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# Prescription Drug Pricing Throughout the Product Lifecycle

Value in Health

Increases in drug prices and drug spending are of concern to health systems worldwide. This has naturally driven policy interest and discussion around drug pricing and the need to balance affordability with sustaining innovation. Some of these discussions are being shaped by the value-based systems already in use in some industrialized countries. There are also ongoing policy discussions about branded drug prices in the United States.

This themed section aims to present and discuss the results from original research or case studies that estimate the impact on health systems in different countries of alternative lifecycle pricing strategies applied to prescription drugs. The editors are especially interested in receiving submissions that are data driven or theoretical analyses on the topic.

**"High pharmaceutical prices—and their potential impact on the affordability of medicines—have been high on the political agenda at both national and European levels.[1] On the other hand, healthy industry returns have arguably fueled life-saving innovation.[2]"**

1. World Health Organization 2018 Policy Brief. *Ensuring access to medicines: how to redesign pricing, reimbursement, and procurement?*
2. Neumann PJ, Cohen JT, Ollendorf DA. *The Right Price: A Value-Based Prescription for Drug Costs.* 2021.

Examples (but not an exhaustive list) of themes that will be of interest:

- Theoretical studies of pricing of prescription drugs in the market for healthcare that includes funding through insurance, agency of providers, and uncertainty in outcomes
- Quantitative research on:
  - The impact on prescription drug prices over the product lifecycle associated with the implementation of legal constraints on competition such as patent protection and orphan drug status when accounting for branded competition, privately negotiated discounts off list prices, and the actual duration of patent life.
  - The results of implementation of alternative pricing models over the product lifecycle (eg, contractual pricing arrangements, regulation of prices for generic or biosimilar products, etc).
  - The impact of pricing controls or budget caps compared with unrestricted pricing for prescription drugs on innovation and return on investment.
  - The lifetime returns on investment for a marketed prescription drug for the manufacturer and society.
  - The impact of real option value of innovative products and its relation to prescription drug pricing.
  - The value of public/private collaboration in developing or providing access to innovative products at lower prices.
  - The division between consumer and producer surplus for drugs compared to other innovative health and non-health products.

Authors interested in submitting an article for this themed section should submit a brief description (no more than 500 words) of their proposed study to the editors via our online portal by **November 30, 2021**, with an anticipated submission date for the full manuscript by **April 30, 2022**. An indication of the level of interest in the proposed study will be sent to the authors by **December 31, 2021**. Please direct any content-related questions to the Guest Editors, Jo Mauskopf, PhD (jmauskopf@rti.org) or Khalid M. Kamal, MPharm, PhD (kkamal@hsc.wvu.edu).

Invited papers will undergo the journal's customary peer-review process before the Editors make final decisions about which papers to include in the themed section.

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