

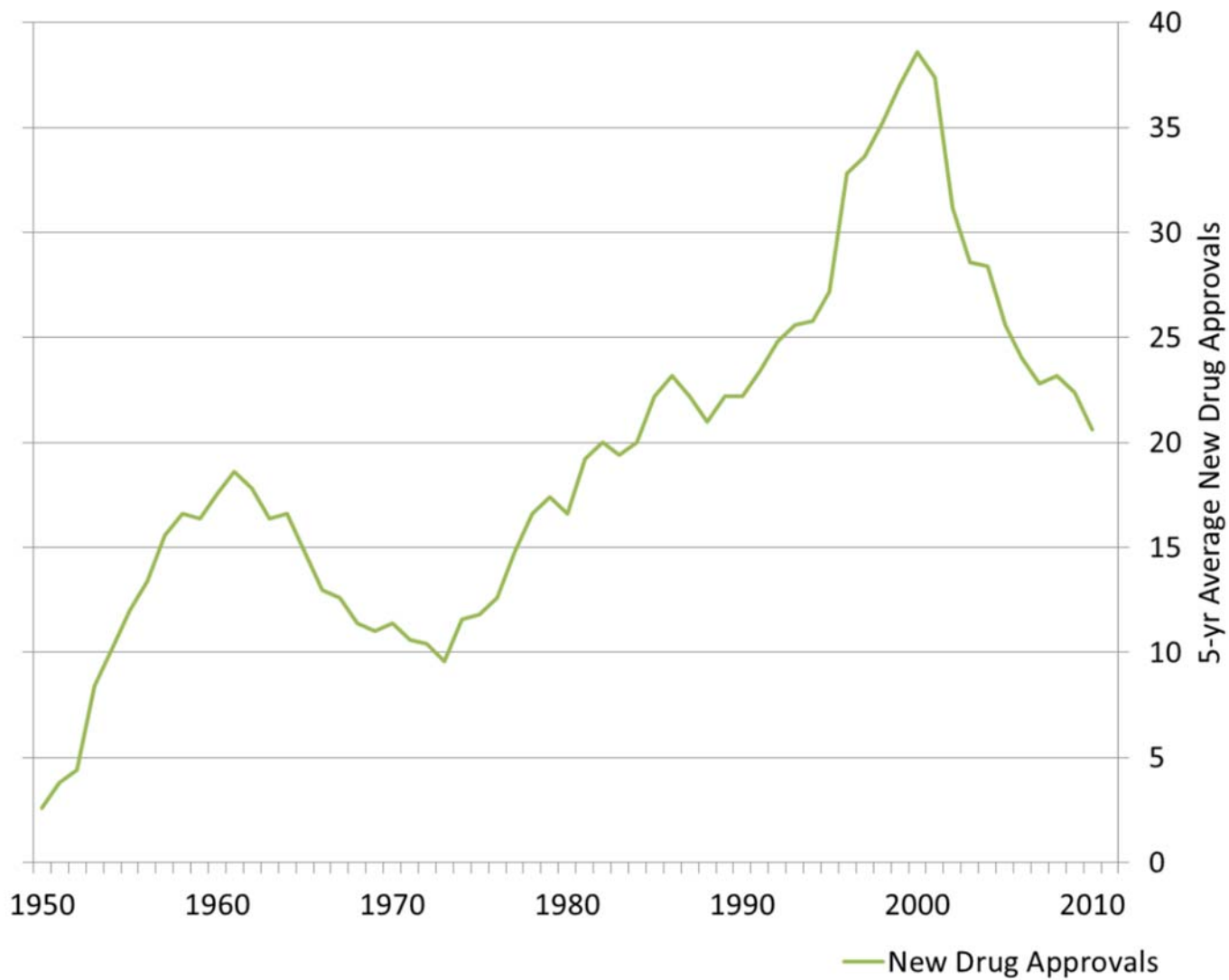
The Pharmaceutical cost curve

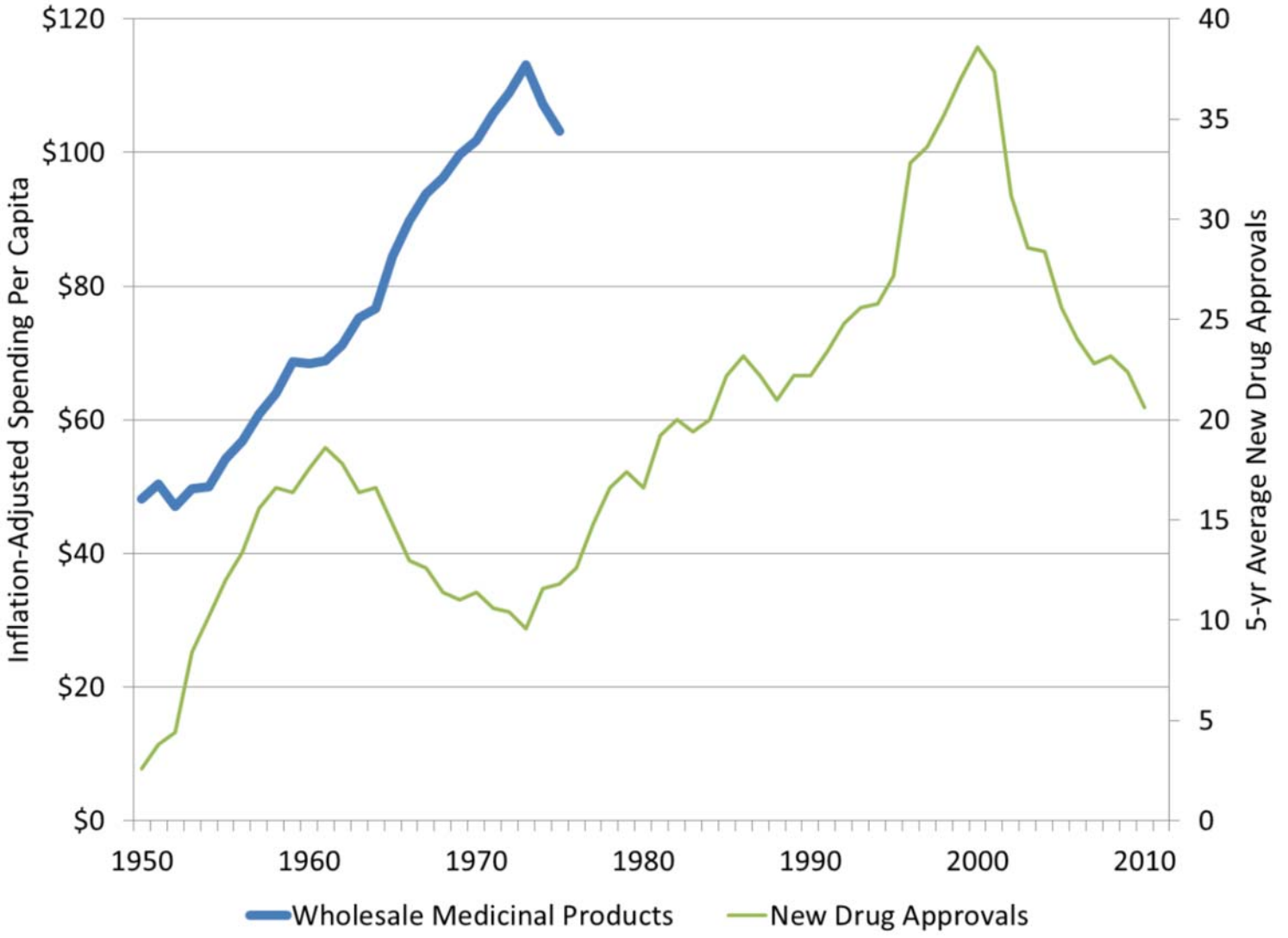


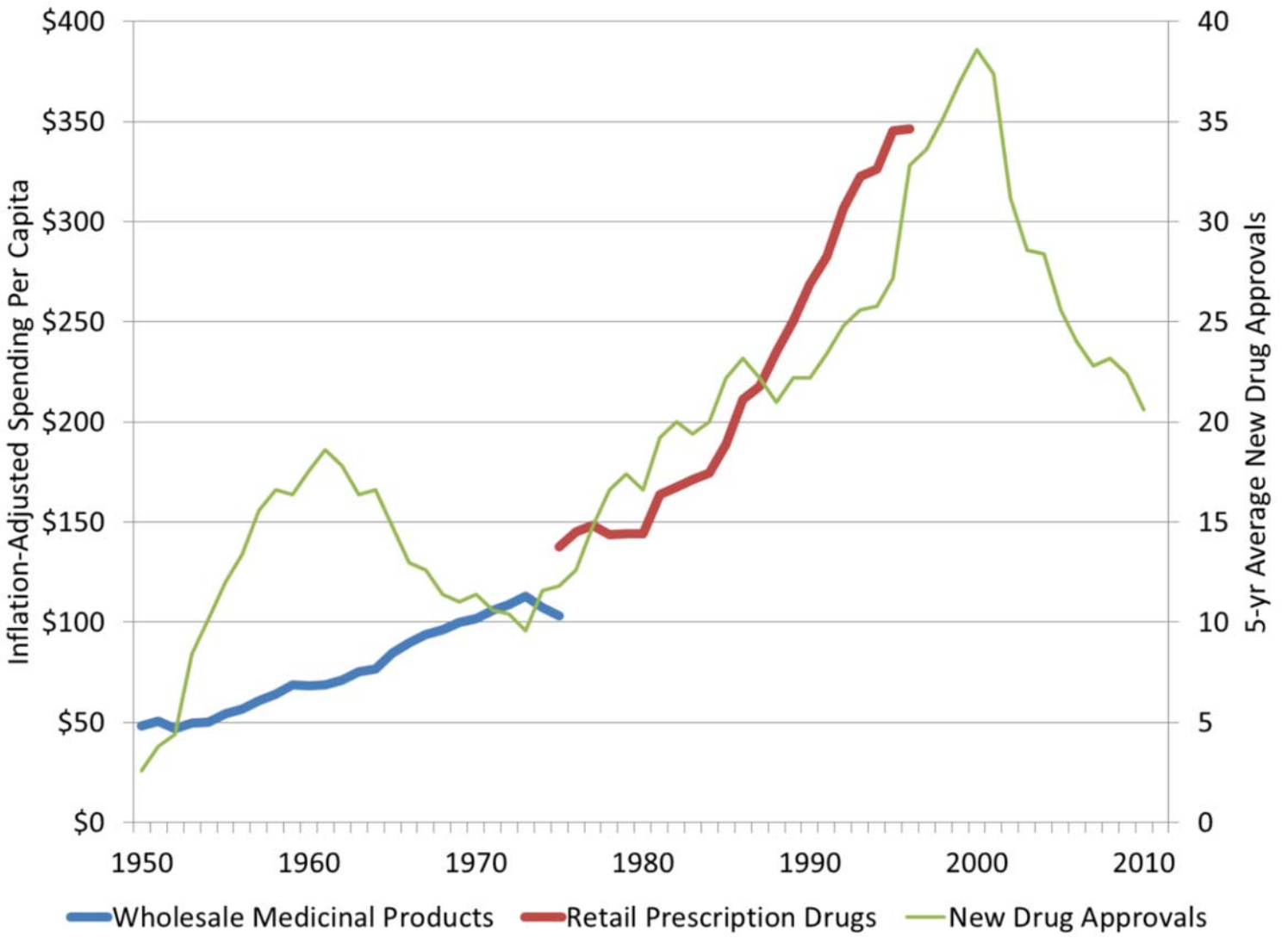
Steve Morgan

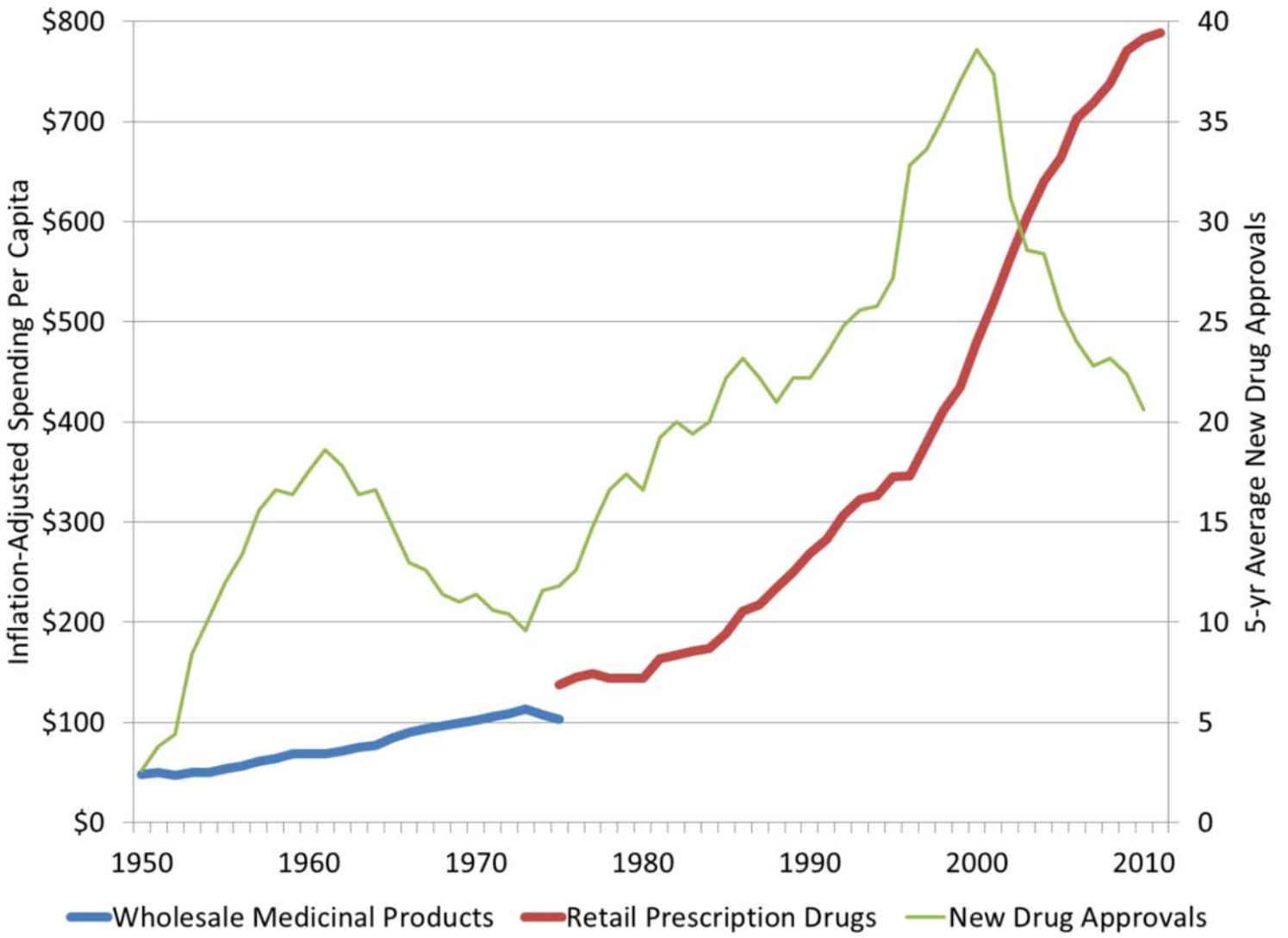
University of British Columbia



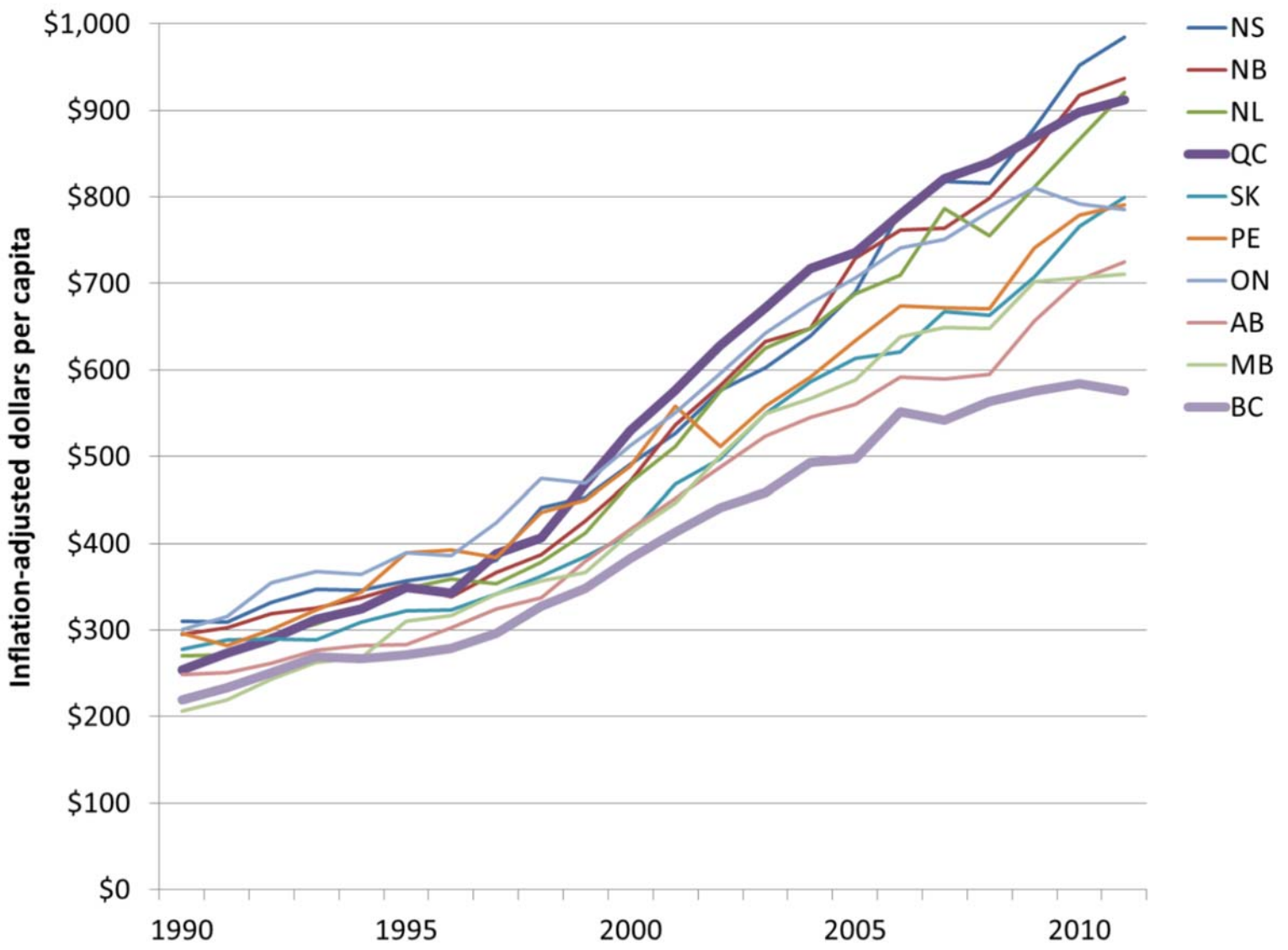












Age-standardized spending per capita, 2007



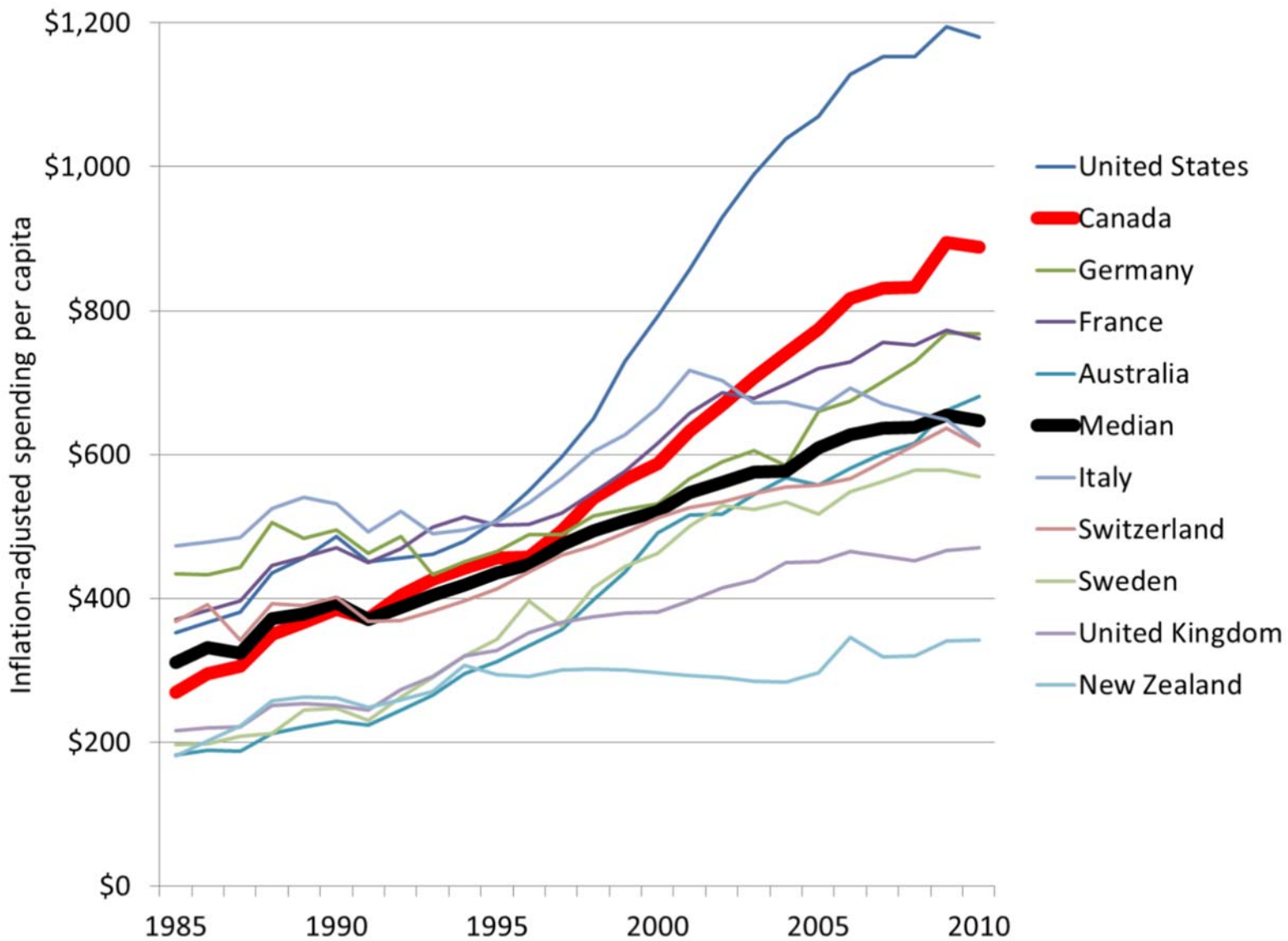
\$700 million

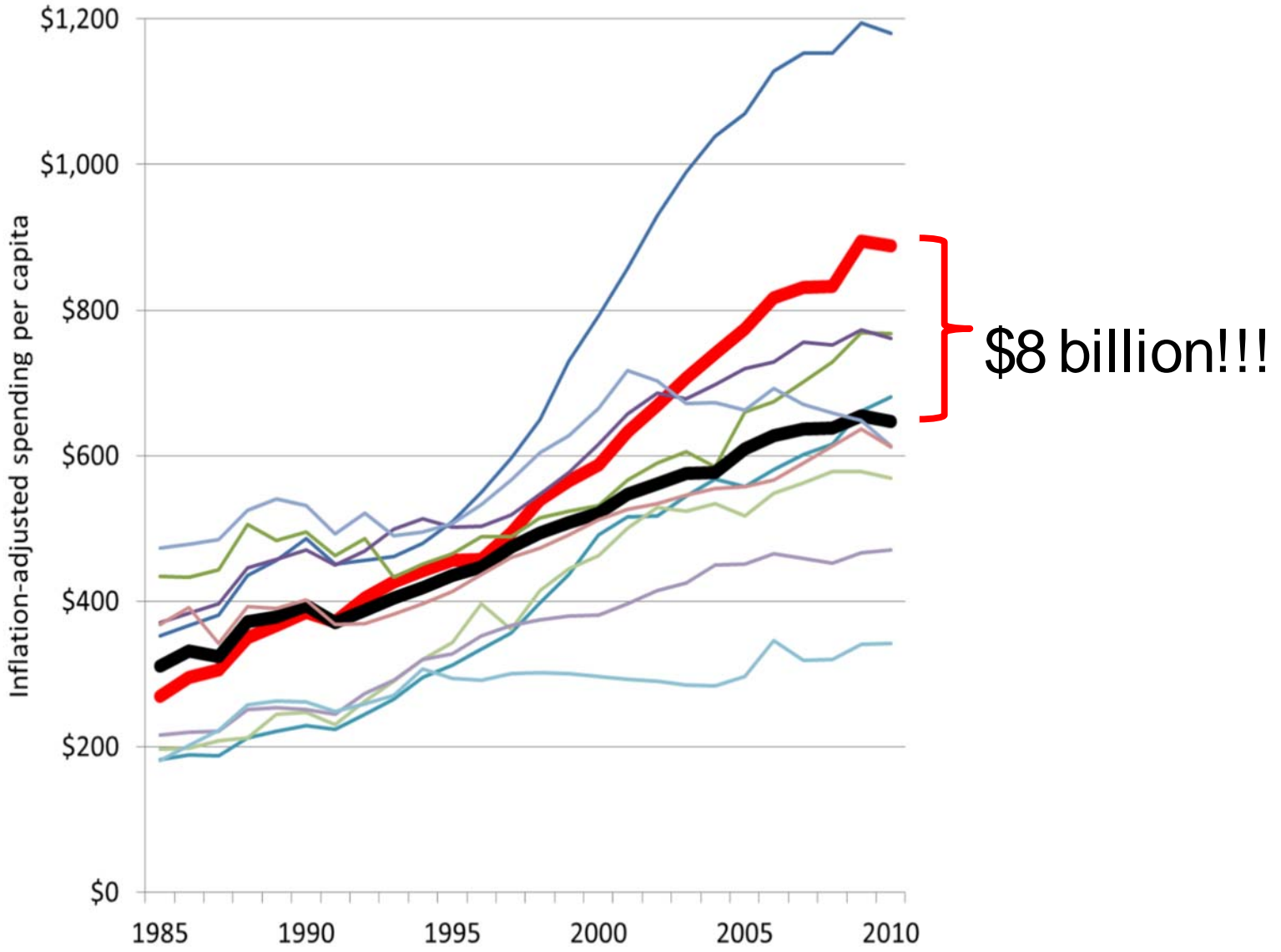


\$600 million












Capping spending



Co-payments



Generic reference pricing



“Expiring patents for branded products will yield \$98 billion in net savings to payers in developed countries through 2015”

— IMS Health

Generic prices

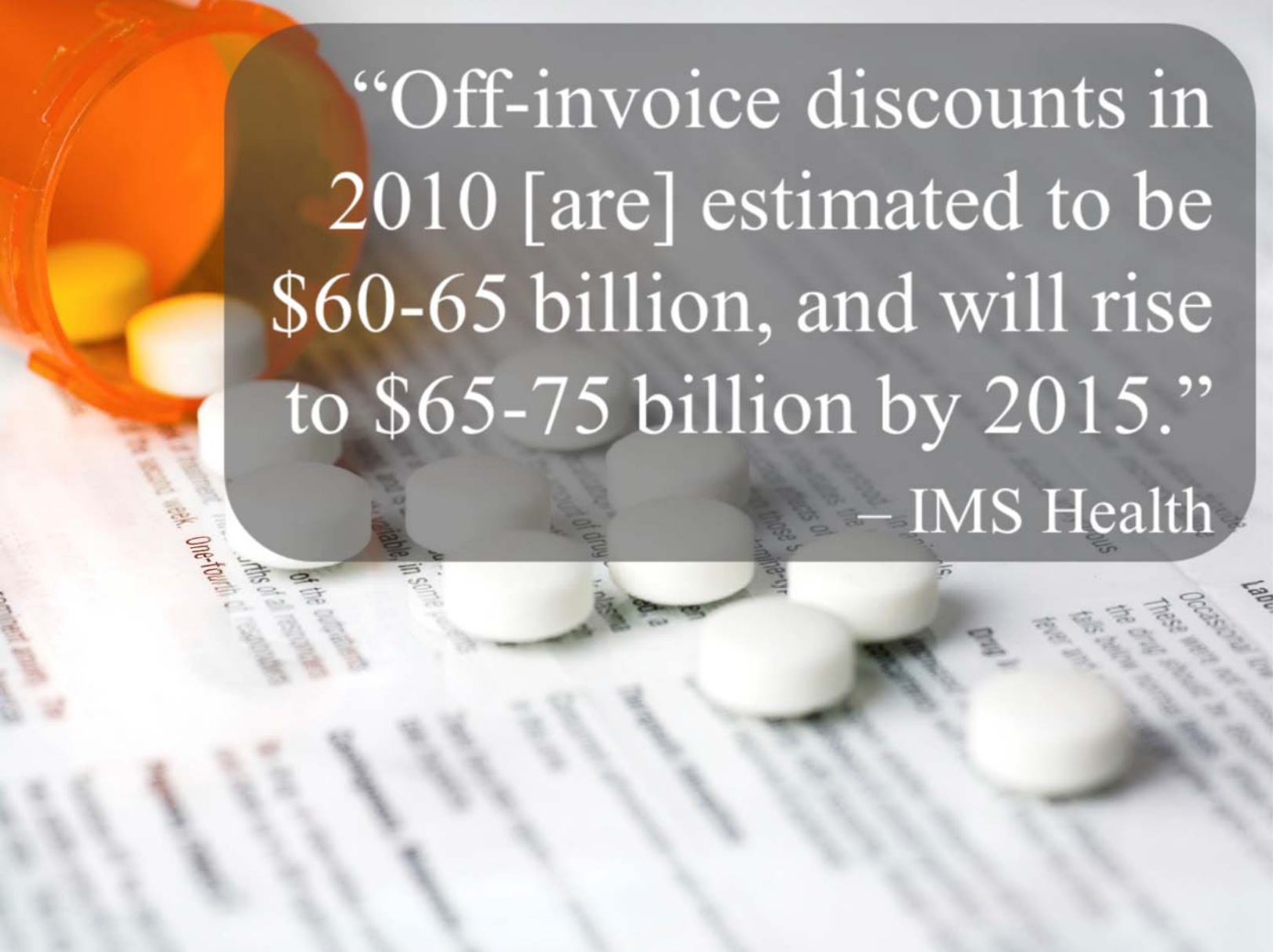




Therapeutic reference pricing



International reference pricing



“Off-invoice discounts in 2010 [are] estimated to be \$60-65 billion, and will rise to \$65-75 billion by 2015.”

— IMS Health



ON = 20

BC = 7

MB = 6

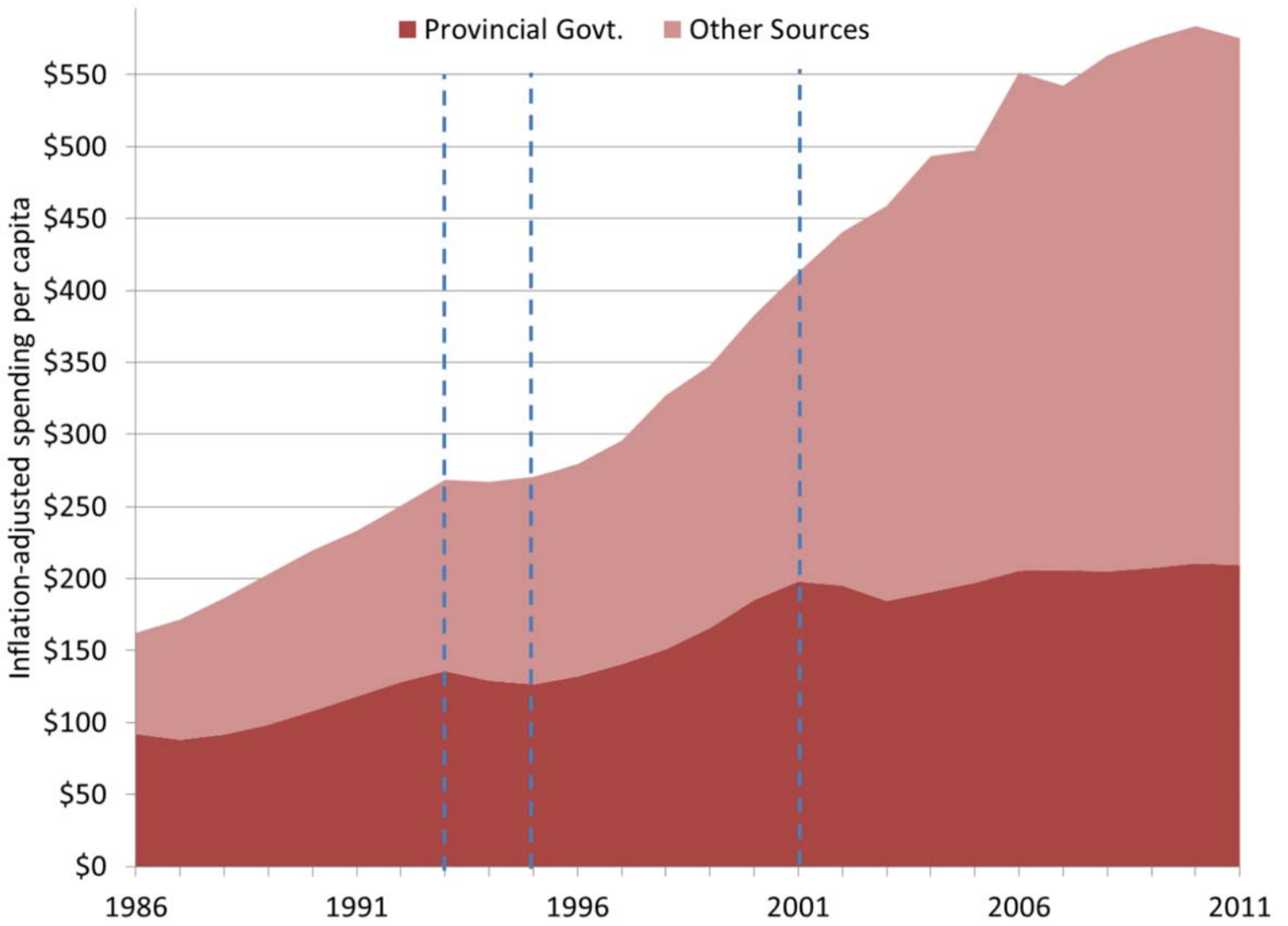
AB, SK = 3

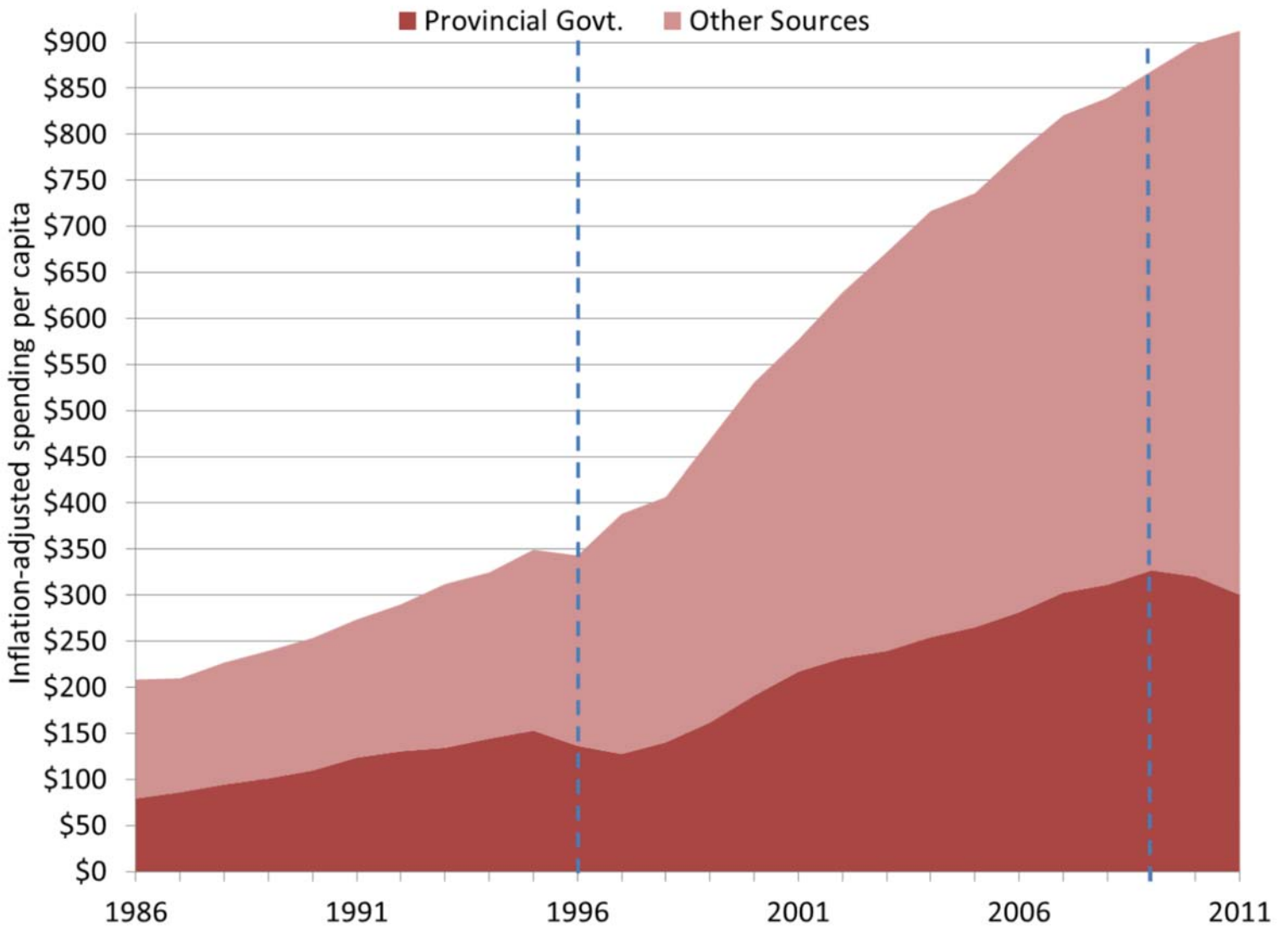
NB, NS = 1

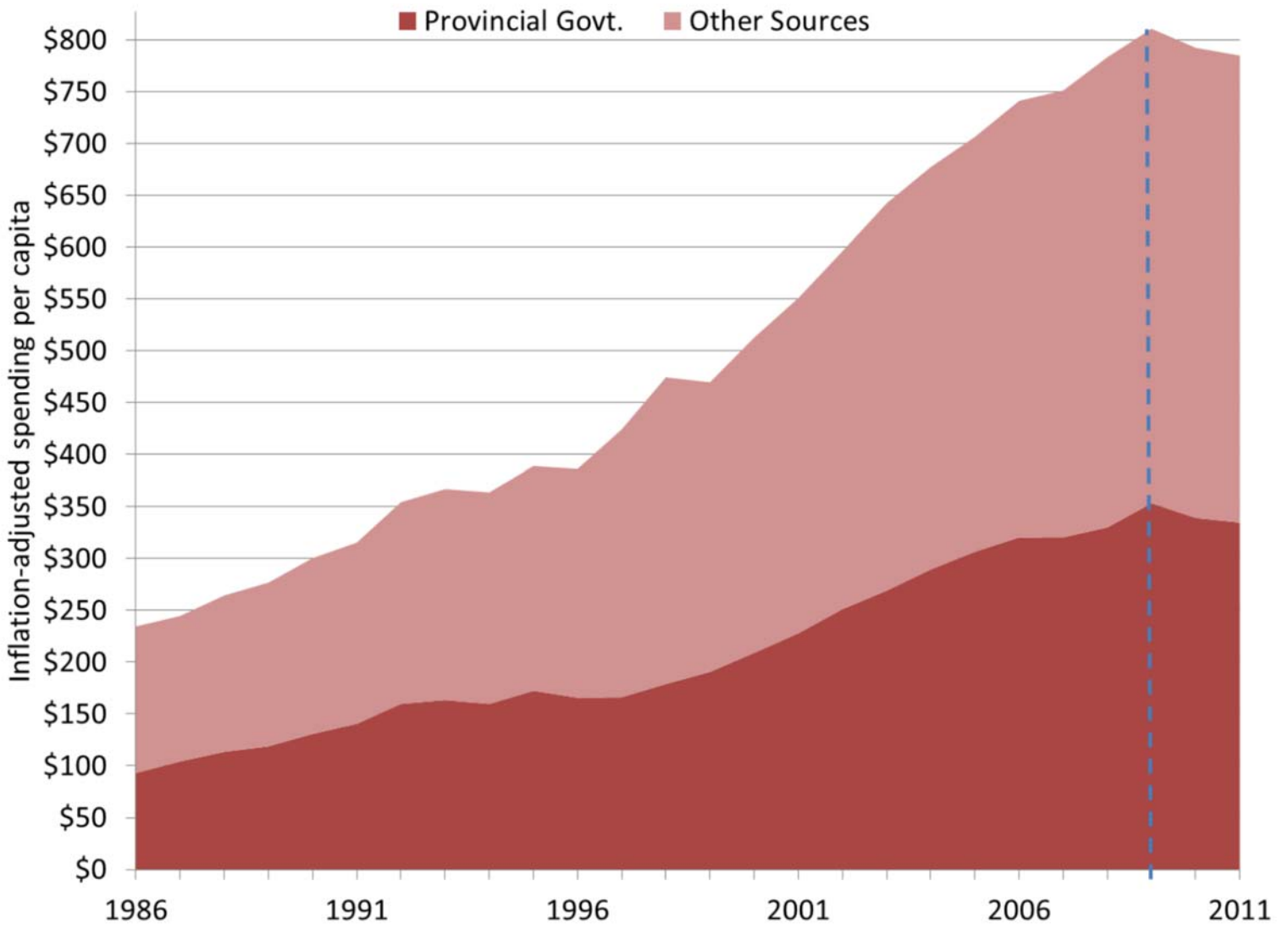
QC, PEI, NFL = 0



Passing the buck









@SteveMorganUBC

