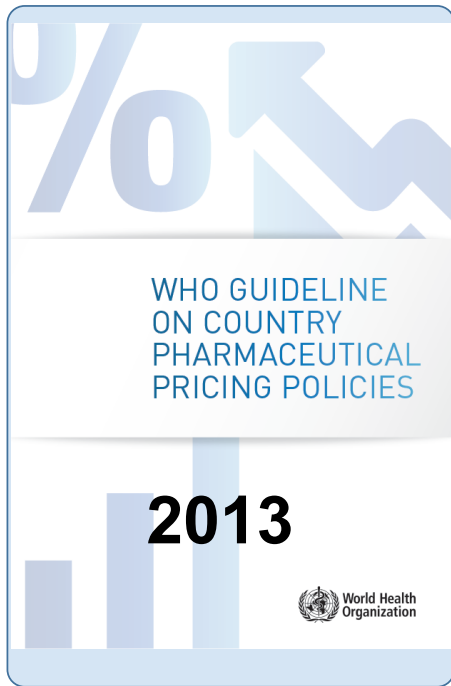
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**METHODOLOGICAL CHALLENGES IN ASSESSING THE HEALTH ECONOMIC IMPLICATIONS OF INTERNATIONAL REFERENCE PRICING: MEASURING ITS IMPACT ON PATIENT ACCESS AND PHARMACEUTICAL INNOVATION**

**WHO Policy Recommendations on ERP and Practical implications**

**ISPOR WORKSHOP  
Virtual Session 2021**



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## WHO and Pricing Policy Guidelines (2013 & 2020)

- “The primary audience for this guideline is policy-makers and decision-makers responsible for introducing and revising price-management policies to improve access to pharmaceutical products **in countries of all income levels**”
- “This guideline makes **specific recommendations regarding ten pricing policies countries** may choose and adapt according to the objectives, architecture and contexts of their respective health systems.
- “In developing the **recommendations**, the GDG –Guidelines Development Group- **considered the evidence appraised and synthesized in a systematic review commissioned by WHO**”

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## WHO Recommendations for ERP - 2013

- ❖ Countries should consider using ERP as a method for negotiating or benchmarking the price of a medicine.
- ❖ Countries should consider using ERP as part of an overall strategy, in combination with other methods, for setting the price of a medicine.
- ❖ In developing an ERP system, countries should define transparent methods and processes to be used.
- ❖ Countries/payers should select comparator countries to use for ERP based on economic status, pharmaceutical pricing systems in place, published actual versus negotiated or concealed prices, exact comparator products supplied, and similar burden of disease.

Source: WHO Guideline on Country Pharmaceutical Pricing Policies - 2013

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## WHO Recommendations for ERP - 2020

### 1. External reference pricing

### Section 3.1

#### Conditional<sup>2</sup> recommendations for the policy

1.A. WHO suggests the use of external reference pricing under the following conditions:

- External reference pricing is used in conjunction with other pricing policies, including price negotiation;
- Adequate resources and skilled personnel are available to implement external reference pricing;
- Selection of reference countries or jurisdictions is based on a set of explicitly stated factors;
- Reference prices are obtained from verifiable data sources;
- Reference prices have accounted for all forms of discounts, rebates and taxes with a high degree of confidence; and
- Methods for determining prices follow a transparent and consistent process.

1.B. WHO suggests that countries undertake regular price revisions at pre-specified frequency when using external reference pricing.

1.C. WHO suggests that countries monitor the impacts of implementing external reference pricing on price, affordability and access to medicines.

Source: WHO Guideline on Country Pharmaceutical Pricing Policies - 2020

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## Methodological recommendations (I) – Selection of the countries

Country	Price setting	Products - ERP	Countries	Price used	Criteria	Sources of information
<b>Brazil</b>	Agência Nacional de Vigilância Sanitária (ANVISA)	On patent (Category I)	USA, Canada, Portugal, Spain, France, Italy, Greece, New Zealand and Australia	Ex-factory	Minimum	Websites;
<b>Czech Republic</b>	SUKL(State Institute for Drug Control)- maximum prices/reimbursement prices/ Health funds - price negotiations	Reimbursable	For pricing: Estonia, France, Italy, Lithuania, Hungary, Portugal, Greece, and Spain For reimbursement: all EU countries	Ex-factory	Average	Websites; Manufacturer
<b>Hungary</b>	National Health Insurance Fund Administration (OEP)	Reimbursable (new active substances)	Countries in the European Union and European Economic Area	Ex-factory	Minimum	Websites; Manufacturer
<b>Iran</b>	Pricing Commission	On-patent and imported	Greece, Spain, Turkey and the country of origin	Ex-factory and wholesaler	Minimum	Manufacturer
<b>Jordan</b>	Pricing committee of the Jordan Food and Drug Administration (FJDA)	All products	Selected European countries (UK, France, Spain, Italy, Belgium, Greece and the Netherlands), the export price to Kingdom of Saudi Arabia, and the country of origin	Ex-factory price of the reimbursed price	Median	Websites; Manufacturer
<b>Lebanon</b>	Pricing Committee - MoH	On- and off-patent products	Region: Jordan, Kingdom of Saudi Arabia, Kuwait, Sultanate of Oman, United Arab Emirates, Bahrain and Qatar. Comparative: France, England, Belgium, Switzerland, Italy, Spain and Portugal	All	Minimum	Manufacturer
<b>South Africa</b>	Pharmaceutical Economic Evaluations (PEE) Directorate	On- and off-patent products	Australia, New Zealand, Spain, and Canada	Ex-factory and import	Minimum	Manufacturer
<b>Sultanate of Oman</b>	Directorate General of Pharmaceutical Affairs & Drugs Control	All products	Gulf Cooperation Council (GCC) countries: Kingdom of Saudi Arabia, United Arab Emirates, Bahrain, Kuwait, and Qatar	Import price CIF (cost, insurance & freight)	Minimum	Manufacturer
<b>United Arab Emirates</b>	Committee - MoH	All products (some exceptions)	Country of origin and Gulf Cooperation Council (GCC) countries: Kingdom of Saudi Arabia, Kuwait, Bahrain, Qatar, and the Sultanate of Oman	Ex-factory and import	Minimum	Websites; Manufacturer

Source: Espin J, et al. WHO/HAI project on medicine prices and availability-Working paper 1: external reference pricing (2011 May)

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## Methodological recommendations (II) – Adjusting price per GDP

- After adjusting for GDP per capita, **prices are higher in countries with lower income levels and regulated drug prices** (for example: Spain, Portugal and Greece) than in countries with high income levels (Japan, Germany and the UK) (Prof. Danzon):

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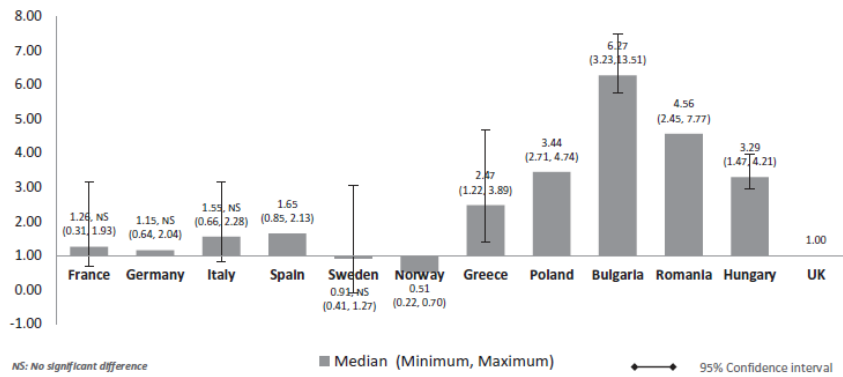


Figure 2. Relative cost ratios: adjusted using nominal GDP per capita (UK reference = 1).

Source: K. E. Young, I. Soussi & M. Toumi (2017) **The perverse impact of external reference pricing (ERP): a comparison of orphan drugs affordability in 12 European countries.** A call for policy change, Journal of Market Access & Health Policy, 5:1, 1369817

## Methodological recommendations (III) - Reference prices are obtained from verifiable data sources

https://www.haiweb.org/medicineprices/national-medicine-prices-sources.php

Medicine Prices, Availability, Affordability & Price Components

National prices sources

COUNTRY	TITLE	URL	DATE FOR ACCESS (YEAR - MONTH - DAY)	STATUS	TYPE OF PRICE INFORMATION							
					INTEGRATED	INDICATOR	BY-NAME/Manufacturer	Wholesale	Reimbursement	Reference	To be continued	
AUSTRALIA	Schedule Pharmaceutical Benefits			Y	link					X		
AUSTRALIA	The Common European Drug Database (CEDD)			Y	link	X					X	
BAHRAIN	Ministry of Health			Y	link						X	
BELGIUM	Rechtspraak inzake vergoeding van geneesmiddelen			Y	link					X		
BRAZIL	Comissão de Preço de Referência			Y	link			X				
CANADA	Patented Medicine Prices Review Board (PMPRB)			Y	link	X						
CANADA	Ontario Drug Benefit Formulary/Comparative Drug Index			Y	link					X		
CHINA, SHANGHAI PROVINCE	Department of Drug Price Bidding, Shanghai Provincial Bureau of Health			Y	link			X				
CZECH REPUBLIC	The Common European Drug Database (CEDD)			Y	link	X					X	
CZECH REPUBLIC	State Institute for Drug Control			Y	link	X				X	X	
DENMARK	Danish Medicine Agency (Medicinespar)			Y	link					X	X	
DENMARK	The Common European Drug Database (CEDD)			Y	link		X				X	
FRANCE	L'Assurance maladie			Y	link	X				X	X	
FRANCE	Ministry of Health			Y	link	X				X	X	
GERMANY	German DDMG reimbursement prices			Y	link	X				X		

## Limitations of price databases

- **It is difficult to find transaction prices**; the prices that countries have access to are often not real prices, but virtual list/catalogue prices.
- **Price are settings in different forms**: ex-factory, with or without VAT,....
- **Not all the formulations and package size are always the same.**
- **Local language...**

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Thank you very much for your attention.

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# Methodological Questions of Measuring Inequity in Patient Access

*ISPOR Workshop on Methodological Challenges in Assessing the Impact of Potential U.S. International Reference Pricing*

**Zoltán Kaló**

*Professor of Health Economics*

1) Center for Health Technology Assessment, Semmelweis University

2) Syreon Research Institute

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## Methodological problem

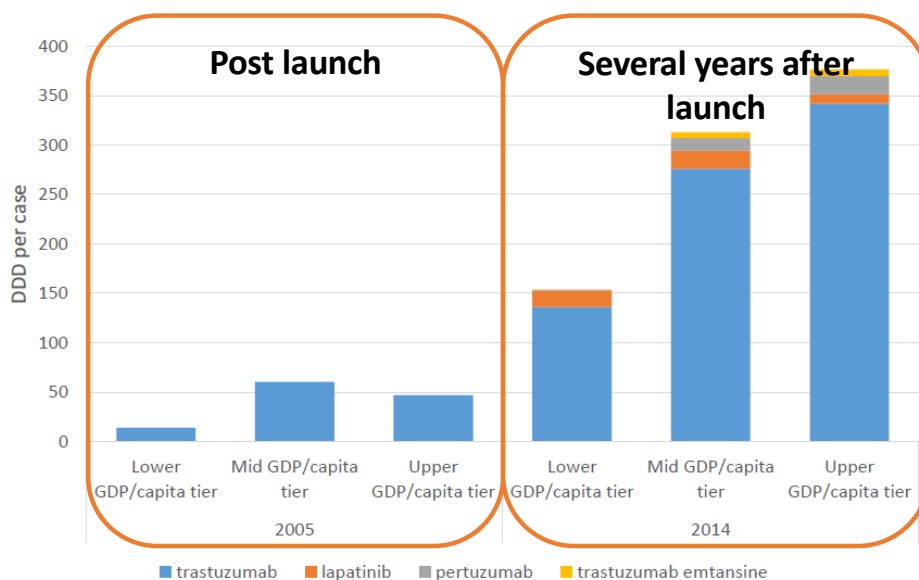
- Limited patient access to new therapies in lower income countries is an externality of international reference pricing of pharmaceuticals.
- This market failure cannot be addressed at the level of individual countries, global policy solution is needed.
- Global policies are rarely initiated without understanding the magnitude of the problem.
- **How can global inequity in patient access be measured?**

## Common solution

- Limited patient access has been traditionally described by
  1. delays in time to reimbursement (i.e. time to positive drug listing)
  2. comparison of reimbursement status in different countries
- **Can comparison of reimbursement properly express inequity in patient access?**

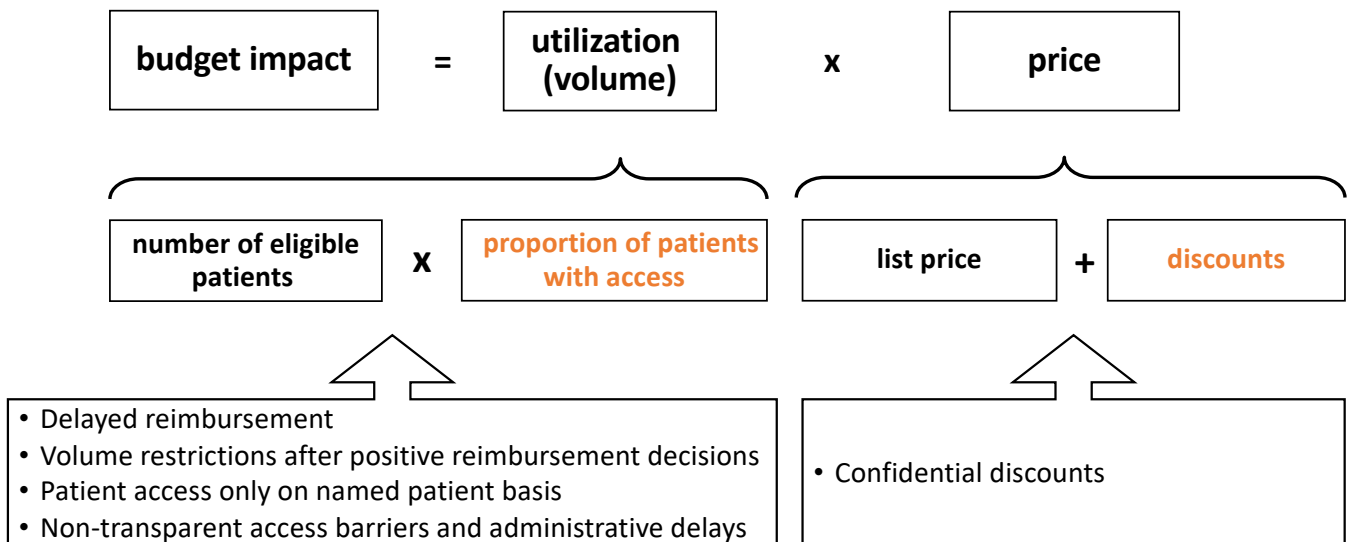
**Answer: NO**

Several years after launch greater utilization differences of HER2+ medicines across European countries with different economic status



Source: Jönsson B, Hofmarcher T, Lindgren P, Wilking N. Comparator report on patient access to cancer medicines in Europe revisited. IHE Rep. 2016;4:228.

# Options to manage the affordability of pharmaceutical expenditure by rationing health care in lower income countries



## Hidden access restrictions to reimbursed medicines in lower income European countries

### 1. prescribers

- financing protocols to allow prescriptions only for subgroup of patients
- volume limit for individual prescribers or health care institutions
- volume limit for diagnostics
- second-line reimbursement only after the first-line therapy fails
- prescription is limited to selected centers or named patient basis (i.e. complex administrative process)

### 2. patients

- waiting lists for medicines
- limited access or waiting lists for necessary diagnostics, outpatient visits
- limited treatment duration
- significant copayment for biological medicines and/or related services (e.g. diagnostics)
- significant travel time and costs to prescribing centers

### 3. manufacturers

- delayed reimbursement
- price-volume agreement

# More research is needed

- Annual utilization of pharmaceuticals per million population is appropriate measure of inequity in patient access:
- Complication factors
  1. multiple indications
  2. utilisation through special reimbursement schemes
    - prospective payment for hospital use
    - central procurement
    - named patient basis

## Report on Access to Health Services in the European Union

- European Union report published on 3 May 2016 (ISSN 2315-1404 / ISBN 978-92-79-57112-1)
- Expert Panel members: Pedro Barros, Margaret Barry, Werner Brouwer, Jan De Maeseneer, Fernando Lamata, Lasse Lehtonen, Martin McKee, Sarah Thomson
- External experts: Michele Cecchini, Sara Willems

Key recommendation for pharmaceutical policies:

- “Creating greater **transparency around** the costs of pharmaceutical products and **the price of medicines** would provide better grounds for assessing affordability, **equitable access**, fairness in pricing and incentives to develop new medicines.”



## Suggestions for future research

### Do's

- More research on hidden access barriers in lower income countries
- Involvement of patient organizations into research on patient access
- Validation of findings from multiple sources, including pharmaceutical companies

### Don'ts

- Comparison of “time to reimbursement” or “reimbursement status” of new medicines underestimates the global inequity in patient access
- Research on limited patient access without involvement of experts from lower income countries

## Methodological Challenges in Assessing the Impact of Potential U.S. International Reference Pricing

Lou Garrison, PhD, Professor Emeritus

The CHOICE Institute, School of Pharmacy, University of Washington Seattle WA, USA

Workshop:  
METHODOLOGICAL CHALLENGES IN ASSESSING THE HEALTH ECONOMIC IMPLICATIONS OF  
INTERNATIONAL REFERENCE PRICING:  
MEASURING ITS IMPACT ON PATIENT ACCESS AND PHARMACEUTICAL INNOVATION  
April 5, 2021



**PUBLIC HEALTH**

By Jason D. Bubbaum, Michael E. Charnow, A. Mark Fedrick, and David M. Cutler

### Contributions Of Public Health, Pharmaceuticals, And Other Medical Care To US Life Expectancy Changes, 1990-2015

**Jason D. Bubbaum** is a scientist in the Program in Health Policy at Harvard University in Cambridge, Massachusetts.

**Michael E. Charnow** is the Leonard D. Casper Professor of Health Care Policy and director of the Health Care Regulation (HCR) Lab in the Department of Health Care Policy, Harvard Medical School in Boston, Massachusetts.

**A. Mark Fedrick** is a professor in the Department of Internal Medicine and director of the Center for Health Equity Research at the University of Michigan in Ann Arbor, Michigan.

**David M. Cutler** is the Dorr Eccles Professor of Applied Economics in the Department of Economics at Harvard University and a research associate at the National Bureau of Economic Research, in Cambridge, Massachusetts.

**ABSTRACT** Life expectancy in the US increased 3.3 years between 1990 and 2015, but the drivers of this increase are not well understood. We used vital statistics data and cause-deletion analysis to identify the conditions most responsible for changing life expectancy and quantified how public health, pharmaceuticals, other (nonpharmaceutical) medical care, and other/unknown factors contributed to the improvement. We found that twelve conditions most responsible for changing life expectancy explained 2.9 years of net improvement (85 percent of the total). Ischemic heart disease was the largest positive contributor to life expectancy, and accidental poisoning or drug overdose was the largest negative contributor. Forty-four percent of improved life expectancy was attributable to public health, 35 percent was attributable to pharmaceuticals, 13 percent was attributable to other medical care, and -7 percent was attributable to other/unknown factors. Our findings emphasize the crucial role of public health advances, as well as pharmaceutical innovation, in explaining improving life expectancy.

**G**rowth in medical spending consistently outpaces overall economic growth in the United States, prompting questions about the

somewhat less attention. One study estimated that half of all health improvements between 1960 and 2000 are due to medical care, although that estimation was extrapolated from a small

**Pharmaceuticals account for 35% of improved US life expectancy—of 3.3 years—from 1990-2015**

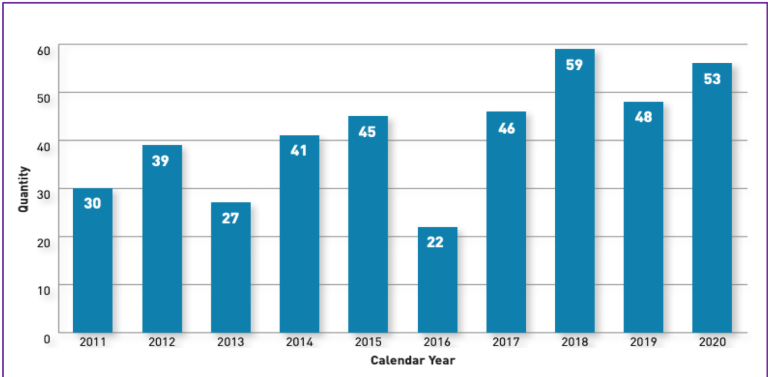
**EXHIBIT 3**  
Estimated impact of pharmaceuticals, other medical care, and public health on changes in US mortality, by cause of death, 1990-2015

Categories/causes of death	Contribution to mortality reduction (%)	Contribution to mortality changes (%)			Comments
		Public health	Pharmaceuticals	Other medical care	
<b>TOTAL</b>					
All causes	85	44	35	13	-7

**Value = 330,000,000 x 1.155 life years x \$150,000/QALY = \$57.2 Trillion!**

**Annual Drug R&D: \$200 Billion => \$57.2 Trillion/\$200 Billion = 286 Years!**  
**OR**  
**50 years of R&D at \$200B/Yr => \$57.2 T/\$10 T = 6:1 return**

### CDER's Annual Novel Drug Approvals, 2011-2020



- New drugs:**
- High risk/high reward
  - Global public goods
  - Few annually
  - Productivity flat over time
  - Mix constantly changing

- 21 of 54 (40%) as first-in-class
- 31 of 53 (58%) for rare or orphan diseases
- 17 of 53 (32%) as Fast Track
- 22 of 53 (42%) as breakthrough therapies
- 30 of 53 (57%) were designated Priority Review



### Differential Pricing for Pharmaceuticals: Reconciling Access, R&D and Patents

PATRICIA M. DANZON

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The Wharton School, University of Pennsylvania

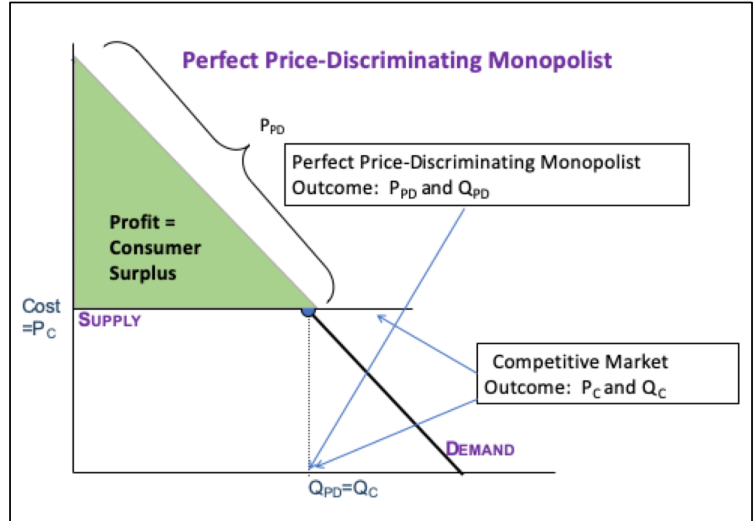
ADRIAN TOWSE

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Office of Health Economics

Economists have long argued for global differential pricing.

Has equity implications as well.

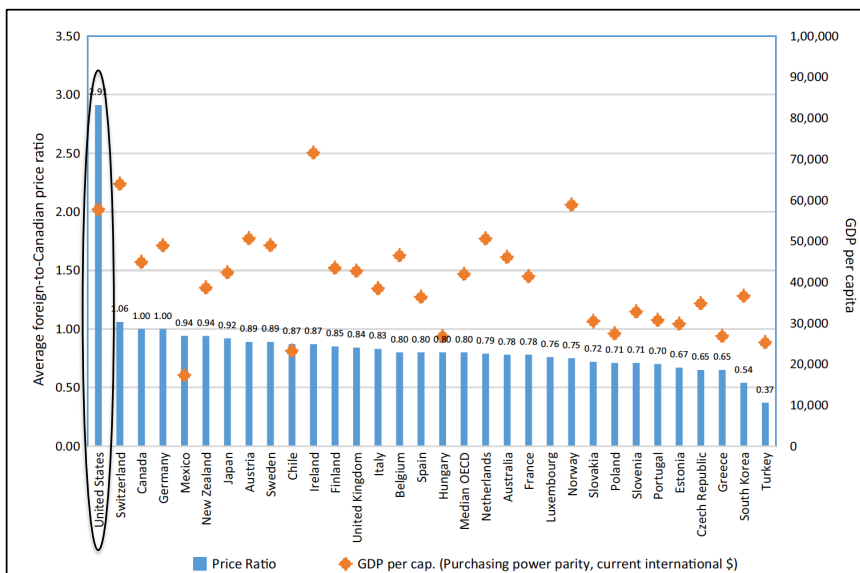


### Drug Prices: U.S. vs. ROW

(Average Foreign-to-Canadian Price Ratios for Patented Drugs by Country, 2016)

US list price 3x higher

Low correlation with GDP per capita



Source: Danzon, *PharmacoEconomics*, 2018

## U.S. Considering International Reference Pricing

**H.R. 3**—U.S. House of Representatives passed the “Elijah E. Cummings Lower Drug Costs Now Act” Dec. 2019.

1. Lower patient out-of-pocket costs
2. Adjust prices for recent inflation
3. Sec. of HHS negotiates drug prices based on **“International Price Index.” Not exceed 120% of average price among six countries.**
4. Negotiations would reduce prices by **57 percent to 75 percent**, relative to current prices
5. **CBO projects \$456 billion in savings over 10 years. And 8 fewer drugs in 2020-2029.**

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## Achieving Optimal Innovation— The Goal of Dynamic Efficiency

- **Dynamic Efficiency**—eliciting the **optimal rate of innovation over time.**
  - **Key Issue: What is the lifetime revenue elasticity of innovation? How responsive is innovation to the “expected market size”?**
- **Dubois, de Monzon, Scott-Morton (2015) estimate: 0.23→**
  - **“on average, \$2.5 billion is required in additional revenue to support the invention of one new chemical entity.”**

Journal of Economic Literature 2015, 53(2), 397–449  
<http://dx.doi.org/10.1257/jel.2016.1227>

### Economics of the Pharmaceutical Industry

DARIUS N. LAKDAWALLA

The pharmaceutical industry accounts for a substantial chunk of the US economy's research and development investments, which have resulted in significant medical breakthroughs. At the same time, the costs of pharmaceutical products continue to rise, as does pressure to adopt direct or indirect controls on pharmaceutical prices. We review the economics literature on the pharmaceutical industry, focusing particularly on its positive and normative implications for the innovation, pricing, and marketing decisions of pharmaceutical firms. We discuss the major achievements of, and persistent gaps in, the literature, along with lessons for policy. (JEL I11, L11, L65, M31, M57, O31, O34)

- **Acemoglu and Linn (2004) find: “... that innovation responds to expected market size as theory predicts ... **a 1 percent increase in expected market size is associated with a 4 percent to 6 percent increase in the number of new molecular entities entering the market.**”**

**Government Scorekeepers Likely Underestimate the Impact of Lower Drug Costs Now Act (H.R.3) on Investment in Innovative Medicines: Brief**

A study for the Pharmaceutical Research and Manufacturers of America (PhRMA)

By Kirsten Axelsen, Rajini Jayasuriya  
April 2021

CRA Charles River Associates

“... there is no sufficient analogue to estimate the effect of this policy and the CBO likely underestimates the true impact of H.R.3 on future incentives for innovation. Therefore, policymakers have not been provided with sufficiently reliable estimates to adequately assess the risk of such a decision.”

**Methodological Challenges:**

- Poor data (from smaller markets) on impact of market size of R&D.
- Need to consider different drugs differently in terms of areas of high risk and high unmet need
- Consider changes in drug development portfolio, e.g., role of small biotech vs. big pharma
- Impact on ex-US prices
- Impact on population health

H.R. 3 and Reference Pricing  
Total Market Impact  
March 22, 2021

Prepared in collaboration with

The image shows a slide from a presentation. At the top left is the VitalTransformation logo with the tagline 'The impact of health technology made simple'. The main content area features a photograph of a person in a lab coat holding a glowing DNA helix, with the text 'H.R. 3 and Reference Pricing' and 'Total Market Impact March 22, 2021' overlaid. Below the photo, it says 'Prepared in collaboration with' followed by logos for CSBA, BIOCOM, and CLSA.

“ ... we find that implementation of international reference pricing in the United States would:

- Reduce earnings by 62% on average for impacted companies, with one third (32%) of affected companies having reductions larger than 95% of earnings (using conservative assumptions about the impacts on prices) ...
- Reduce by 90%+ the number of medicines developed by small and emerging biotechs -- 61 fewer medicines over 10 years. ...
- Eliminate nearly 200,000 biopharmaceutical industry jobs, and nearly 1 million jobs across the economy.”

## Key Take-Away Messages

1. Using IRP in the U.S. is an extremely uncertain and risky strategy in terms of potential adverse impact on global R&D.
2. It could have serious adverse long-term consequences on global health.
3. Promotion of effective differential global pricing based on differential value-based pricing would be a preferable strategy.
4. Yes, there are pricing distortions and imperfections in the U.S. that need serious policy attention.

**Thanks for your interest and attention!**

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## What would be the impact of US IRP on innovation in your view? Your answer to Polling Question 2 please – Thank you!

CBO projects that HR3 IRP would **reduce the number of NMEs by 8** over this decade, down from a total of otherwise 300 NMEs.

How much do YOU think the reduction will be?

A. 0 - 8

B. 9 - 16

C. 17 - 24

D. 25 - 48

E. 49 +

## Thank you!

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