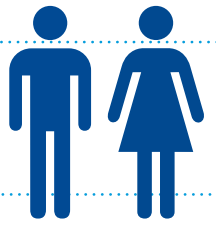


## Health care reform and life sciences: Threat, opportunity or both?

### About the research



**295** senior executives from the life sciences sector

Respondents were from **37** countries

#### What are executives saying about health care reforms around the world?

- Reducing costs
- Enhancing innovation
- Widening market access
- Changing sales models

Health care dramatically increasing

World — 2016 **\$1558** (US\$ per head)

2006 **\$951**



*Almost half — number of executives who feel their company's response to health care reforms have tended to be reactive rather than part of broader, considered strategic change*

#### How important is health reform?

Very important or highest priority over last 3 years

**64%**

Very important or highest priority over next 3 years

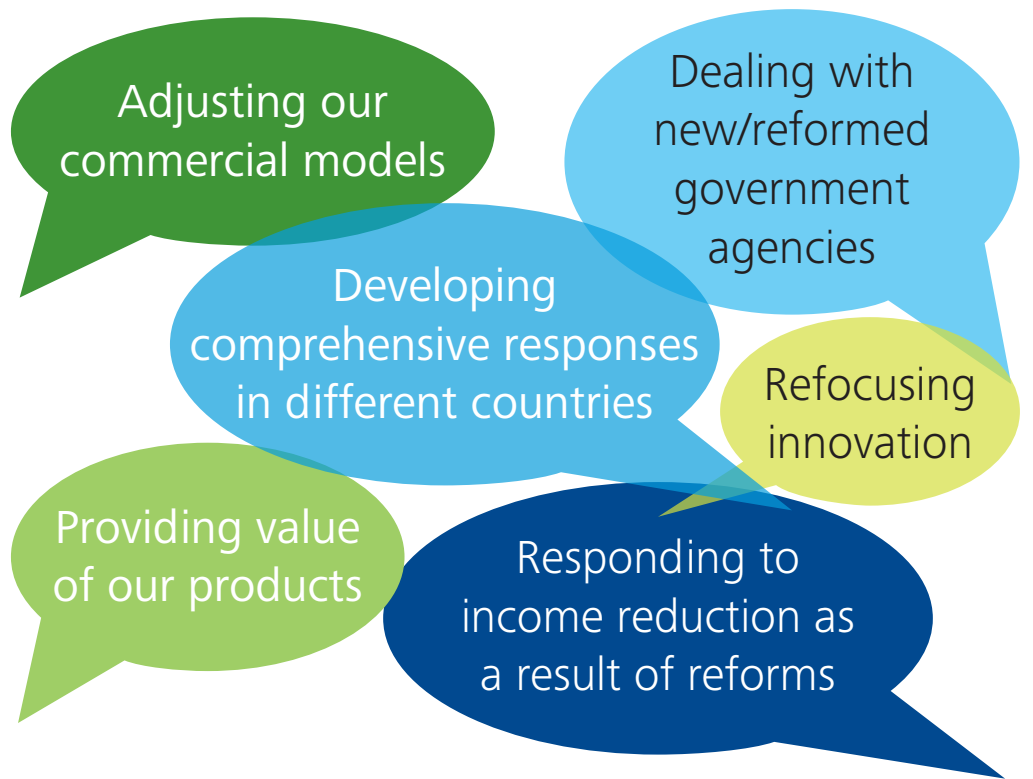
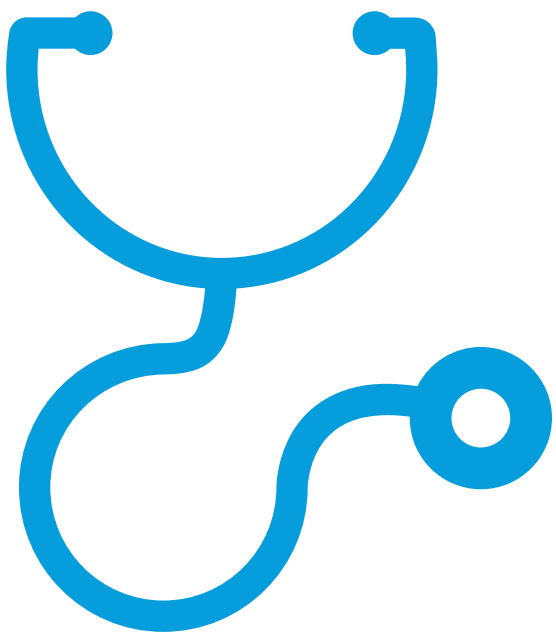
**77%**

#### What have executives been doing to address reform?

- Developing country-specific approaches to national reforms
- Remodeling their innovation and sales activities
- Building/strengthening relationship with regulators

#### The challenges of reform

What are the biggest challenges that your organisation has faced, or that you foresee as a result of healthcare reforms globally?



#### Which functions have seen the greatest increase in resources as part of your company's response to major government healthcare reforms in recent years?



#### Perspectives on health care reform from specific markets

##### Annual pharmaceutical spending per person 2012:



**China**

**\$52**

R&D activity, seeking formulary access, manufacturing, sale/commercial activity — what over two-thirds of executives see an increase of in the China market over the next 3 years

**Brazil**

**\$190**

- Dramatically rising public funding for health care
- Rising middle class
- Rapidly growing generics business
- New technologies increasing

**Germany**

**\$448**

- Value-based pricing
- Generics benefiting from lower-cost environment
- Cited second most often, after the US, as the country where health reforms present the biggest business model challenges