



Optimising Market Access Strategies Under AMNOG: How will Germany's Healthcare Reform Impact Global P&R Strategies?

With prices ranking among the highest in the world, the German pharmaceutical market is seen as a critical priority for medicine manufacturers. However, the recent restructuring of the German pricing and reimbursement system is bringing considerable challenges for industry players operating in the country.

This major structural reform is likely to favour innovative drug makers, and place more emphasis on evidence-based medicine.

► **A NEW STUDY FROM IHS GLOBAL INSIGHT**

In our new study *Optimising Market Access Strategies Under AMNOG: How will Germany's Healthcare Reform Impact Global P&R Strategies*, we examine the German healthcare reform and what it means for the pharmaceutical industry.

The study will include:

- A report depicting the drivers behind this reform
- Details of new pricing and reimbursement rules
- Analysis of new clinical trials' design requirements

► **HOW WILL THIS STUDY HELP YOU?**

Through primary research of those closest to this evolving issue, this study will help you:

- Get clarity on the status of Germany's healthcare reform
- Understand drug price implications
- Change your strategies to adapt to the German market

► **METHODOLOGY**

Leveraging both primary and secondary research, the report analyses the strategic impact of the 2011 German Healthcare reform both in a national and international context. It offers unique insights and opinions developed from in-depth interviews with regulatory authority and industry representatives.

The report is developed by our healthcare and pharmaceutical team of experts and supported by our proprietary resources, providing a solid basis for analysis and forecasts.

Table of Contents

- i. Executive Summary
- ii. Methodology
- iii. Rationale Behind Germany's P&R Reform
- iv. Details of the new P&R environment in Germany
- v. Reimbursement Dossier Requirements Under New Reform
- vi. Impact on Market Access Strategies in a Global Context
 - a. Impact on German Market Access Strategies, clinical trial design, pricing and contracting strategies
 - b. Impact on Global Market Access Strategies and Launch Sequence



► **QUALITY CERTIFICATION**

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- The international code CCI/ ESOMAR
- The French legislation n° 78-17 of 6 January 1978
- EU directives



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► **IHS GLOBAL INSIGHT HEALTHCARE & PHARMACEUTICAL SERVICES**

IHS Global Insight’s Healthcare & Pharmaceutical practice provides a portfolio of intelligence solutions to optimise the performance of companies and organizations across the pharmaceutical, biotech, and generics sectors. Our key focus is to provide actionable insights to support strategic decision making—particularly in the fields of market access, pricing and reimbursement (P&R), emerging markets, generics strategies, therapeutic development pathways, and general competitive intelligence.

THE POWER OF PERSPECTIVE

ABOUT IHS GLOBAL INSIGHT: IHS Global Insight provides the most comprehensive economic and financial information on countries, regions, and industries available from any source. IHS Global Insight’s immediate and insightful analysis of market conditions and key events enables innovative and successful decision making for clients around the world. IHS Global Insight employs approximately 700 employees in 13 countries.

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