

Development and implementation of pricing governance policy for mid-size pharmaceutical company

SITUATION

Company had minimal pricing governance process in place which was leading to sub-optimal pricing in certain countries which ultimately led to price reductions in other markets

OUR OVERALL APPROACH



GAP ANALYSIS

Reviewed current pricing governance system, liaising with key stakeholder to identify and incorporate any gaps into the new system



POLICY DEVELOPMENT

Development of a robust pricing policy and tools to enable pricing policy to be enacted at a local, regional and national levels



POLICY ROLL-OUT

- ▶ Probable price range
- ▶ Payer requirements
- ▶ Assessment of product attributes vs. payer parameters



VALUE TO THE CLIENT

A robust pricing governance policy that was easy to enforce with well defined lines of price reporting responsibility and clear mandates on who and when pricing decisions are required