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Perspectives

Convergence of decision rules for value-based pricing of new innovative drugs

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Key issues

- Genes have (VBP)
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- 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.

Notes



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