

# Tiered Pricing Strategies in the Global Pharmaceutical Industry: Matching Prices with Local Market Conditions



Tiered pricing is a critical strategy for optimizing sales in emerging markets. Correctly establishing tiered pricing schemes can make the difference between realizing pharmaceutical sales goals and failure to penetrate the emerging world.

**Tiered Pricing Strategies in the Global Pharmaceutical Industry: Matching Prices with Local Market Conditions** is based on primary research and in-depth interviews with payers to provide best practices for establishing pricing tiers. The study addresses which economic indicators should be used in country ranking, how country classification should correlate with actual price, and what role therapeutic areas play.

## Answering your key questions

- How should countries be classified (e.g., Gross National Income, developmental indicators, disease burden, etc)?
- How should country classification correlate with actual prices?
- How should these strategies vary, if at all, by therapeutic area?
- What factors (e.g., market size, competition, etc.), aside from ability to pay, should be taken into account when setting price levels?
- How do additional purchasers of medicines, such as non-governmental organisations impact your strategy?
- What factors ought to determine the duration of these agreements?
- When should companies consider intra-country tiered pricing, and what are the strategies that determine success?
- When is a simple public-private sector segmentation for the purposes of intra-country tiered pricing appropriate versus more targeted approaches, such as insured versus non-insured, or by specific geographic regions?

## Deliverables

- Report available online via our MyInsight platform and in PDF
- Microsoft PowerPoint
- Available as a stand-alone study or as part of a bundle including studies, presentations, and workshop packages

## Meet our experts

**Gustav Ando** leads the Healthcare and Pharma practice at IHS. Formerly a healthcare analyst, he has extensive experience in the fields of market access, therapeutic development, drug safety, emerging markets, and health outcomes. Previously, Gustav worked with pre-merger Pharmacia Corporation in New Jersey and Pharmacia AB in Stockholm. He is a graduate of politics from the University of Durham and has a Master's degree in international studies from the University of Uppsala, Sweden, specialising in healthcare politics.

**Gaëlle Marinoni** manages the multi-client study offering in the IHS Healthcare and Pharma practice. Previously, she was a consultant for Brandtectonics Access, a market-access and clinical trial recruitment enhancement specialist. Prior to this, Gaëlle worked at IHS as a European research analyst and at the National Institute for Medical Research as a research scientist. Gaëlle holds a Doctorate in microbiology from the University of Western Ontario (Canada), a joint Master's degree in microbiology from the Pasteur Institute and the University of Paris VII, and a Master's in genetics from the University of Paris VII.

Our experts and our supporting team are available to answer your questions about the study and its findings.

## IHS Healthcare and Pharmaceutical services

The IHS Healthcare and Pharma practice provides a portfolio of intelligence solutions to optimise the performance of companies and organisations across the pharmaceutical, biotech, and generics sectors. Our key focus is to provide actionable insights to support strategic decision making, particularly in the fields of market access, pricing and reimbursement, emerging markets, generics strategies, therapeutic development pathways, forecasting and market sizing, and general competitive intelligence.

## For more information

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