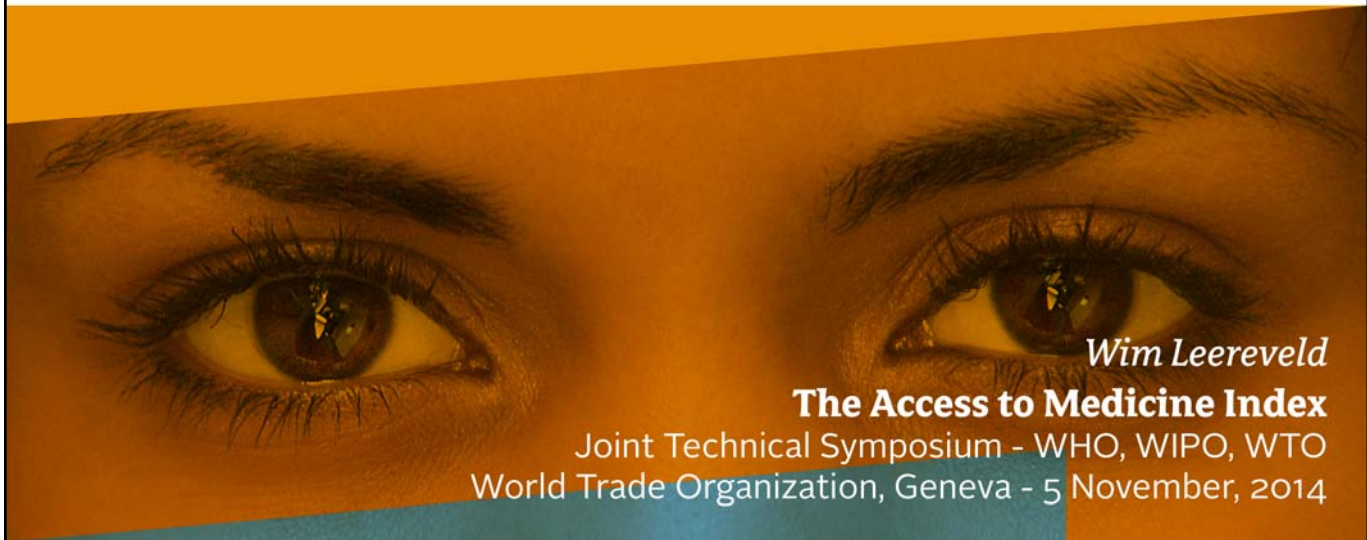


The challenge of ensuring access to medicine in MICs

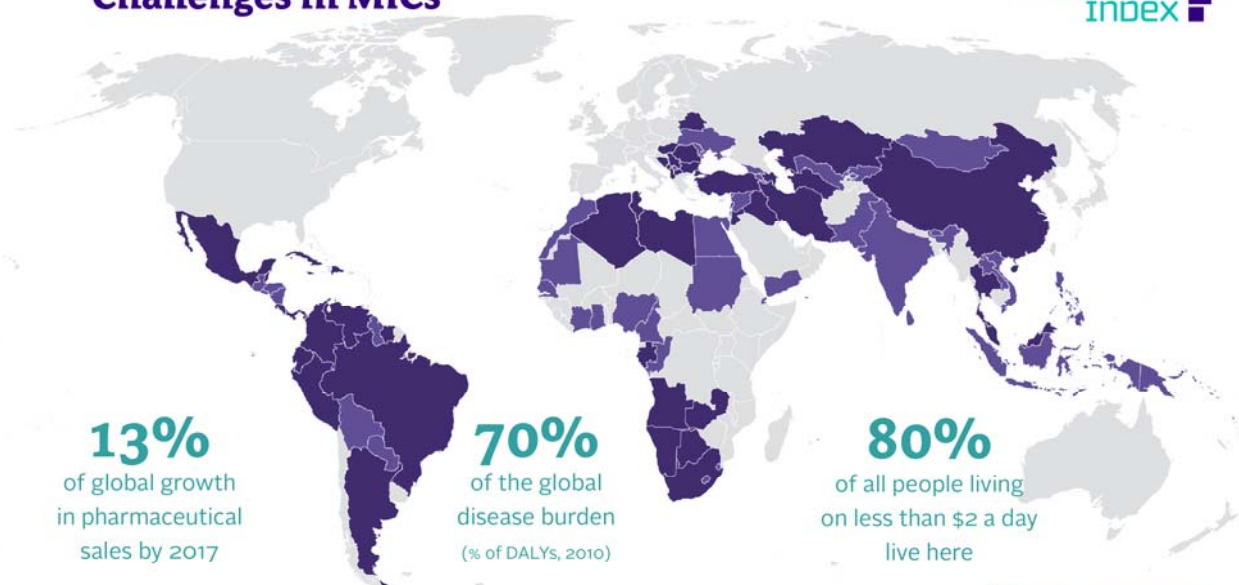


Wim Leereveld

The Access to Medicine Index

Joint Technical Symposium - WHO, WIPO, WTO
World Trade Organization, Geneva - 5 November, 2014

Challenges in MICs



Sources: Centre for Global Development, 2013; Edward & Sumner, 2013; IMS Health, 2013

■ Lower middle income countries
■ Upper middle income countries

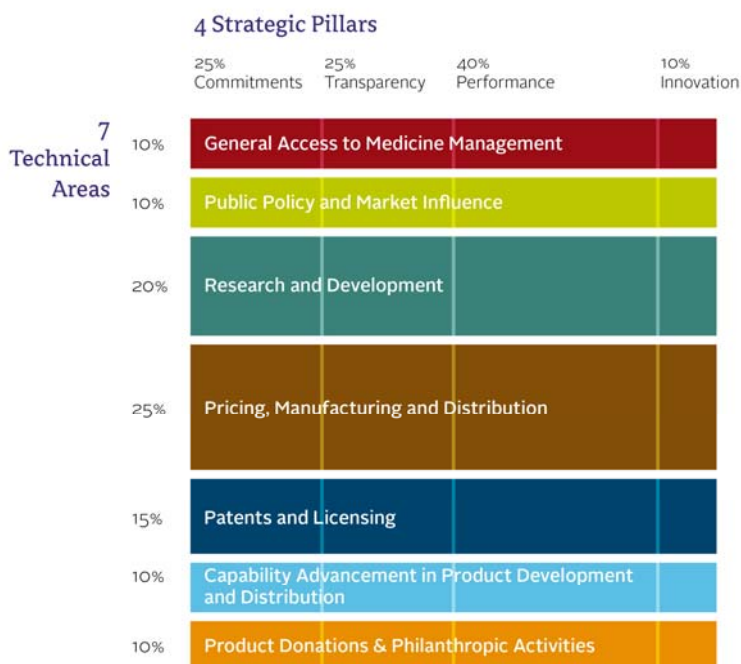
Company reflections



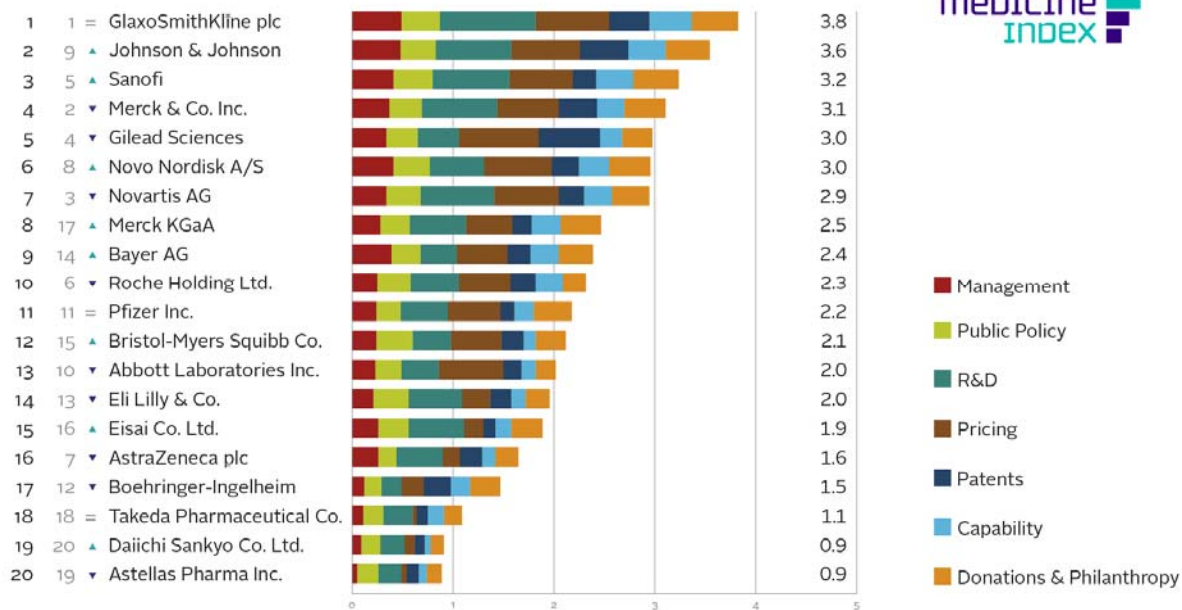
*“A major challenge [is] to try and **segment the market** in a way whereby we can responsibly take advantage of the real commercial opportunities that exist in the growing middle classes in the countries, but at the same time try to expand access amongst the poorest communities.”*

*“One of our biggest mistakes was to treat emerging markets like mature markets. We were wrong. Pharmaceutical strategies have to **fit a country’s individual needs and its development**”*

Framework of analysis 2014



2012 Overall Ranking



Investor Support: 34 leading investors with combined AUM USD 4.97 trillion



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November 17

Key areas of investigation



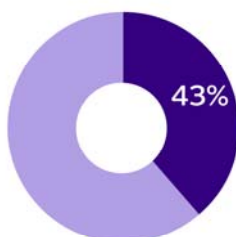
- Do companies include MICs in licence agreements?
- Do companies tailor pricing strategies toward poor populations within MICs?

Licensing activity (2014 data)

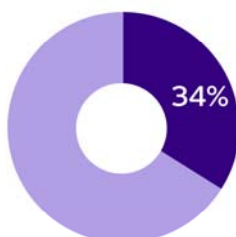


- More companies engaged in licensing.
- Tiered royalties include more MICs.

Pricing strategies (2014 data)



43% of equitable pricing strategies identified involved products in middle income countries.



34% of strategies which include MICs tailor the product price to different population segments.

MICs: The challenge for research-based pharmaceutical companies

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- To equitably price more products within more middle income markets, tailoring for the poorest.
- To expand licensing into more middle income countries, particularly where disease burdens are high.

Funders

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Thank You