



THE ROLE PHARMACEUTICAL MARKET ACCESS FOR PATIENTS

LILI MUSNELINA

JAKARTA, 12 JANUARI 2016

DEFINITION

Health (WHO) :

a state of complete physical, mental and social well being nor merely the absence of disease or infirmity

DEFINITION

Market access :

a process that ensure all appropriate patients have rapid and continues access to the product at the right price

DEFINITION

Patient can be considered as the centre for any healthcare system

MARKET ACCESS

- Generally, market access is perceived as a function that is confined to pricing and reimbursement activities
- However, in reality, it is multidisciplinary field that includes aspects from various other business functions, such as managing channels, stakeholders and key opinion leaders

MARKET ACCESS : FACTS

- Market access stakeholders:

- Payers

- Patients

- Pharmacies

- Advocacy group

- Physicians

- Government

- Regulatory

MARKET ACCESS : FACTS

- Current industry commercial models are inadequate assessing opportunities in emerging economies where disease and market data are highly limited

MARKET ACCESS : FACTS

- Biopharmaceutical companies face multiple external pressures:
 - shareholders demand and profitable company
 - government, nongovernment third parties and public expert commitment to improving health

WHAT PATIENTS RIGHT?

- Get immediate to innovative medicine:
 - Can live longer
 - Improve their living conditions

WHAT PATIENTS RIGHT?

- Get Access treatment which:
 - Limited side effects
 - Offer convenience or the ability to continue with normal everyday activities
 - Reduce complications

PATIENT SATISFACTION

- Patient are becoming better informed
- Involve patients for making improvements
- Patient satisfaction is not static but dynamic

PATIENT SATISFACTION

- Health care is generally becoming competitive
- Providers must not only maintain high clinical
- Standards but also service that satisfies the patients

PATIENT BENEFIT

- Access to drugs cannot depend on the decisions of private companies but is also a government responsibility

MARKET ACCESS AND PATIENTS BENEFIT

- Partnering with patients in the development and lifecycle of medicines
- Early market access

PARTNERING WITH PATIENTS

- Purpose of medicines: improve patients live
- Patients:
 - ensure that patient needs and priorities are identified and met
 - provide better quality of life

PARTNERING WITH PATIENTS

- Pharmaceutical companies:
provide benefit patients, it will bring enough profit

PARTNERING WITH PATIENTS

- Government:
 - develop rules for drugs development easier on safety
 - support patient advocacy groups financially, less dependent on the pharmaceutical companies

PARTNERING WITH PATIENTS

- Drug development:
 - improve trial conduct and lead to more focused
 - economically viable clinical trials

PARTNERING WITH PATIENTS

- Launch and Beyond:
 - systemic patient involvement can also improve the ongoing benefit risk assessment
 - ensure public funds prioritize medicines of value to patients

THANK YOU

