

5.11 0910 Plenary Bartke Panel

Current run (last updated May 17, 2016 1:08am)

5

Polls

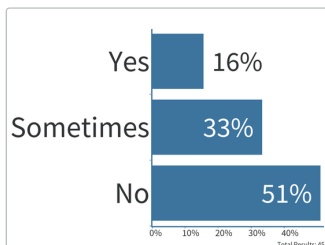
65

Participants

59

Average responses

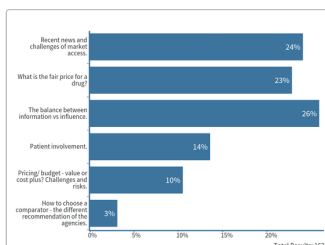
Are you as an ECO involved in the market access processes of your company?



Response options	Count	Percentage
Yes	7	16%
Sometimes	15	33%
No	23	51%

45 Responses

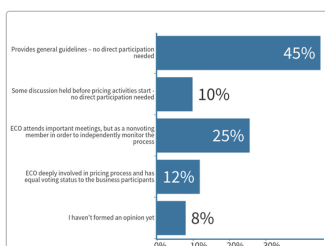
What topics do you hope the panel will discuss?



Response options	Count	Percentage
Recent news and challenges of market access.	39	24%
What is the fair price for a drug?	37	23%
The balance between information vs influence.	42	26%
Patient involvement.	22	14%
Pricing/ budget - value or cost plus? Challenges and risks.	17	10%
How to choose a comparator - the different recommendation of the agencies.	5	3%

162 Responses

What is (or should be) the role of an Ethics & Compliance Officer in pricing activities of the company?



Response options	Count	Percentage
Provides general guidelines - no direct participation needed	23	45%
Some discussion held before pricing activities start - no direct participation needed	5	10%
ECO attends important meetings, but as a nonvoting member in order to independently monitor the process	13	25%
ECO deeply involved in pricing process and has equal voting status to the business participants	6	12%
I haven't formed an opinion yet	4	8%

51 Responses

Comments or Questions?

"Are we seeing a change in CO role whereby speciality is required? Also just because it's legal and justifiable doesn't make it ethical. The public wants response to their emotional needs that is not just facts or justification."
6 days ago

"Given the high cost of drug creation, what incentive will there be for pharma companies when their profits might be so limited as to not make up their R&D costs? Are we chilling potential innovation?"
6 days ago

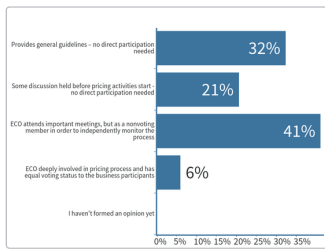
Responses

Given the high cost of drug creation, what incentive will there be for pharma companies when their profits might be so limited as to not make up their R&D costs? Are we chilling potential innovation?

Are we seeing a change in CO role whereby speciality is required? Also just because it's legal and justifiable doesn't make it ethical. The public wants response to their emotional needs that is not just facts or justification.

3 Responses

What is (or should be) the role of an Ethics & Compliance Officer in pricing activities of the company?



Response options	Count	Percentage
Provides general guidelines - no direct participation needed	11	32%
Some discussion held before pricing activities start - no direct participation needed	7	21%
ECO attends important meetings, but as a nonvoting member in order to independently monitor the process	14	41%
ECO deeply involved in pricing process and has equal voting status to the business participants	2	6%
I haven't formed an opinion yet	0	0%

34
Responses