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Managed Entry Agreements and Funding for Expensive Therapies Mondher Toumi, Szymon Jarosławski, 2022-06-24

Market entry agreements MEA for pharmaceuticals have become extremely popular and widespread geographically

Emerging countries that have not yet begun to introduce MEAs are now actively engaged in doing so. This book examines the concept of MEAs detailing how depreciation of some specific regenerative therapies through intangible asset amortization is unavoidable. The authors provide a historical vision of the development of MEAs with experiences, failures and successes that have shaped the evolution and place of MEAs in access to pharmaceuticals. They provide an extensive review of MEA typology and propose a new one that is pragmatic and actionable. FEATURES Discusses the affordability of future therapies and the possible challenges for health insurance systems. Addresses the practical and applied issue of market access and includes the most up to date developments such as the Pelosi bill. Describes the potential paradigm change that will challenge all payers and may question the sustainability of our health care systems. Highlights the gradual move from repeated treatment administration to a single administration with the potential for a definite cure. Managed Entry Agreements and Funding for Expensive Therapies provides invaluable information to all stakeholders involved in market access and to students in the field.

The Secret Strategies of Marketing Shah Mohammed, 2023-09-22

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