

HOW WILL HEALTH CARE SYSTEMS HANDLE FUTURE ONCOLOGY COMBINATION PRODUCT LAUNCHES?



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1.a. Anti-trust guidance

✳ The coordination of industry positions through EFPIA in response to public policy challenges is a legitimate activity provided certain safeguards are respected:

- ✳ Sensitive company specific business information or trade secrets, including company specific market-facing strategies or other non-public information of competitive value, must NOT be disclosed or discussed;
- ✳ Discussions must NOT relate to topics that may lead to the coordination of competitive conduct (e.g. EFPIA cannot take any position which would lead or encourage its members not to participate in joint public procurement);
- ✳ If exchange of information is judged necessary (e.g., in the context of compiling industry statistics) this must be carefully structured with competition law counsel.

How will healthcare handle future oncology product launches?

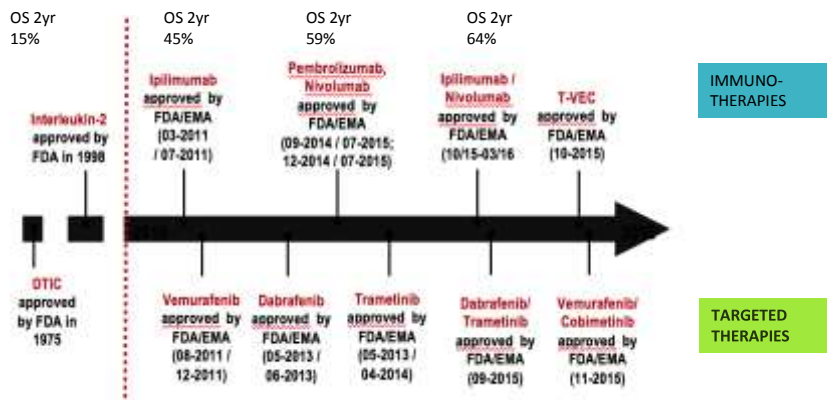
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The 4 years that made all the difference in Melanoma



slide modified after G. Spurrer



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Thank you

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