

# IMPLICATIONS OF COVID-19 ON MARKET ACCESS & PRICING

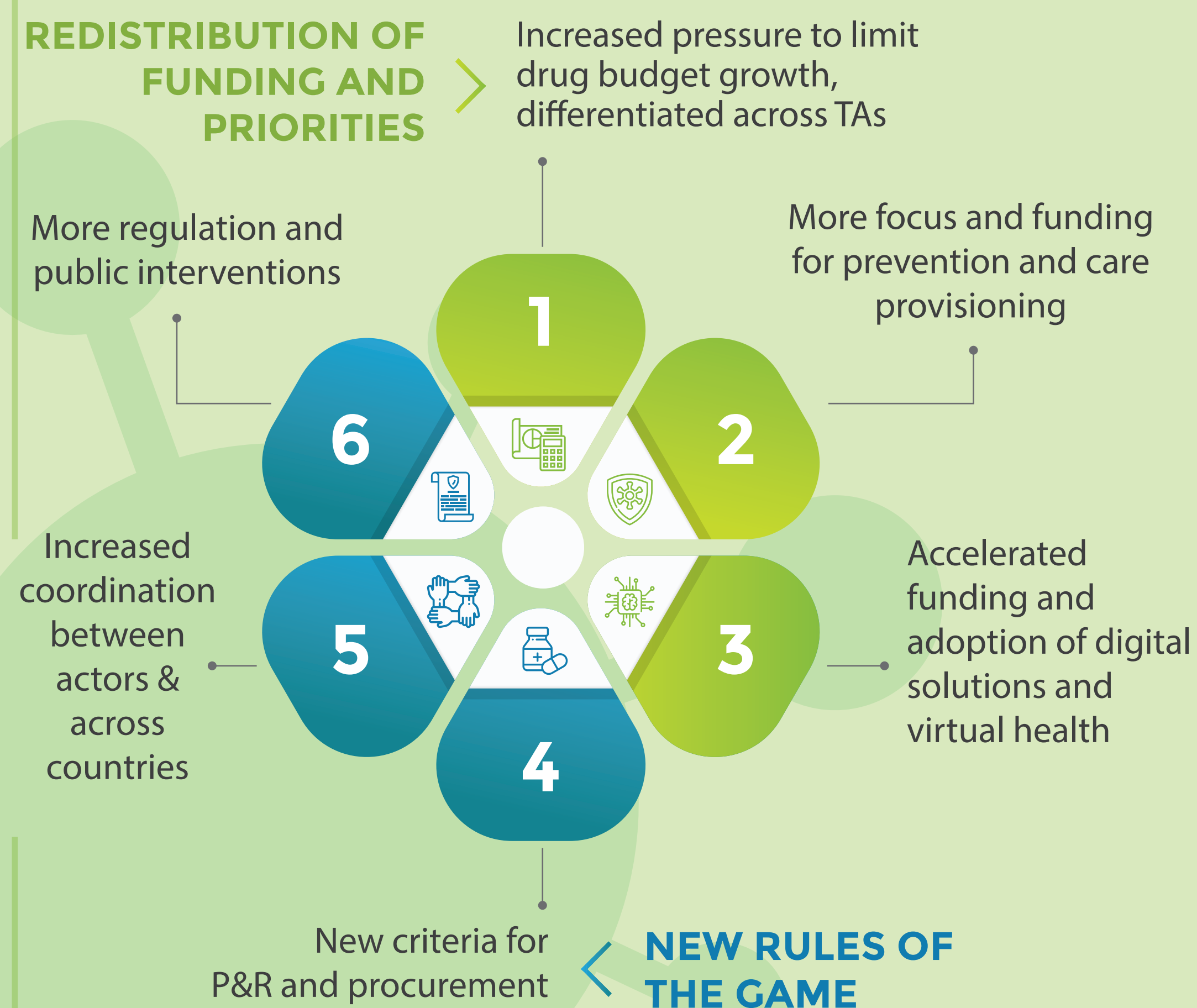
PROSPECTIVE RISKS

**TODAY**, we already observe the immediate impact of COVID-19 on Market Access

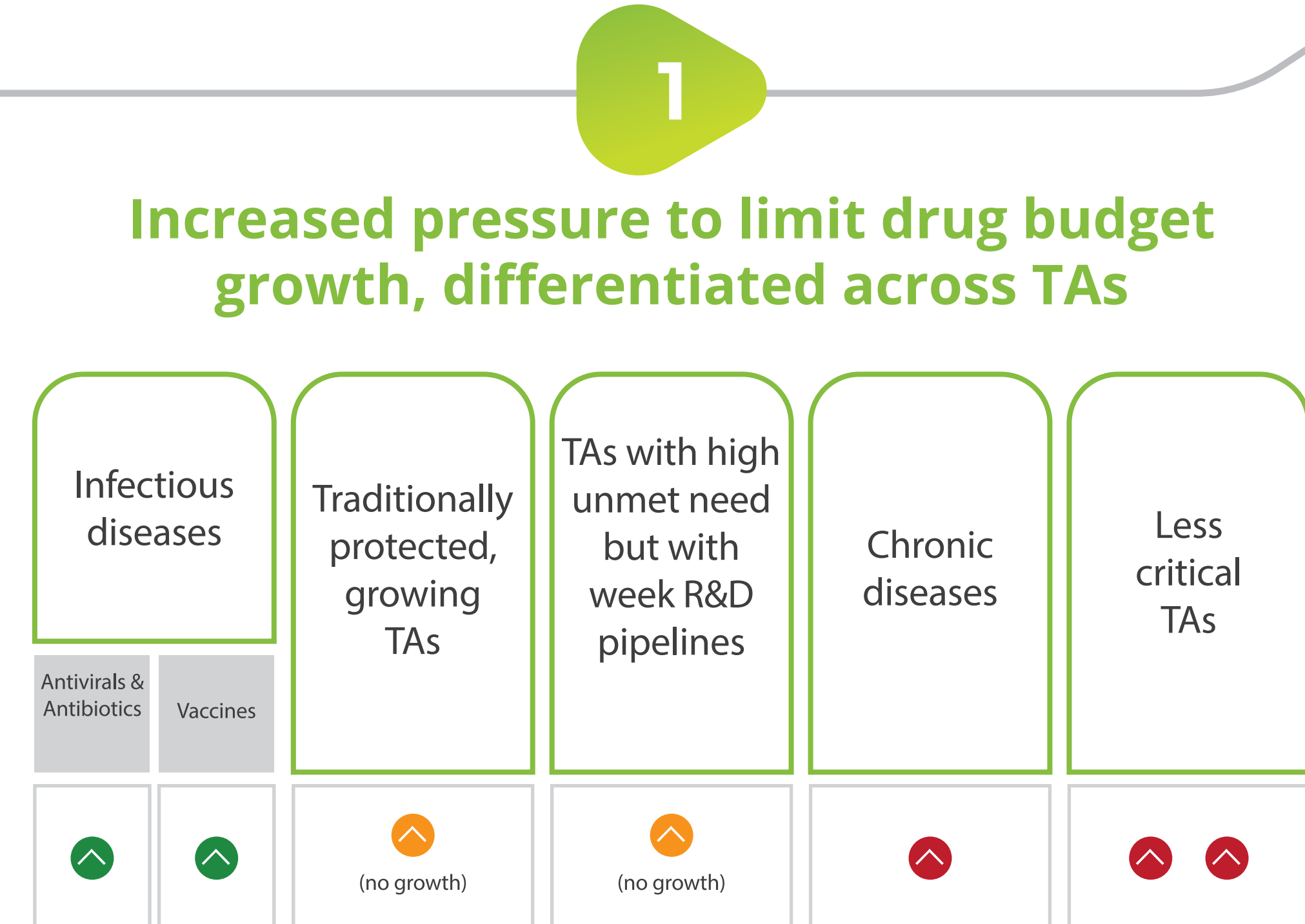
- Especially :
- Delays in drug assessments
  - Reprioritization of drug assessments



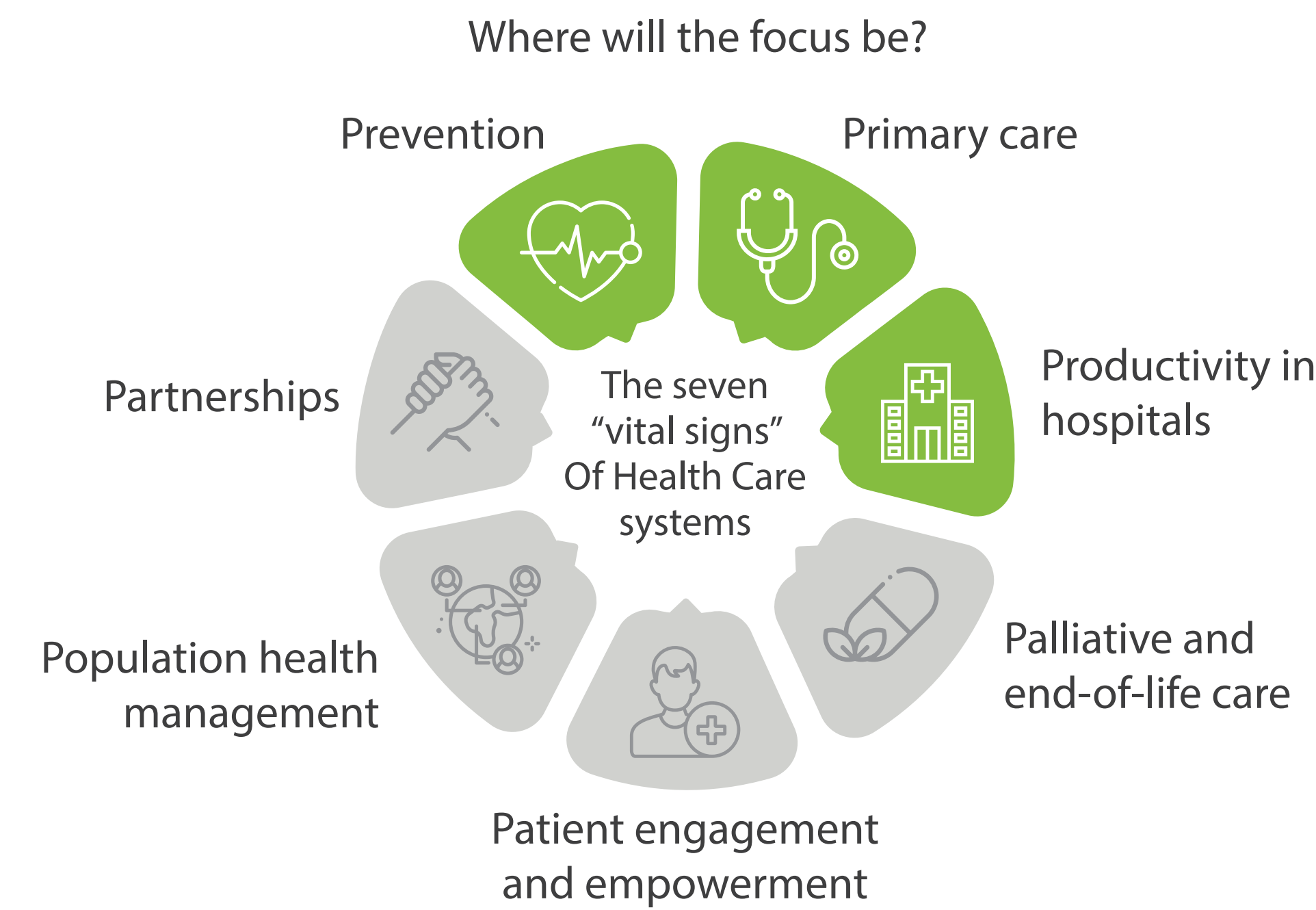
**TOMORROW**, we need to anticipate six potential evolutions driven by COVID-19



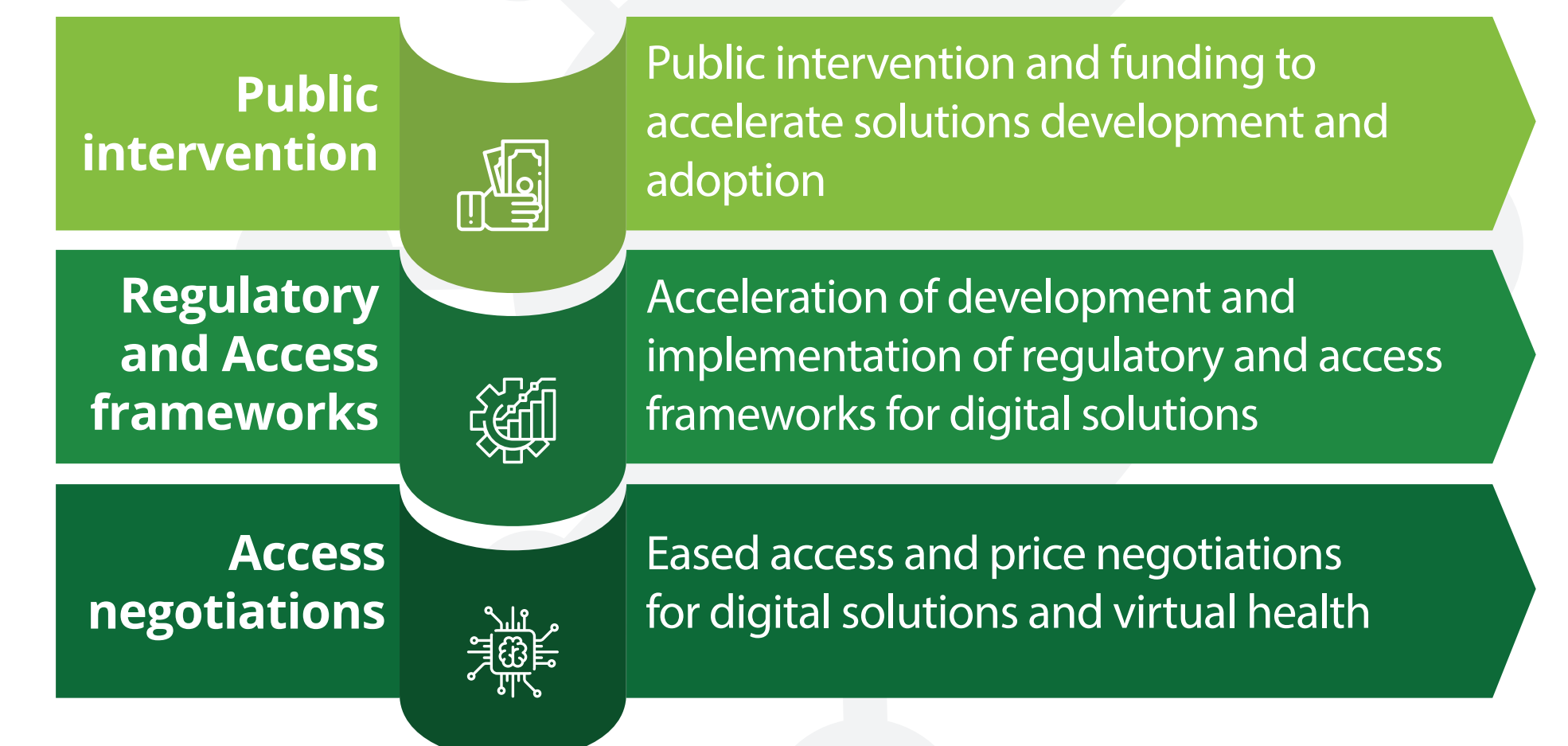
## REDISTRIBUTION OF FUNDING AND PRIORITIES



## 2 More focus and funding for prevention and care provisioning

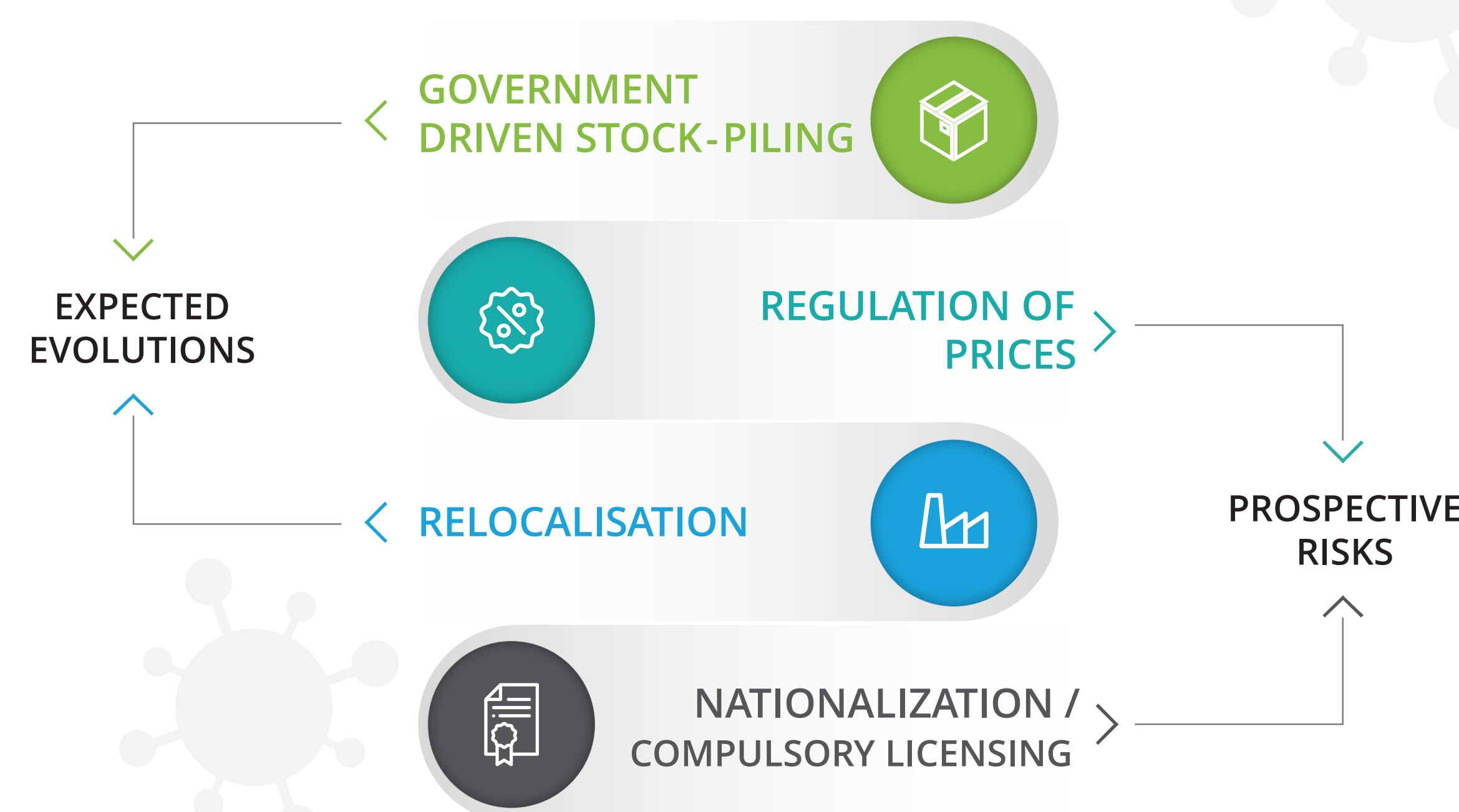


## 3 Accelerated funding and adoption of digital solutions and virtual health



## NEW RULES OF THE GAME

### 6 More regulation and public interventions



### 5 Increased coordination between actors & across countries



### 4 New criteria for P&R and procurement

- Drug availability**  
Favorable conditions for companies with a history of and mechanisms in place to guarantee stock reliability
- National preference**  
favorable conditions for national / regional supply chain and manufacturing
- Public health/ population value**  
Demonstrated drug impact beyond the individual health, considering public health value and impact on the Health Care systems

## MARKET ACCESS AND PRICING EXECUTIVES NEED TO ANTICIPATE THESE EVOLUTIONS

