

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 has 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 is a senior analyst 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 Ph.D. in Microbiology from the University of Western Ontario (Canada), a joint M.Sc. in Microbiology from the Pasteur Institute and the University of Paris VII and a Masters 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 Global Insight Healthcare & Pharmaceutical Services

IHS Global Insight's Healthcare & Pharmaceutical 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 (P&R), emerging markets, generics strategies, therapeutic development pathways, and general competitive intelligence.

For more information

To learn more about the IHS Global Insight Healthcare and Pharmaceutical product suite, visit www.ihs.com/healthcare



Payer - Industry Partnerships

Best Practices for Successful Market Access of New Pharmaceuticals



Mounting healthcare costs and growing economic pressure have payers around the globe challenged to balance budgets, while ensuring quality healthcare for their patient population.

Commercial and price agreements have been a popular way to control payer costs for innovative drugs, but these arrangements are not the only options for ensuring market access. An emerging group of payers is beginning to consider alternatives to commercial arrangements through ongoing partnerships between payers and manufacturers.

A New Study From IHS Global Insight

Our latest study **Payer - Industry Partnerships: Best Practices for Successful Market Access of New Pharmaceuticals** explores the types of payer-industry strategic partnerships that are beginning to emerge, as well as the best practices for establishing.

Answering Your Key Questions

Using primary research of payers, foundations and agencies in Canada, Australia, Japan, the EU top 5 and the United States, the study will answer the following key questions:

- Beyond price cuts and risk sharing agreements, what partnerships will payers consider to bring a drug to market?
 - We will explore agreements such as disease management programs, doctor-patient education, and others
- What are the critical factors that make programs successful in the long term?
- Why have some arrangements failed?
- What will prevent payers from wanting to renegotiate terms 1-2 years post launch?

Deliverables:

- Participation in the interview guide (requires verbal agreement by the end of January 2012)
- Report available online via our MyInsight platform and in PDF
- Cross Analysis Microsoft PowerPoint® available in PDF

Report Table of Contents Includes:

- I. Executive Overview
- II. Methodology
 - a. Scope of Research
 - b. Research Objectives
 - c. Sources
- III. Country Analysis



