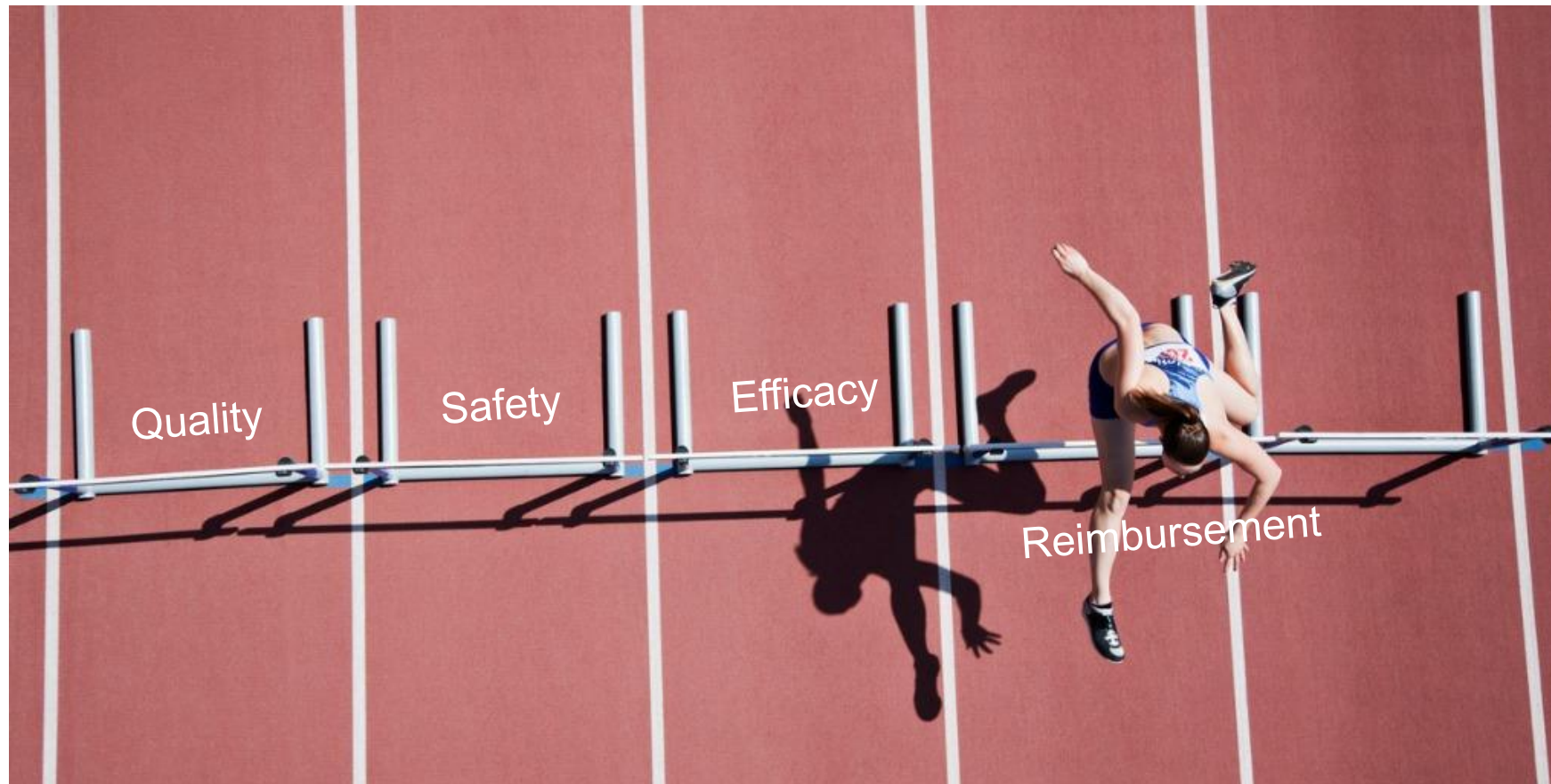




# **GLOBAL WORKSHOP MARKET ACCESS / WESTERN CONFERENCE**

26.09.2020

# BROAD AND FAST ACCESS FOR ALL PATIENTS AT A SUSTAINABLE PRICE



# BROAD AND FAST ACCESS FOR ALL PATIENTS AT A SUSTAINABLE PRICE



## Business Development Early drug discovery & pipeline

- Develop target product value
- Estimate optimal price corridor
- Adapt studies to achieve access
- Develop value based positioning
- Interact early with payers & HTA bodies

## International HTA & reimbursement

- Develop Global value story
- Support local reimbursement processes
- Implement price and launch strategies

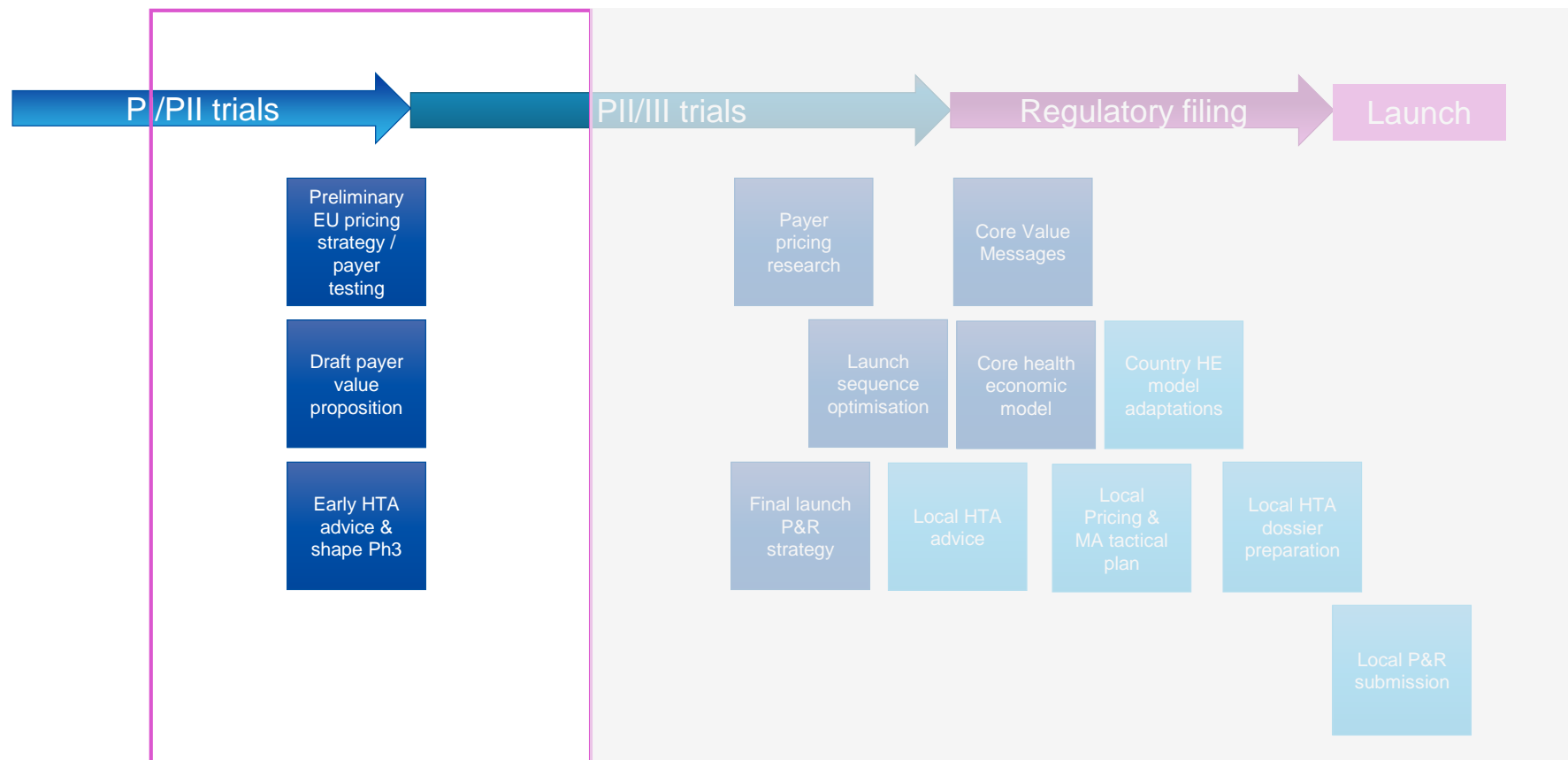


## Germany AMNOG & reimbursement

- Develop value dossier for AMNOG
- Pricing & Negotiation for portfolio
- Contracting to sustain business



# EARLY DRUG DEVELOPMENT & PIPELINE ACTIVITIES



Key driver

Global

Local



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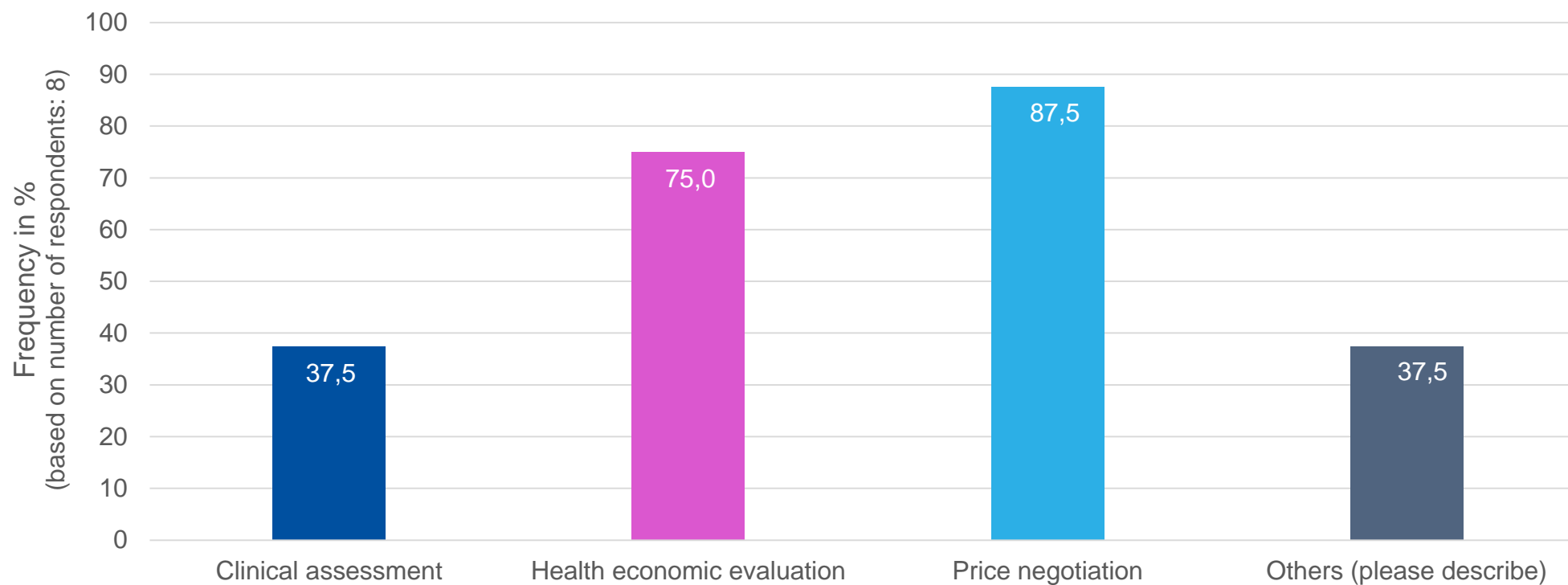


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# WHAT KIND OF HTA PROCEDURE DO YOU NEED TO COMPLETE TO ACHIEVE REIMBURSEMENT OF A NEW DRUG?



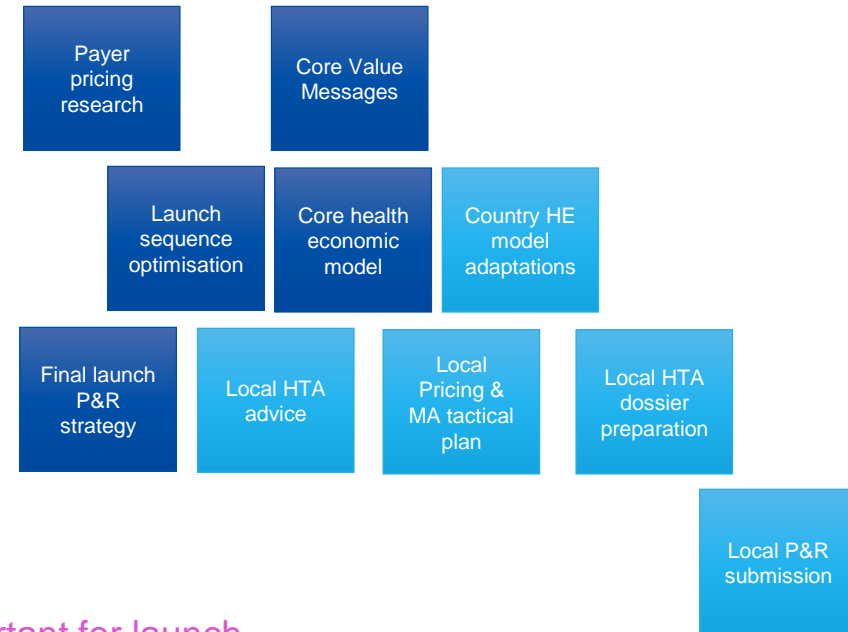
# MARKET ACCESS ACTIVITIES FOR A SUCCESSFUL PRODUCT LAUNCH FROM A GLOBAL AND LOCAL PERSPECTIVE



There is a need for HTA submissions and price negotiations in almost all countries.



- Preliminary EU pricing strategy / payer testing
- Draft payer value proposition
- Early HTA advice & shape Ph3

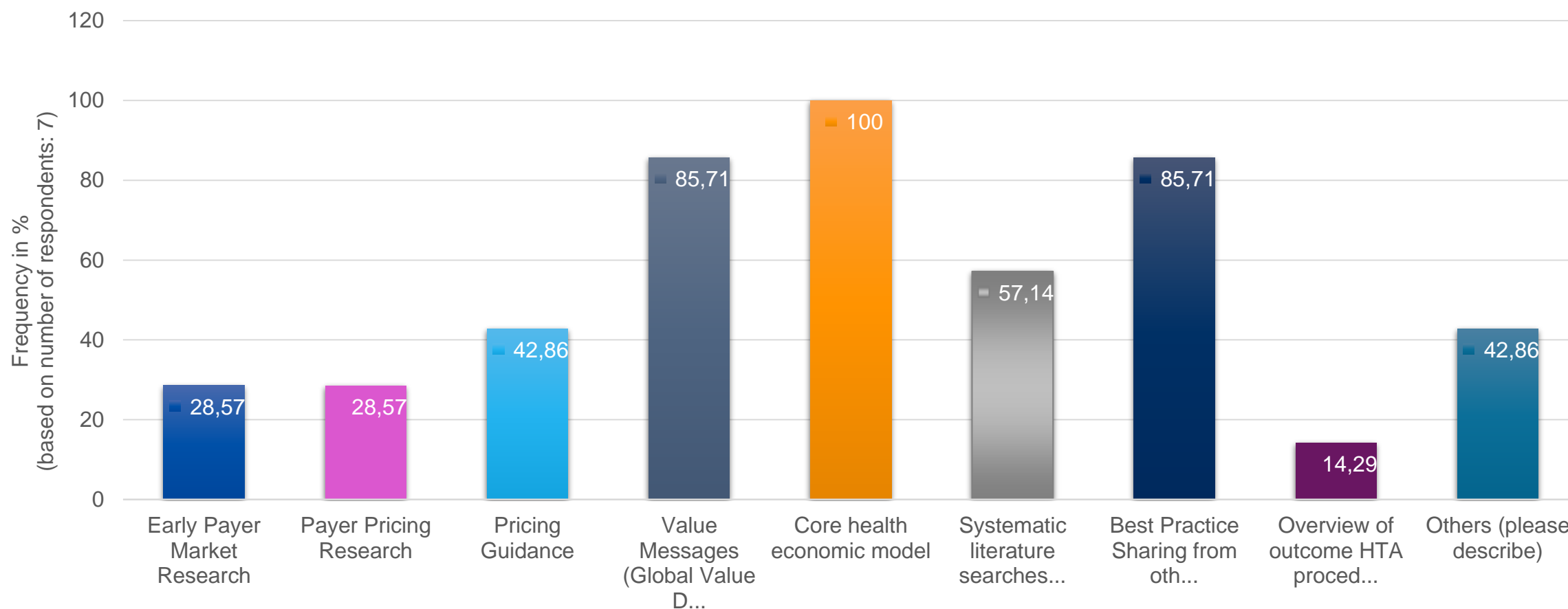


Important for launch

Key driver



# WHAT KIND OF GLOBAL TOOLS WOULD SUPPORT YOU BEST IN A SUCCESSFUL MARKET ACCESS?





# INTERNATIONAL MARKET ACCESS COUNCIL TO ALIGN ON VALUE AND PRICE IS IN PLACE AND WORKING



## Team Member:



### **Market Access**

Justus Kofler



### **Intl. Sales**

Christian Schmolck



### **Medical**

Ralph Müller



### **Germany**

Martin Strünkelnberg



### **UK**

Sarah Siple



### **Benelux**

Johan van Ieperen



### **Spain**

Miguel Gonçalves



### **Austria**

Elke Liebhart



### **Nordics**

Yvonne Thomson



- Meetings on request
- Frequent Update TC
- Tracker information

# SUPPORT FOR JORVEZA IS CO-DEVELOPED AND SECURED



- Comprehensive overview of value messages for Jorveza:
  - Helps to speak with one voice to authorities
  - Helps to use synergies and reduce costs and efforts
  - Co-developed with the international market access council

## Value Messages for Jorveza

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## NATIONAL INSTITUTE FOR HEALTH AND CARE EXCELLENCE

### Single technology appraisal

### Budesonide for treating eosinophilic oesophagitis [IDxxx]

### Document B - APPENDICES Company evidence submission

August 2020

File name	Version	Contains confidential information	Date
IDxxx-Jorveza-DocB-Appendices	x	NO	14 <sup>th</sup> August, 2020

# PRICING GUIDANCE FOR JORVEZA MAINTENANCE SECURES SUSTAINABLE PRICES IN EUROPE



- Pricing guidance for Jorveza Maintenance Europe:
  - Developed based on pricing study and country feedback
  - Helps countries to adapt the negotiation strategy to the target price
  - Further individual country agreements need alignment with Falk Freiburg

## Launch timelines for the 0.5 mg for Europe



## Maintenance Pricing Guidance: Jorveza

Tablet strength	Tablet price (Price after negotiation, ex-manufacturer)	Daily tx costs (2x)
1 mg	3,67 EUR	7,34 EUR (no change)
0.5 mg	3,12 EUR	6,24 EUR (-15 % of 2x 1mg)

- Price of Jorveza reflects high efficacy and tolerability of 0.5 mg and 1.0 mg in maintenance
- Payers should consider that
  - High efficacy and tolerability for both strengths
  - Different dosing is required to achieve the best possible individual outcome for the patient
  - Choice of dosage should be guided by the individual needs of a patient and not by the price
  - Orphan drug with very limited patient population
  - Limited uptake of maintenance indication expected (20-30 % increase of sales, based on German forecast)
- Individual country agreements need to be aligned before payer negotiations with Falk Freiburg and any difference to the target price needs to be approved by Dr. Falk Freiburg
- Please reach out to us for any support



# SUCCESSFUL REIMBURSEMENT IN MANY COUNTRIES AND ONGOING PROCEDURES FOR THE MAINTENANCE



- Jorveza has **successfully gained reimbursement** in many countries:

- Germany (no HTA)
- NORDICS
- Netherlands, Luxembourg
- Austria, Croatia, Slovenia, Scotland



- Already **ongoing submissions** in the following countries:

- France (already positive assessment!)
- Italy
- UK
- Spain
- Switzerland
- Hungary
- Australia
- Canada
- And more countries for the **maintenance treatment**



# MARKET ACCESS INTL: PRIORITIES FOR 2021



I. **Achieve** full reimbursement: Jorveza induction and maintenance across Europe



II. **Prepare** pipeline: Set up strategies and action plan to prepare for upcoming pipeline products (e.g. HTA advices)



III. **Increase** transparency: Create and live a digital platform for affiliates to get an overview, exchange and learning opportunity

