



## ***European Pharmaceutical Pricing & Reimbursement: Economic Pressures Intensify Efforts to Contain and Regulate Drug Prices, reports WWMR, Inc.***

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**Intensified regulations and guidelines for drug pricing and reimbursement in the EU will impact future long-term earnings for pharmaceutical companies**

San Francisco, CA. Oct. 31, 2002 – EUROPEAN PHARMACEUTICAL PRICING AND REIMBURSEMENT is a newly released report from EP Publications, a service of WWMR, Inc., examining the key pharmaceutical pricing and reimbursement policies and trends in France, Germany, Italy, Spain and the United Kingdom. Erosion of long-term revenues for companies in this region will be affected by lower launch prices which are as much as 58% less than prices for similar products in the U.S.

Escalating economic pressures in Europe have led to a recent rise in efforts to curtail pharmaceutical spending by national health care authorities, despite the extensive medical advances of the past few decades. While France, Italy, and Spain tightly regulate drug prices and have historically kept them at relatively low levels, this practice has resulted in a burgeoning parallel trade to higher-priced markets such as Germany and the United Kingdom. While German and British authorities encourage this trade, they are also increasingly exploring alternative mechanisms for limiting pharmaceutical expenditures, such as mandated product substitution, the use of a "positive list" of reimbursable pharmaceuticals, and regulated price setting for generics.

Despite increasingly coordinated trade activities within the European Union (EU), the five major European pharmaceutical markets retain unique approaches to setting reimbursement prices on pharmaceuticals. Country-specific systems based on differing sets of authorities, negotiation processes, and fundamental principles (including pharmacoeconomics) confound the transparency of the pharmaceutical pricing process in these countries. Regional influences in Spain and Italy further complicate pharmaceutical price approval in these country-markets. Meanwhile, the ongoing evolution of health care and pharmaceutical reimbursement systems in these countries provide further challenges for the pharmaceutical company considering a European product launch.

Directories – In addition, this study includes post mail addresses, telephone numbers, and email addresses of more than 80 key authorities in pharmaceutical pricing and reimbursement allowing companies to more easily navigate the process of seeking reimbursement price approvals for their products in Europe.

OTHER RECENT EP PUBLICATIONS include Neuropathic Pain, Prostate Cancer and a series of reports that provide patient compliance rates and identification of key issues in these specific therapeutic areas: psoriasis; hypertension and angina; congestive heart failure; anxiety and depression; schizophrenia; epilepsy; tuberculosis; HIV/AIDS; diabetes; asthma; and migraine.

WWMR, Inc., is a leading marketing research and strategic consulting firm with global capabilities. Since 1994, WWMR, Inc., has provided over 450 high-quality, insightful proprietary studies to clients in the pharmaceutical, biotech, medical device, and diagnostics industries worldwide. Using primary and secondary research methodologies, WWMR, Inc., provides market opportunities and product

assessments, competitive intelligence, forecasts, population projections, pre-launch product planning, post-launch product monitoring, product pricing strategy, database products, and on-site information center management.

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