

Access for Innovative medicines by Roche



ISPOR Ukraine Regional Chapter

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The **value of health** is what we make of it **together**



*At Roche, our primary contribution to **society** is to invent and develop medicines and diagnostics that significantly improve people's lives.*

*Our **aim** is for every person who needs our products to be able to access and benefit from them.*

Budgetary Constraints

Benefits

Country-specific



CONCERN

Acknowledge the situation

We understand the pricing of medicines is a strongly debated subject.

CONTEXT

Our Role

As a developer of medicines, we realise that we have a responsibility to work with other key parties to ensure that patients can benefit from these medicines.

Alongside developing new therapies, we are developing innovative pricing initiatives to make our products more accessible to patients.

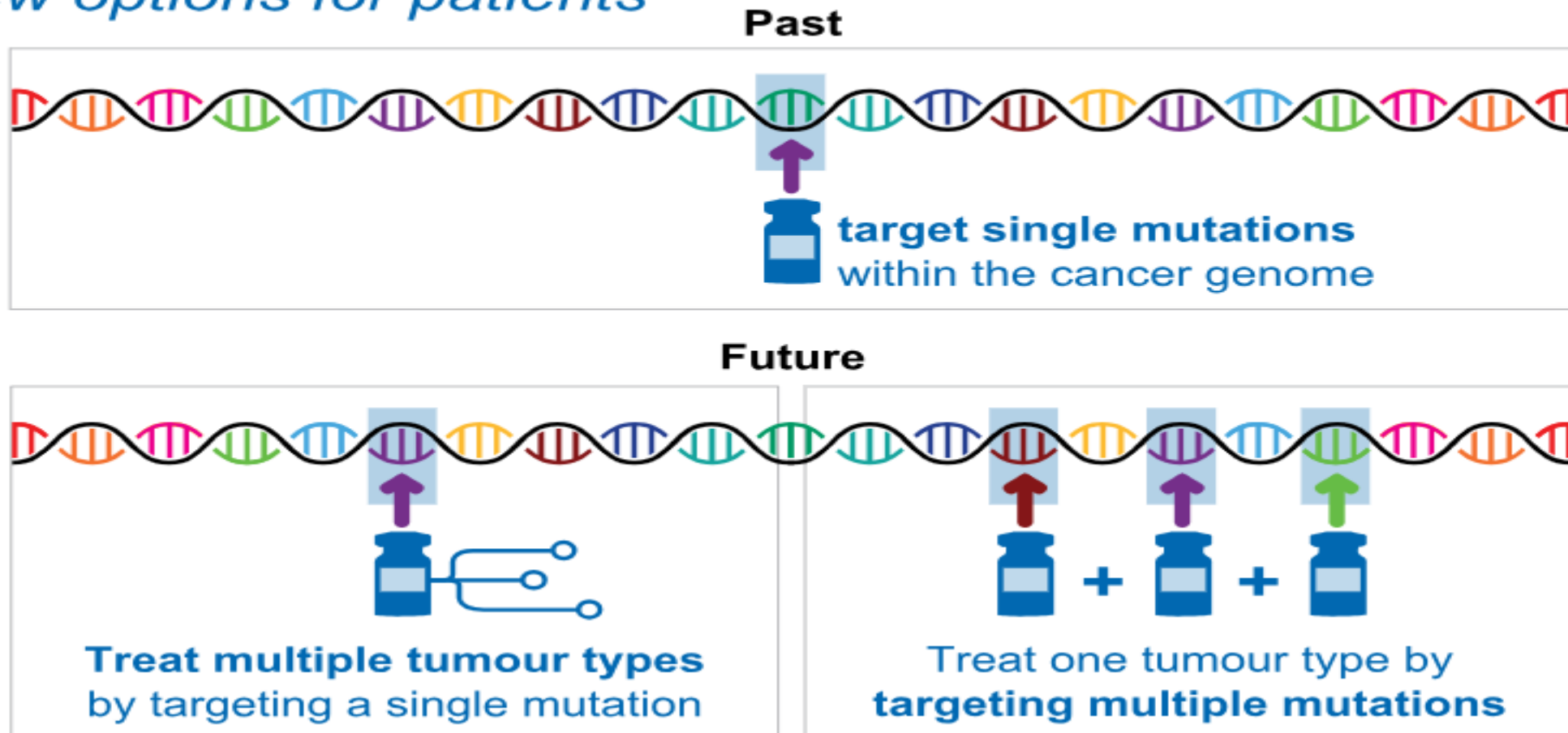
COMMITMENT

Close

We are collaborating with partners across the healthcare system to ensure the best outcomes for patients.

Science is evolving of an unprecedented pace

differentiated treatments and combination therapies offer new options for patients

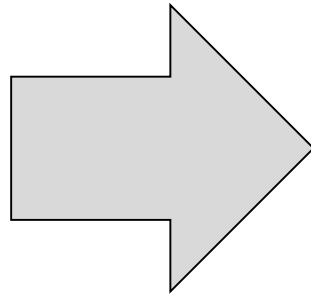


A suitable approach to pricing is required



Current pricing approach lacks flexibility & required for scientific progress reaching patients

Today : 1 price per unit/mg



Future

More complex treatments need more flexible pricing
Need to move beyond pricing per unit

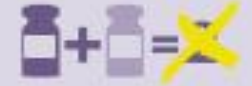
Multiple indication pricing



Differentiated pricing is needed to reflect the clinical **benefits** a medicine delivers in each indication.



Combination pricing



Pricing needs to reflect the combined clinical **benefits** delivered, not the sum of the prices of the monotherapies.



treatment outcome / response of individual patients

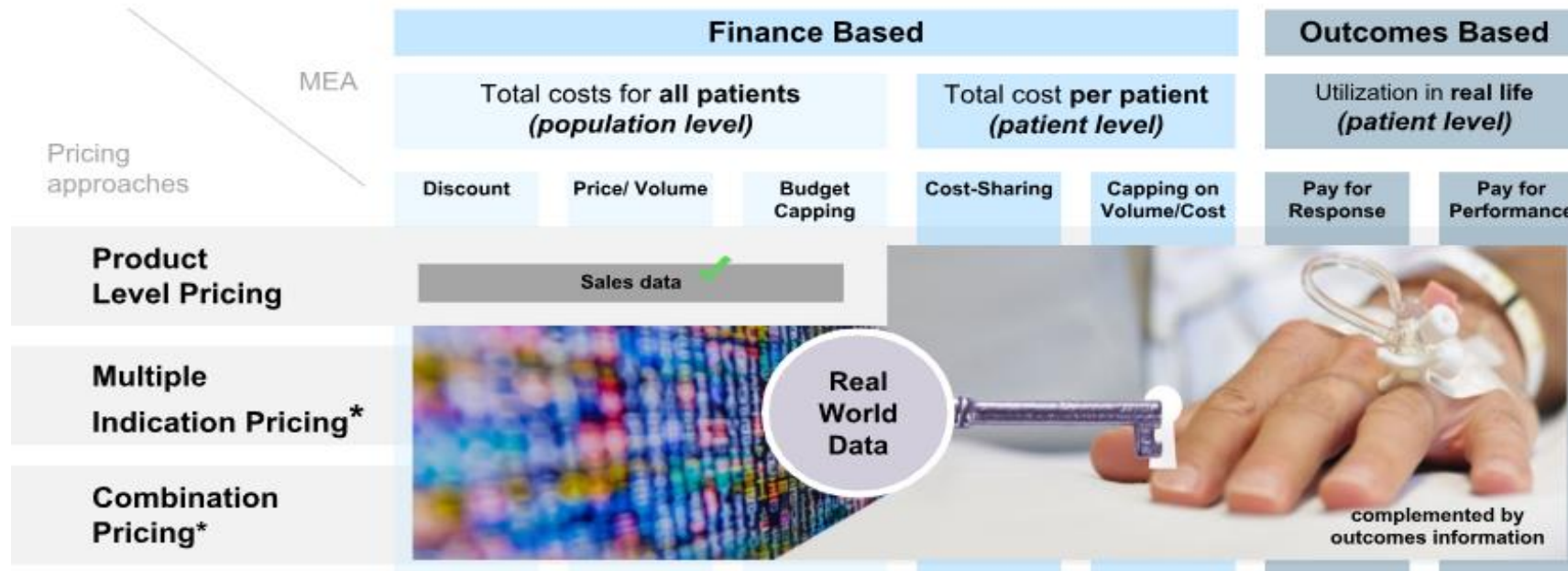
We are developing a number of innovative pricing approaches to address important access hurdles and payer concerns. These solutions include:

- ✓ **International Differential Pricing (IDP) to address varying country affordability, especially in the emerging markets**
- ✓ **Personalized Reimbursement Models (PRM) that support multiple indication and combination pricing**
- ✓ **Flexible Pricing Solutions to address payer needs for evidence on the clinical effectiveness of a medicine and the potential budget impact at time of launch.**

Patient centric Managed Entry Agreements increasingly used to address uncertainties



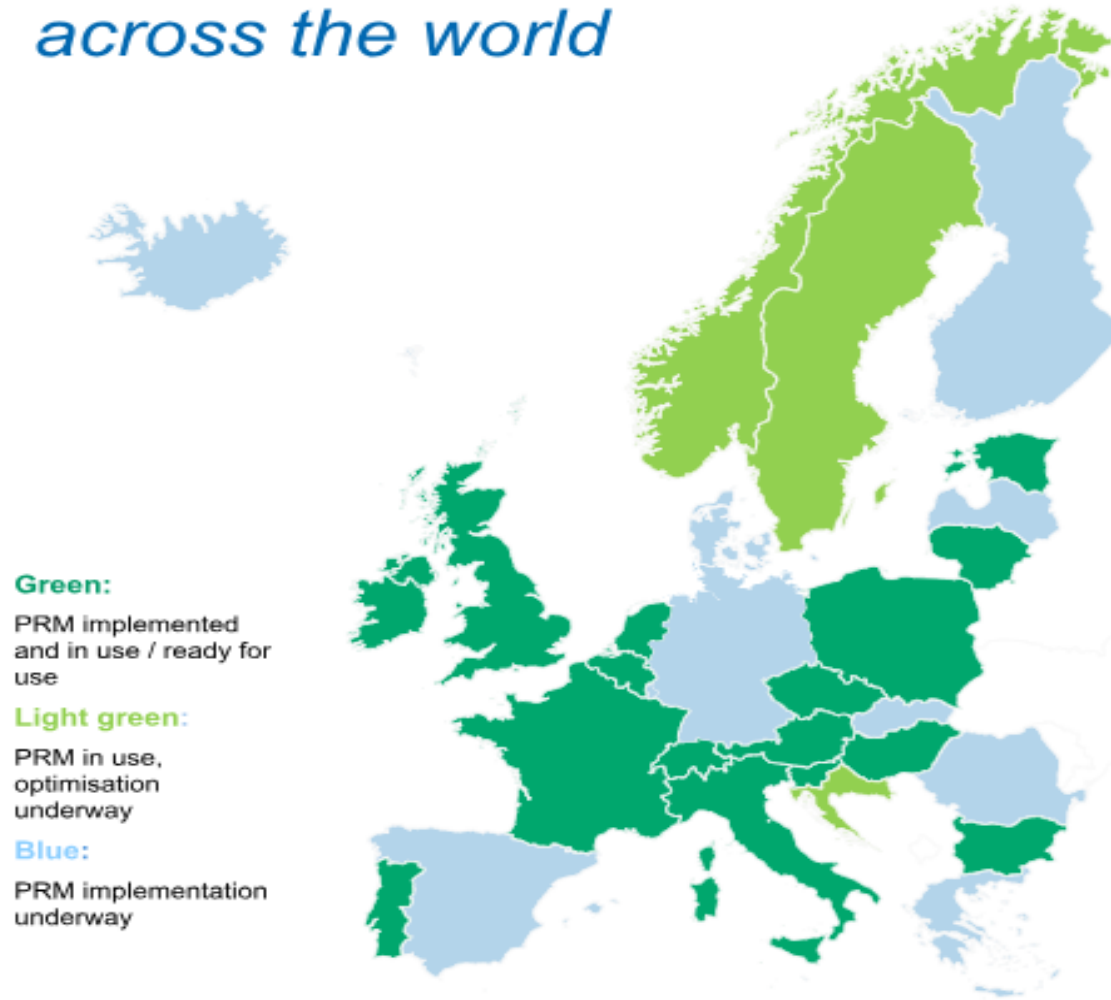
RWD allows to co-create tailored solutions
meeting stakeholder needs



*Multiple Indication Pricing, Combination Pricing and data driven Commercial Arrangements at Roche are **executed with providing adjustments based on drug utilisation data received**. Roche complies with all respective local and regional laws and regulations concerning data privacy (e.g. GDPR), competition law, public procurement and contracting.

Innovative concepts are the new norm

already today we are offering personalised reimbursement models in more than 20 countries across the world



- **Data** is available – not perfect but fit for purpose to administer commercial agreements and to ensure access
- **Stakeholders** increasingly embrace concept
- Implementation **outside Europe** started

Access to innovations in Ukraine



15 patient support programs with more than 6000 patients enrolled over 5 years



Roche invests in clinical trials in Ukraine providing patients early access to innovative medicines, and share physicians experience of new treatment ways



Roche Ukraine is trying to reduce the pressure on the HC budget using possible price solutions in frame of legal constraints & rigid tender setting



Roche Ukraine with stakeholders planning:

- ✓ *to support and assist the reforming of the Health Care in Ukraine*
- ✓ *to create the necessary conditions for ensuring the sustainable access of patients to the innovative treatment*
- ✓ *increasing the effectiveness of treatment of severe diseases and improving the quality of patient's life*

*Doing now what patients need
next*