Pricing and Reimbursement in Key Asia Pacific Markets

Description: With the Asia-Pacific markets growing rapidly, they are becoming increasingly attractive for Pharma to enter. However, a number of key P&R developments and reforms are set to change the healthcare environment in the next few years, as healthcare is made more accessible to the poor and elderly.

Scope

- Insight into pricing and reimbursement strategies in Australia, Singapore, China and Hong Kong
- Analysis of drivers and barriers for entering Australia, Singapore, China and Hong Kong
- Overview of healthcare systems in Australia, Singapore, China and Hong Kong
- Identification of trends shaping national P&R strategies and their impact on branded Pharma

Highlights of this title

In Australia, a high level of evidence is needed to show clinical and cost effectiveness, thus clearly pointing to a barrier for entering the Australian market. It is essential that a new medicine is cost effective against the standard of care, therefore solid head-to-head clinical trial data must be presented to have a successful listing.

Recent changes by the Chinese National Development and Reform Commission (NDRC) means that the financial rewards for the multinationals will be jeopardized. The pricing authority has planned another round of price reductions, but for the first time, this will also affect imported drugs.

Singapore’s affluent population translates into high per capita spending on healthcare and a preference for branded drugs. Its healthcare financing system based on co-payments discourages excessive consumption and acts as a measure of cost-containment.

Key reasons to purchase this title

- Understand the recent changes in the P&R environment in the key Asia-Pacific markets
- Analyze recent trends in healthcare in Asia-Pacific and the impact on branded pharma
- In-depth and up to date information on P&R regulations through interviewing local industry executives

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