

# CHALLENGES AND OPPORTUNITIES IN VALUE ASSESSMENT OF INNOVATIVE BIOLOGIC MEDICINES

ISPOR 8<sup>TH</sup> ASIA-PACIFIC CONFERENCE  
**AMGEN SPONSORED SYMPOSIUM**  
LUNCH TIME 12:15-13:15, 11 SEPTEMBER 2018, TOKYO, JAPAN

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## DESCRIPTION

### Background:

- The public understanding of innovative biologic medicines is **low**
- In a Government funding model, these new medicines are considered in relation to the value that **other medicines already funded can provide**
- Because the costs of innovative biologic medicines relate to the health benefit derived, as well as a range of other factors, the **perceived price differential may appear high**
- Potential challenges in **patient access** to new medicines, or reimbursement.
- In a private-pay model, individuals must consider the cost of medicines **relative to their ability to pay**

### Symposia concept:

- Why are innovative biologic medicines **needed**?
- What is the **unique value** that innovative biologic medicines bring?
- How can the value of innovative biologic medicines be **appropriately assessed and evaluated**, particularly from a payers' perspective?
- How can the value of innovative biologic medicines be best **communicated**?

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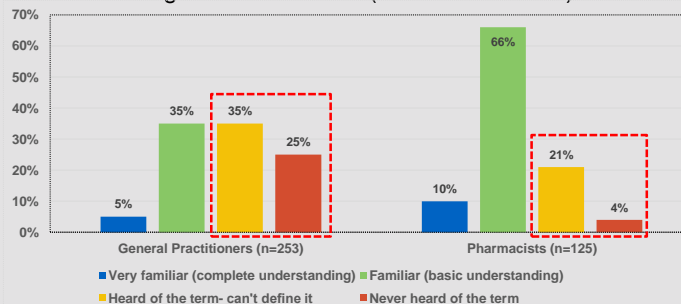
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## WHILST BIOLOGICS HAVE BEEN AVAILABLE FOR SOME TIME, THEY ARE STILL NOT WELL UNDERSTOOD

- Familiarity with the term biosimilar: “Which of the following best describes how familiar you are with the term biosimilar?”
- Similar outcomes for specialists (~80% understood)
- Much lower level of understanding with consumers (~40% understood)



Source: The Australian Biologic and Biosimilar Medicines 2020 Forum 2016

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# AGENDA

## Moderator:

**Marty Jovic, Partner, Health Economics & Policy, PWC Australia**

## Speakers:

- **Dr. Martin Zagari, Vice President and Head, Global Health Economics, Amgen Inc., USA**
  - Why are Biological Medicines the Future of Medicine – a *scientific/clinical rationale of the need for biologics, their unique/special values, and an overall framework for value assessment*
- **Prof. Junya Ako, Professor and Chairman, Department of Cardiovascular Medicine, Kitasato University, Japan**
  - Clinical and economic values of innovative biologics for cardiovascular disease and what are the appropriate ways to assess their value
- **Prof. Jeonghoon Ahn, Associate Professor, Ewha Womans University, South Korea**
  - Clinical and economic value of innovative biologics for osteoporosis and what are the appropriate ways to assess their value
- **Prof. Jinxi Ding, Professor and Vice Dean, China Pharmaceutical University, China**
  - Value assessment and market access of innovative biologics in China