

## Personal details

Are you willing to allow your response to be made public? \*

Yes No

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## Fair Pricing Definition

Current working definition: A fair price is one that is affordable for health systems and patients and that at the same time provides sufficient market incentive for industry to invest in innovation and the production of quality essential health products.

Do you agree with the current working definition of fair pricing? \*

Yes No

If yes why, if no please provide a suggested alternative definition:

The current definition captures the interrelatedness of affordability, quality, and incentives for innovation. This implies positive incentives/benefits for all stakeholders, including patients and those involved in R&D and manufacture of health products, in addition to considerations of affordability at patient and system level, and sustainability of medicine development, supply and quality.

What 3 words/ideas are most critical to capture in a definition of fair pricing?

### Response 1

**PATIENTS.** For patients, affordability is not the price of the medicine per se, but relates to financial protection, the reduction of out-of-pocket expenses, being shielded from supply chain markups, , as well as having quality assurance and timely access and security of supply of their treatments.

### Response 2

**HOLISTIC.** Affordability at the health system level should be looked at from a holistic perspective, assessing both spending and the societal cost burden of disease, within health systems that are adequately resourced and efficient in their resource allocation.

### Response 3

**VALUE and INNOVATION.** Providing sufficient market incentives in a competitive marketplace is a collective investment that drives the development of essential life-saving innovations and delivers improved patient health outcomes for currently identified health issues, as well as those of tomorrow.

• What are the elements of a fair pricing system that can balance both the imperative for affordability and the public health needs for innovation and production of quality health products?

“Price” is but one component of affordability. Sustainable solutions rest upon achieving UHC, strengthening healthcare infrastructure and financial protection. Balance between incentives and affordability must be assessed at the local level, differentiating between specific population and public health needs in mature versus fragile health systems. In so doing, governments must foster policy environments that recognize the therapeutic value of medicines and vaccines through value and outcome-based differentials and other innovative pricing and payment models.

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### *Fair Pricing Working Groups*

What is one focused topic for WHO to convene stakeholders toward achieving a fair pricing system?

Assessing the policy environment needed to support differential pricing

Please elaborate on the specific research that working group should undertake:

Policy frameworks for differential pricing center on accurately identifying target beneficiary populations, to enable parties to assess and tailor solutions to their specific socio-economic circumstances. Individual pharmaceutical companies and governments should collaborate to explore policy frameworks that enables and safeguards the sustainability of voluntary differential pricing.

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