



Pharmaceutical Market in Safety medicine product

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Introduction

- Pharmaceutical market usually based on one or more of the following strategies:
 - Biomarkers and / or surrogate end points
 - Results from interim analyses
 - Reduced size safety database

Pharmaceutical Market

- Benefit
 - Earlier access to potentially live saving or otherwise severe conditions
 - Unmet medical need

Pharmaceutical Market

- Risks
 - Avoid exposing unnecessary risks
 - Possibly ineffective treatments

Innovation for improving market

- Innovative financing mechanism
- Risk Sharing
- Service bundling
- Alternative product branding
- Patient access programmes
- Market entry agreement
- Demand generation initiative

Characteristics of Indonesian Pharma Providers

Indonesian Manufactures

- Predominantly produce out of patent / generic products, OTC, fitofarmaka
- High volume, low margin products
- Low drive towards finding new compounds, research instead target for product expansions

Characteristics of Indonesian Pharma Providers

MNCs

- Mainly expand through research based innovative medicines
- Older, proven established medicines are still keeping some market
- Research are essential, although driven through global initiative

Access Barriers to Medicines

- Affordability
 - Patient and family
 - Payers
- Profitability
 - Pharma companies
 - Distributors
 - Outlets

Access Barriers to Medicines

- Regulatory
 - Legalities
 - Socio cultural
- Strategy

Implementation Market Access

- In many countries, policymakers utilize health technology assessment (HTA) methodologies to direct investments in health care to obtain the maximum benefit for the population as a whole

Implementation Market Access

- To illustrate potential benefits of using HTA approach:
 - Demonstrates how a new treatment for patients although more expensive than the current standard of care - improves clinical outcomes
 - Represents a cost effective of public health resources

Implementation Market Access

- If aligned with the prevailing cultural and ethical considerations and with the necessary investment in expert staff resources, HTA promises to be a valuable tool for development of the healthcare sector

Patients Reported Outcomes

- Increased focus on patient reported outcomes (PROs) in medical research in recent years has heightened the awareness of the patients perspective of health outcomes

Patients Reported Outcomes

- Pros are useful for physicians, pharmacists and patients for the assessment and improvement of the therapy

Summary

- More extensive and earlier epidemiologic assessment of risks and benefit of new products: will create a new standard of evidence for industry and regulators more effective and balanced regulatory actions, thereby affording better care for patients

Summary

- Whereas patients are able to receive treatments that adhere to their needs and expectations



Thank You