

THE NUMEROF 2018 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.

Device

More opportunity for product development collaborations, **combining drugs, devices and diagnostics.**

Retail

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

Physician

Physician employment stabilizes, guided by institutional formularies, care paths, **less influential** in drug purchase, utilization decision making.

Healthcare Delivery

Product decisions made **by cross-functional committees**. Care paths controlling access. Cardio, oncology, ortho, and diabetes remain top priority areas. **More interest in risk-sharing.**

Employer

Strong support for **restricted formularies**, pushback on high price specialty drugs & **high cost therapeutic areas.**

Consumer

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.

Regulator (FDA, EMA, etc.)

Tough enforcement of rules. Coordinated **global supply chain oversight**. EMA IDMP, FDA **ePedigree data requirements**. **21st Century Cures** accelerates approval and competition.

Public Payer/ Benefit Evaluator

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.

Private Payer/ PBM

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

Global Pharma

