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Perspectives

Convergence of decision rules for valuebased pricing of new innovative drugs

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Abstract

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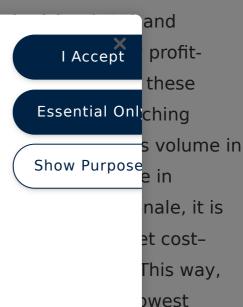
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Key issues

· Given the high costs of innovative new drugs, most European countries have introduced policies for price control, in particular value-based pricing (VBP) and international reference pricing (IRP).

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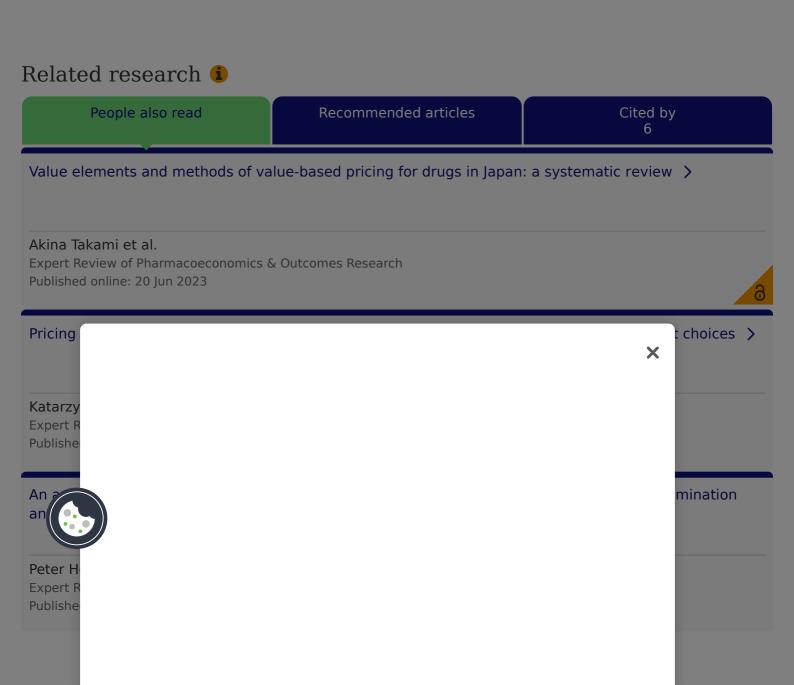
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question.

- In the long term, it is best for VBP countries in Europe to implicitly collude and set cost-effectiveness thresholds at the level of the lowest acceptable VBP country.
- In response, manufacturers might support initiatives for differential pricing according to national income and ability to pay.

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