End of year Quiz

with a serious intent
Some notes before we start

This webinar won’t be recorded.
Active participation please.
Answer with your heart!
Guesses are ok. You won’t be judged.
Cynic, sentimentalist, or both?

Cecil Graham: What is a cynic?

Lord Darlington: A man who knows the price of everything, and the value of nothing.

Cecil Graham: And a sentimentalist, my dear Darlington, is a man who sees an absurd value in everything and doesn’t know the market price of any single thing.

― Lady Windermere’s Fan
(Oscar Wilde)
## Unsupported Price Increases Occurring in 2021 (in the US)

### Institute for Clinical and Economic Review


<table>
<thead>
<tr>
<th>Drug (Generic)</th>
<th>2020 to 2021 Percentage Change*</th>
<th>Increase in Drug Spending Due to Net Price Change (in Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WAC</td>
<td>Net Price</td>
</tr>
<tr>
<td><strong>Drugs with Price Increases Unsupported by New Clinical Evidence</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Xifaxan® (Rifaximin)</td>
<td>7.94%</td>
<td>12.14%</td>
</tr>
<tr>
<td>Invega Sustenna®/Trinza® (Paliperidone)</td>
<td>4.83%</td>
<td>7.32%</td>
</tr>
<tr>
<td>Prolia® (Denosumab)</td>
<td>5.79%</td>
<td>6.11%</td>
</tr>
<tr>
<td>Entyvio® (Vedolizumab)</td>
<td>6.30%</td>
<td>4.50%</td>
</tr>
<tr>
<td>Promacta® (Eltrombopag)</td>
<td>7.06%</td>
<td>11.46%</td>
</tr>
<tr>
<td>Rexulti® (Brexpiprazole)</td>
<td>6.70%</td>
<td>7.61%</td>
</tr>
<tr>
<td>Lupron® (Leuprolide)</td>
<td>6.20%</td>
<td>10.0%</td>
</tr>
</tbody>
</table>

### Drugs with Price Increases with New Clinical Evidence†

<table>
<thead>
<tr>
<th>Drug (Generic)</th>
<th>2020 to 2021 Percentage Change*</th>
<th>Increase in Drug Spending Due to Price Increase (Total Population, Per-Patient§ (in Thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WAC</td>
<td>Net Price</td>
</tr>
<tr>
<td>Cosentyx® (Secukinumab)</td>
<td>7.05%</td>
<td>6.82%</td>
</tr>
<tr>
<td>Tremfya® (Guselkumab)</td>
<td>4.81%</td>
<td>8.89%</td>
</tr>
<tr>
<td>Jakafi® (Ruxolitinib)</td>
<td>7.01%</td>
<td>3.80%</td>
</tr>
</tbody>
</table>

### Part B Drugs with Price Increases Unsupported by New Clinical Evidence

<table>
<thead>
<tr>
<th>Drug (Generic)</th>
<th>2019-2020 List Price Increase</th>
<th>Increase in Spending Due to Price Increase (Total Population, Per-Patient§ (in Thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Somatuline® Depot (Lanreotide)</td>
<td>11.20%</td>
<td>$33,000, $1.21</td>
</tr>
<tr>
<td>Ad cetris® (Brentuximab Vedotin)</td>
<td>9.23%</td>
<td>$14,000, $1.64</td>
</tr>
<tr>
<td>Krystexxa® (Pegloticase)†</td>
<td>11.78%</td>
<td>$13,800, $3.21</td>
</tr>
</tbody>
</table>

WAC: wholesale acquisition cost

*Year-over-year percentage changes were estimated by averaging over the four quarterly changes in price (i.e., Q1 2020 to Q1 2021; Q2 2020 to Q2 2021; Q3 2020 to Q3 2021 and: Q4 2020 to Q4 2021).
How high did pharmaceutical list price* get in 2022?

*Price could be the same as lifetime cost per person

< US$500,000
< US$1 million
< US$2 million
< US$3 million
< US$4 million
< US$5 million
“The era of multimillion-dollar gene therapies has arrived”¹

Some examples

- Kymriah: List prices between EUR 260,000 and EUR 320,000
- Zolgensma: List prices between EUR 1.8 Mio and EUR 2.1 Mio
- Yesacarta: List prices between EUR 280,000 and EUR 335,000
- Libmeldy: NHS price EUR 3.4 Mio (GBP 2.9 Mio)
- Luxturna: List prices between EUR 345,000 and EUR 360,000

Valuing statistical lives: how should such metrics inform pandemic policy-making?

https://www.economicsobservatory.com/valuing-statistical-lives-how-should-such-metrics-inform-pandemic-policy-making


Orphan drugs pricing rules in France


Ghana HTA process guideline launched in December 2022
### Which are the **top 3** blockbusters in 2021?

<table>
<thead>
<tr>
<th>Brand</th>
<th>Generic</th>
<th>What it is used for:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stelara</td>
<td>Ustekinumab</td>
<td>Plaque psoriasis, psoriatic arthritis, Crohn's disease, ulcerative colitis</td>
</tr>
<tr>
<td>Eylea</td>
<td>Afibercept</td>
<td>Wet age-related macular degeneration, macular oedema, diabetic macular oedema, diabetic retinopathy</td>
</tr>
<tr>
<td>Spikevax</td>
<td>COVID-19 Vaccine Moderna</td>
<td>COVID-19 Vaccine</td>
</tr>
<tr>
<td>Comirnaty</td>
<td>COVID-19 Vaccine Pfizer</td>
<td>COVID-19 Vaccine</td>
</tr>
<tr>
<td>Humira</td>
<td>Adalimumab</td>
<td>Rheumatoid arthritis, psoriatic arthritis, ankylosing spondylitis, Crohn’s disease, plaque psoriasis and more</td>
</tr>
<tr>
<td>Biktarvy</td>
<td>Bictegravir/emtricitabine/tenofovir alafenamide</td>
<td>HIV</td>
</tr>
<tr>
<td>Keytruda</td>
<td>Pembrolizumab</td>
<td>Melanoma, non-small cell lung cancer, head and neck cancer, Hodgkin lymphoma, urothelial carcinoma, gastric cancer and more</td>
</tr>
<tr>
<td>Eliquis</td>
<td>Apixaban</td>
<td>Nonvalvular atrial fibrillation, deep vein thrombosis and pulmonary embolism</td>
</tr>
<tr>
<td>Revlimid</td>
<td>Lenalidomide</td>
<td>Myelodysplastic syndrome, multiple myeloma, lymphoma, follicular lymphoma</td>
</tr>
</tbody>
</table>
WHO Guideline provides a strong recommendation for which one of the following pricing policies?

Ten pricing policies

1. External reference pricing
2. Internal reference pricing
3. Value-based pricing
4. Mark-up regulation across the pharmaceutical supply and distribution chain
5. Promoting price transparency
6. Tendering and negotiation
7. Promoting the use of quality-assured generic and biosimilar medicines
8. Pooled procurement
9. Cost-plus pricing for setting the price of pharmaceutical products
10. Tax exemptions or tax reductions for pharmaceutical products

https://www.who.int/publications/i/item/9789240011878
Strategic government policy on promoting the use of biosimilar medicines can increase access and generate savings.

Shift from Adalimumab originator to biosimilars in Denmark

EMA and the Heads of Medicines Agencies (HMA) have issued a joint statement confirming that biosimilar medicines approved in the European Union (EU) are interchangeable with their reference medicine or with an equivalent biosimilar.

Which country or countries engaged in large scale pharmaceutical price negotiation every year?

- China
- India
- Nordic countries
- Beneluxa
- Germany
China national payer authority (i.e. NHSA) adopted price negotiation for innovative medicines since 2017

### History of China National Reimbursement Drug List (NRDL) Updates

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<tr>
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</thead>
<tbody>
<tr>
<td>2000</td>
<td>2004</td>
<td>2009</td>
<td>2017</td>
<td>2018</td>
<td></td>
<td></td>
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</tbody>
</table>

**NRDL Price Negotiation**

- **2017**
  - Adopted negotiation for the first time.
  - Included 36 new drugs

- **2018**
  - Included 17 new oncology drugs

- **2019**
  - Included 70 new drugs, including Sintilimab for rr-cHL

- **2020**
  - Included 99 new drugs, including Tislelizumab, Camrelizumab and Toripalimab

- **2021...**
  - Included 67 new drugs

**Source:** Desk Research

Credit: Chen YY (webinar presentation on 22 February 2022)

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**China's new round of bulk procurement sees drug prices drop 48%**

Xinhua | Updated: 2022-07-13 17:59

By structural exchange of information and testing through pilots of procedures or scenarios for joint negotiations that lead to financial arrangements and contracts that are compatible with and respect national legislation and competence and responsibility of the different stakeholders in the decision making process that respect confidentiality of the commonly negotiated financial details (..nothing changes compared with today..)

Recently: Successful joint negotiation: Zolgensma

– Based on joint HTA (BE/IR/NL & AU as external reviewer)
– First BE/IR/NL negotiation

THIS IS NOT JOINT PROCUREMENT

Credit: Arickx F (webinar presentation on 22 February 2022) Text highlighted by WHO Secretariat for clarity
In 2022, which of the following policies were announced or newly implemented?

India - Ceiling price of Medicines listed in National List of Essential Medicines
https://nppaipdms.gov.in/NPPA/PharmaSahiDaam/searchMedicine

NHS England - Innovative Medicines Fund

The United States of America - Prescription Drug Provisions in the Inflation Reduction Act

Japan – cost accounting method for setting price of medicines without an appropriate comparator
In Japanese: https://www.mhlw.go.jp/stf/shingi/2r98520000027ha4-att/2r98520000027p4k.pdf; https://www.mhlw.go.jp/content/12404000/000883142.pdf
In English: https://trinitylifesciences.com/blog/japans-latest-drug-pricing-policy-updates-key-changes-and-expected-impact/

The Philippines - Mandated ceiling price on selected drugs and medicines

Chile - Allowing private pharmacy chains and independent pharmacies to purchase drugs through CENABAST
In English: https://www.open-contracting.org/2021/01/29/diagnosis-open-how-open-contracting-is-bringing-down-the-cost-of-medicines-in-chile/
When will the next Fair Pricing Forum be held?

› 2023
› 2024
› 2025
› Not sure. It'll happen when it happens
What topics would you like to be considered for discussion at the next Fair Pricing Forum?

› Country policy reforms to improve market transparency of health products
› Pharmaceutical pricing and supply policies at times of health emergencies and economic uncertainties
› Biosimilar policies
› Public private partnership to improve access
› Pricing of medical devices and diagnostics
› Others
Thank you.
Happy holidays &
Happy New Year!

PLEASE participate in the webinar evaluation survey ( ´••`ノ)