

# WORLD BIOSIMILARS CONFERENCE

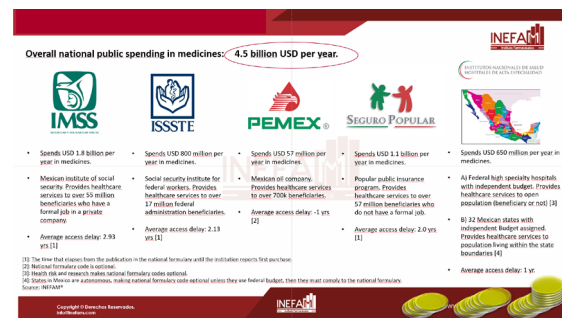
## Annual Conference on NEPHROLOGY AND UROLOGY

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### Market access barriers and market value in mexican public sector for biosimilars

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In this presentation I will explain the composition of one of the biggest and complex public health systems in the world. Over 150 public buyers in México provide health services to over 125 million beneficiaries. Mexico public health system is managed by 33 independent (yet organized) health ministers, managing over 9,500 medical units and hospitals. The total pharma market value is worth over 4,500 MUSD per year, and 1,750 million units. Also, will explain the access roadmap to get to the 150 government public buyers, including timings and procedures.



### Biography

Jose Carlos Ferreyra, MBA, is currently President of the Pharmaceutical Institute in México (Instituto de Investigación e Innovación Farmacéutica), a think-tank and research center for access barriers specialized in mexican market. Worked for Eli Lilly as a Demand Realization Project Manager (2000 to 2005), and has been a consultant for more than 200 pharmaceutical companies established in México. Has been either chairman or keynote speaker in several international congresses in México, Bucharest, USA and Italy. Speaks 3 languages, and his background includes being congressman for the Nuevo Leon administration in 2007.

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