

# THE NUMEROF 2019 GLOBAL PHARMA OUTLOOK

## Key Action Steps

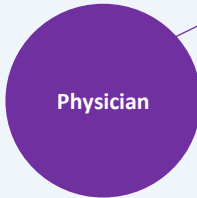
- Develop high value products/services backed by evidence.
- Craft compelling economic & clinical value propositions.
- Redesign commercial models, targeting and segmentation to reach new customers.
- Align R&D, Medical Affairs, Commercial functions.
- Recruit, train talent to engage executive decision makers.
- Elevate business acumen, diagnostic, influence skills.
- Create collaboration opportunities with payers/providers.



Explosion in AI and predictive analytics. More product development collaborations, **combining drugs, devices and diagnostics**.



As **retail clinics expand**, and pharmacies increase primary care role, more opportunities to **collaborate** on chronic disease management, medication adherence. Growth in **specialty clinics**.



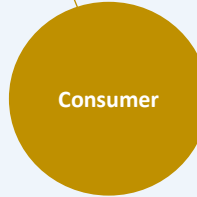
**Employed physicians** guided by institutional formularies, care paths, **less influential** in drug purchase, utilization decision making.



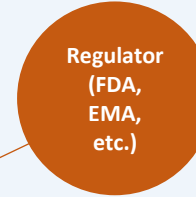
Product decisions increasingly made **by cross-functional committees**. Adherence to care paths limit access. Cardio, oncology, ortho, and diabetes remain top priority areas. **Interest in models that reduce risk**.



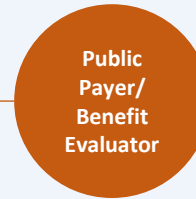
Strong support for **restricted formularies**, pushback on high price specialty drugs & **high cost therapeutic areas**. Increased interest in **DTE contracting** with providers.



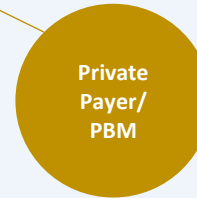
More **engaged in healthcare**. **Higher self pay** due to deductibles, copays. **Adherence** remains a big target, new consumer apps. More interest in **clinical trial** participation, outcomes.



**Tough enforcement** of rules. Coordinated **global supply chain oversight**. EMA **IDMP**, FDA **ePedigree data requirements**. **21<sup>st</sup> Century Cures** accelerates approval and competition. **FDAMA114** enables economic data discussion.



**Price controls, reference, risk-based pricing, access limits**. More EU direct **drug pricing agreements**. **More CER, RWE**. National pricing (e.g. Germany) impacting **global pricing**. Greater **transparency**. In the US, **political and legislative uncertainty** creates risk and opportunity.



Strong pushback on **high priced specialty drugs**. **Price wars** where alternatives available. **Restricted formularies**. New risk, indication based pricing approaches. More **collaborations** on data sharing, RWE. **Increased partnerships** with delivery. Narrow networks continue.

