

PharmaCCX Unlocks Market Access for Combination Oncology Therapy in Sweden in Just Days

The Challenge: Stalled pricing negotiations in Sweden

Cancer is a leading cause of death in Europe, but more and more combination therapies are currently being developed. In fact, the pharmaceutical industry invested 8,5bn Euro in cancer research in 2015, and there were 1,700+ clinical trials for certain combination oncology therapies in 2018 alone. However, patient access to these drugs continues to be low, and 20% of approved combination oncology treatments are not available to patients because pharmaceutical companies and payers cannot agree on price. In Sweden, many combination oncology therapies do not go to market simply because of stalled pricing negotiations.

What pharma and payers need is a way to more efficiently link price to value, make contingent commitments, and reduce administrative burden—that way, they can reach pricing agreements for new combination therapies, revive stalled negotiations for existing combination therapies, and help more cancer patients get the treatments they need to survive.

Three factors contribute to this broken pricing paradigm



Value: In many cases, the value of a drug combination is less than the combined value of each therapy on its own. Simply combining prices is not cost-effective.



Regulation: European Competition Law prohibits companies from discussing common price strategy, so they need to negotiate through contingent commitments.



Administrative Burden: There's an administrative bottleneck due to the rising number of rebate agreements—which will only continue getting worse by the introduction of combination therapies.

The Solution: PharmaCCX

The combined price of Avastin and Tecentriq as monotherapies were not deemed cost-effective by Swedish authorities. In collaboration with the Swedish Health Technology Assessment authority—and in an effort to get this combination therapy introduced—the payers invited Roche to negotiate a rebate agreement using PharmaCCX's platform.

The Results: Combination therapy is priced and agreed to in days

By using PharmaCCX, Roche and the Swedish authorities agreed on a price that was different in combination than if the two monotherapies were combined at their individual prices. The negotiation took only days, where negotiations done through current processes can take closer to 9 months. What's more, the process was significantly easier and more streamlined than previous negotiations.

Based on this successful outcome, the Swedish government, Roche, and several pharma companies and data providers are collaborating on integrating data sources to provide CCX with the data stream to allow many more deals to be negotiated, tracked, and settled.

About PharmaCCX



PharmaCCX is on a mission to streamline and enable pricing negotiations between pharma and payers, so that oncology patients can finally access the most innovative and promising combination cancer therapies. The all-in-one technology platform allows pharma and payers to negotiate, price, settle, and manage pricing agreements more efficiently and without collusion—thereby unlocking market access for combination oncology therapies and opening doors for indication-based and outcome-based pricing strategies.

Learn more at www.PharmaCCX.com.