

# The Price of Global Health: Drug Pricing Strategies to Balance Patient Access and the Funding of Innovation

By Ed Schoonveld

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## The Price of Global Health: Drug Pricing Strategies to Balance Patient Access and the Funding of Innovation By Ed Schoonveld

Public debate on the rising cost of new biotechnology drug treatments has intensified over the last few years as healthcare budget pressures have mounted under a strained economy. Meanwhile, the demand for new, effective medical and drug treatments continues to rise as unhealthy lifestyles cause further increases in diabetes and cardiovascular disease. Global drug pricing is one of the most hotly debated yet least understood aspects of the pharmaceutical industry. How should drug prices be set and what does it mean for patients? Why do governments increasingly get involved, and what is its impact on the global competitive environment? How can a life-saving industry have a poorer image than gun and tobacco industries, whose products are associated with death? Ed Schoonveld explains how pharmaceutical prices are determined in a complex global payer environment and what factors influence the process. His insights will help a wide range of audiences, from healthcare industry professionals to policy makers and the broader public, to gain a better understanding of this highly complex and emotionally charged field. The Price of Global Health is recognized as a valued and unique reference book that covers a complete array of topics related to global pharmaceutical pricing. It contains an in-depth but straightforward exploration of the pharmaceutical pricing strategy process, its underlying market access, general business and ethical considerations, and its implications for payers, physicians and patients. It is a much-needed and invaluable resource for anybody interested or involved in, or affected by, the development, funding and use of prescription drugs. In particular, it is of critical importance to pharmaceutical company executives and other leaders and professionals in commercialization and drug development, including marketing, business development, market access and pricing, clinical development, drug discovery, regulatory affairs, health outcomes, market research and public affairs. The second edition includes new chapters on payer value story development, oncology, orphan drugs and payer negotiations. Furthermore, many country chapters have been substantially updated to reflect changes in the healthcare systems, including the Affordable Care Act in the US, AMNOG in Germany, medico-economic requirements in France and many other country-specific changes. Lastly, almost every chapter has been updated with new examples and

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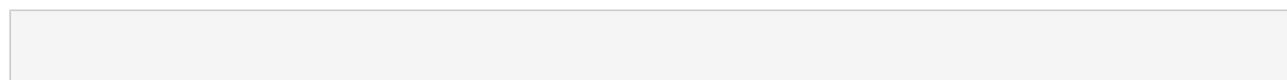
*By Ed Schoonveld*

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### **Editorial Review**

#### **Review**

Ed Schoonveld does an extraordinary job of making one of the most complex and vital topics in the industry intelligible to both new and experienced audiences. Best of all, he leverages case studies and straightforward frameworks to provide a pragmatic approach for mastering the theory of global pricing and access. I keep his book in easy reach for my own reference or to share with others. --Susanne Laningham, Executive Director Global Value Access & Policy, Amgen Inc.

This book gives a great overview and offers several perspectives on drug pricing issues. It provides comprehensive new insights such as the need to take benefits assessments of pharmaceuticals into consideration during all steps of drug development and market access. The mix of theory, in the form of underlying arguments and analytical frameworks, along with practical and up-to-date real-world solutions, makes this book an outstanding reference. --Thomas Mueller, Head of Pharmaceutical Department Gemeinsamer Bundesausschuss (Federal Joint Committee), Germany

The Price of Global Health is the most informative and comprehensive book I have read on the topic of global pharmaceutical pricing and market access. Ed is able to distill complex topics into simplified and pragmatic frameworks, including insightful perspectives on market segmentation, communicating value, and pricing. The final section provides a useful reference, describing how key global healthcare systems are structured and their approach for assessing value. I have recommended this book for members of my team as part of their initial training. --David Kaplan, Senior Advisor, Global Payer Market Research, Eli Lilly

#### **About the Author**

Ed Schoonveld is one of the leading experts in Global Pharmaceutical Pricing and Market Access. He has unparalleled experience as head of Global Market Access and Pricing functions in Wyeth, Lilly and BMS, and as a consulting leader in Cambridge/IMS and a number of other organizations. Ed is providing strategic consulting and research solutions to healthcare industry clients as Managing Principal and Practice Leader for the Market Access and Pricing practice at ZS Associates.

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