

# International Reference Pricing: A Strategic Guidebook to the New Global Pharmaceutical Pricing Paradigm



Pharmaceutical companies and drug payers constantly analyze the prices they set—and the prices they are being charged—for new drugs. Often, a price negotiation between the drug provider and the drug payer ensues, leaving both sides wondering what a fair price is in a given market.

## [A study from IHS Healthcare and Pharma](#)

Reference pricing changes the game. Here, both drug providers and payers refer to the prices set for the same drug in other countries. Using primary research to understand the experiences of other pharmaceutical companies and government agencies, *International Reference Pricing: A Strategic Guidebook to the New Global Pharmaceutical Pricing Paradigm* provides an in-depth look at the ripple effect of international reference pricing and how to optimize and protect pharmaceutical pricing in this complex, global environment. The study leverages our unparalleled global expertise in pricing and reimbursement through our proprietary pharmaceutical pricing data and international reference pricing (IRP) matrix and will provide outputs from three IHS-determined scenarios based on a unique, client-tested IRP scenario tool. This combination will provide subscribers with a comprehensive view of the impact of IRP changes and ensure that individual concerns are captured and analyzed.

## [Answering your key questions](#)

- How frequently are prices reviewed?
- What is the domino effect on international prices?
- How can we best deal with the emerging Europe conundrum?
- How can I ensure that I am getting the best price for my drug?
- How is the basket of countries in IRP evolving?
- What are the knock-on effects of price cuts in a country?
- Is the pricing corridor beginning to narrow across countries, creating a new “global price paradigm”?
- Is IRP removing incentives for pharmaceutical investment and R&D?
- Is IRP hurting lower income countries where pharmaceutical companies are no longer able to introduce lower prices?



## IRP Deliverables

- Report available online via our MyInsight platform and in PDF
- Microsoft PowerPoint
- IHS-determined scenarios including:
  - International impact of Gulf price cuts on MabThera including the assumptions that Turkey starts referencing Saudi Arabia and Greece starts referencing Turkey
  - International impact of Trobalt had it come to market in Germany at the same price as the appropriate generic comparators
  - International impact of a 22% Greek price cut on Zytiga
- Optional bespoke IRP scenario, based on your specific requirements, data inputs and country coverage. Subscribers to the IRP Multi-Client Study receive preferential pricing on this custom engagement
- Available as a stand-alone study or combined with our International Reference Pricing analytical package and Drug Price Erosion: Safeguarding Pharmaceutical Assets Against Value Attrition multi-client study
- Speak to us about our multi-client study series options, including studies, presentations, and workshop packages

## Meet our experts

**Gustav Ando** leads the Healthcare & 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 Masters degree in international studies from the University of Uppsala, Sweden, specializing in healthcare politics.

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

**Cameron Lockwood** is an analyst within the healthcare multi-client study team. He has a background in the life sciences and holds a Bachelor of Science in molecular biology from the University of Manchester. He previously worked as a consultant in the market-access field for Brandtectonics Access, and gained experience in business intelligence with Informa Healthcare.

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

## IHS Healthcare & Pharmaceutical Service

The IHS Healthcare & Pharma practice provides a portfolio of intelligence solutions to optimize the performance of companies and organizations 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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