

ANNUAL PHARMA PRICING & MARKETING CONGRESS

&

International Conference on

NANOSCIENCE AND TECHNOLOGY

September 24-25, 2018
Dubai, UAE

Access is more than price

Sebastian Gensior

Global Health Access Solutions, Poland

Modern diagnostic and therapeutic procedures including advanced surgeries, organ transplants and immunotherapy, are pillared on antimicrobials. With increased attention by governments and the public on prices for medicines, it is important to address these concerns. Often the price debate is overlooking the underlying issues at hand. When talking about increasing access to patients it is important to steer away from current assumptions and adopt market access strategies accordingly. Therefore, it is important to broaden the debate from market access towards access. The shift is not merely semantic but

has practical implications. When looking at the access conundrum, price is often only one factor to consider. By far the most crucial factor is insurance and its widespread availability for patients. Only innovative insurance and payment schemes will help governments to control prices and enable companies to increase access for patients. The session will look at practical examples and outline solutions for a successful launch of new health solutions. These will ultimately benefit patients and society as a whole.

sebastian.gensior@gmail.com