



Conditional Access

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Outline of Talk

1

A pragmatic framework for conditional access

2

Emergent best practice in conditional contracts

3

Which value gaps can we address?

4

Implications for field of conditional access research

Focal points for Consortium

1

A pragmatic framework for conditional access

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Emergent best practice in conditional contracts

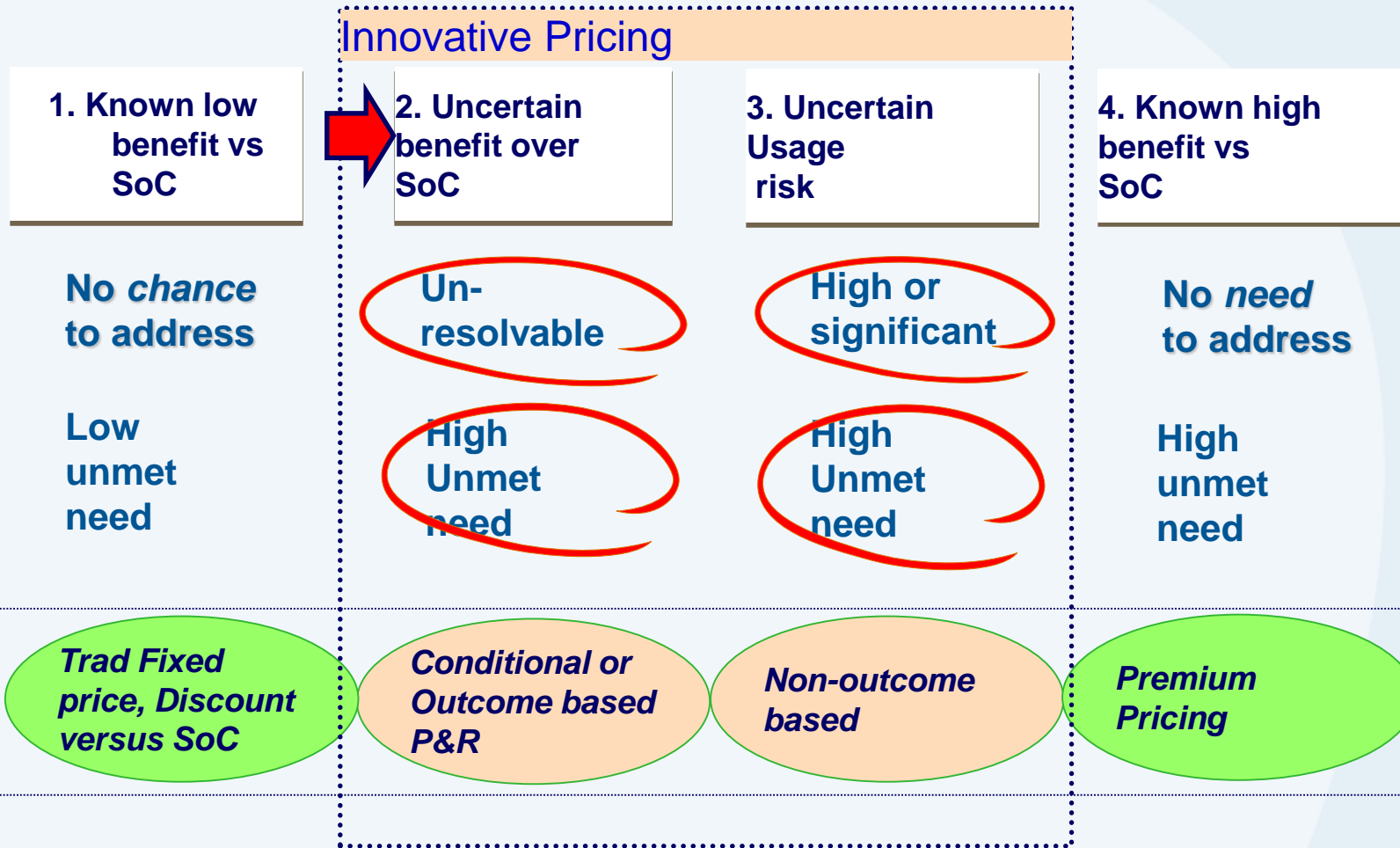
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Which value gaps can we address?

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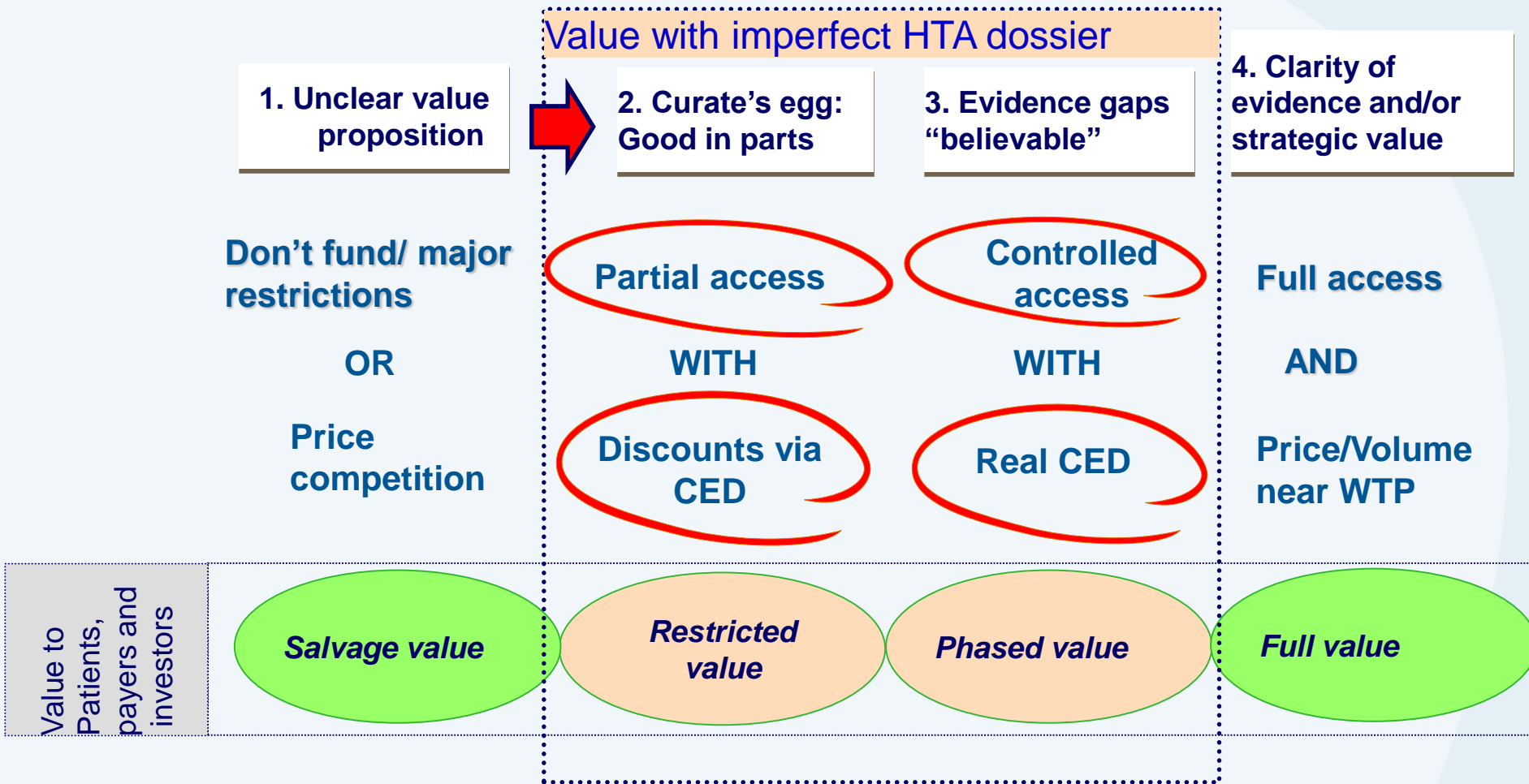
Implications for field of conditional access research

Theoretical model through Pharma lens



* Un-resolvable uncertainties = those which pharma could not have realistically addressed in development due to ethics, lack of patients, no comparator etc.

Pragmatic model through value lens



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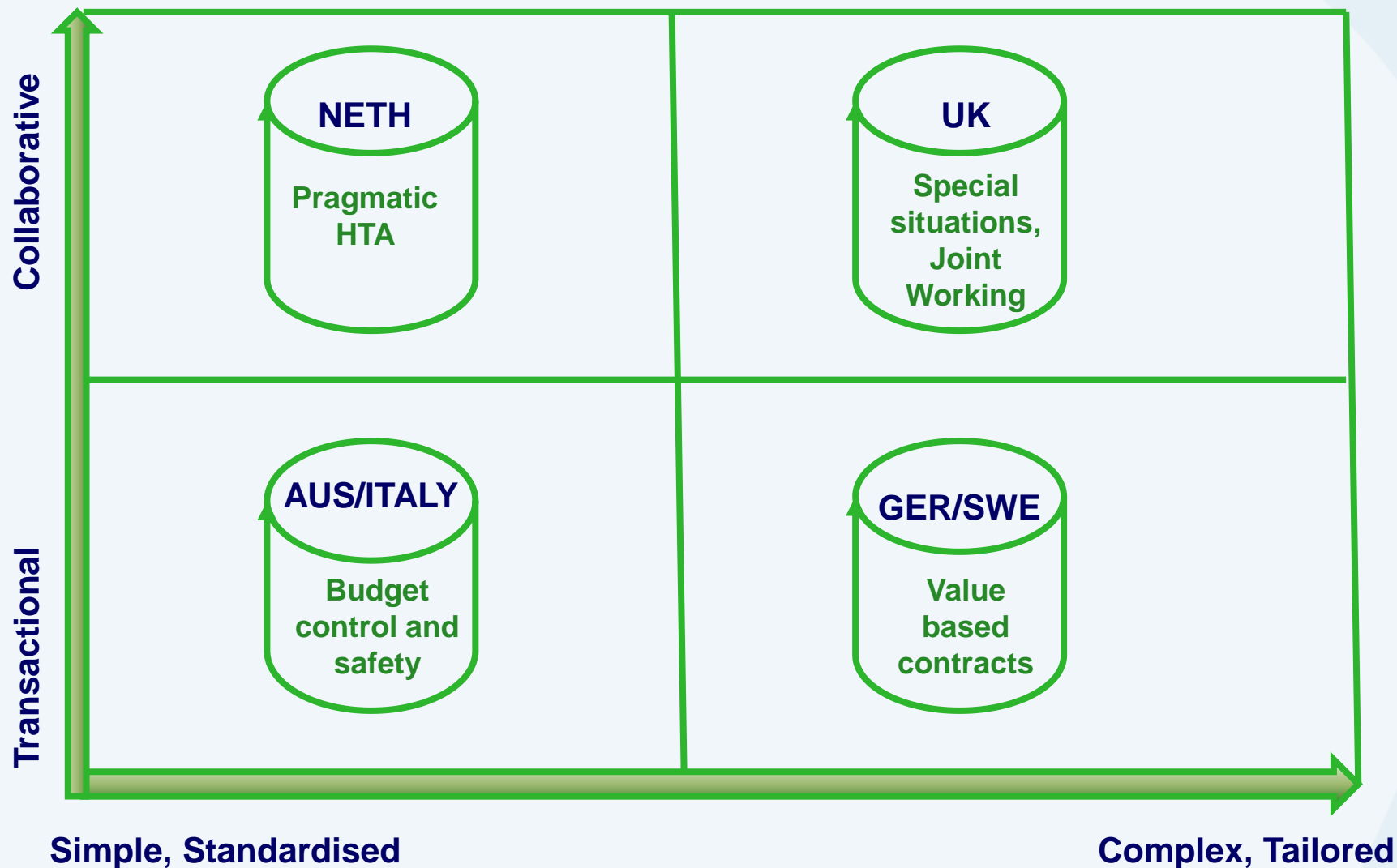
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Implications for field of conditional access research

Proportionality



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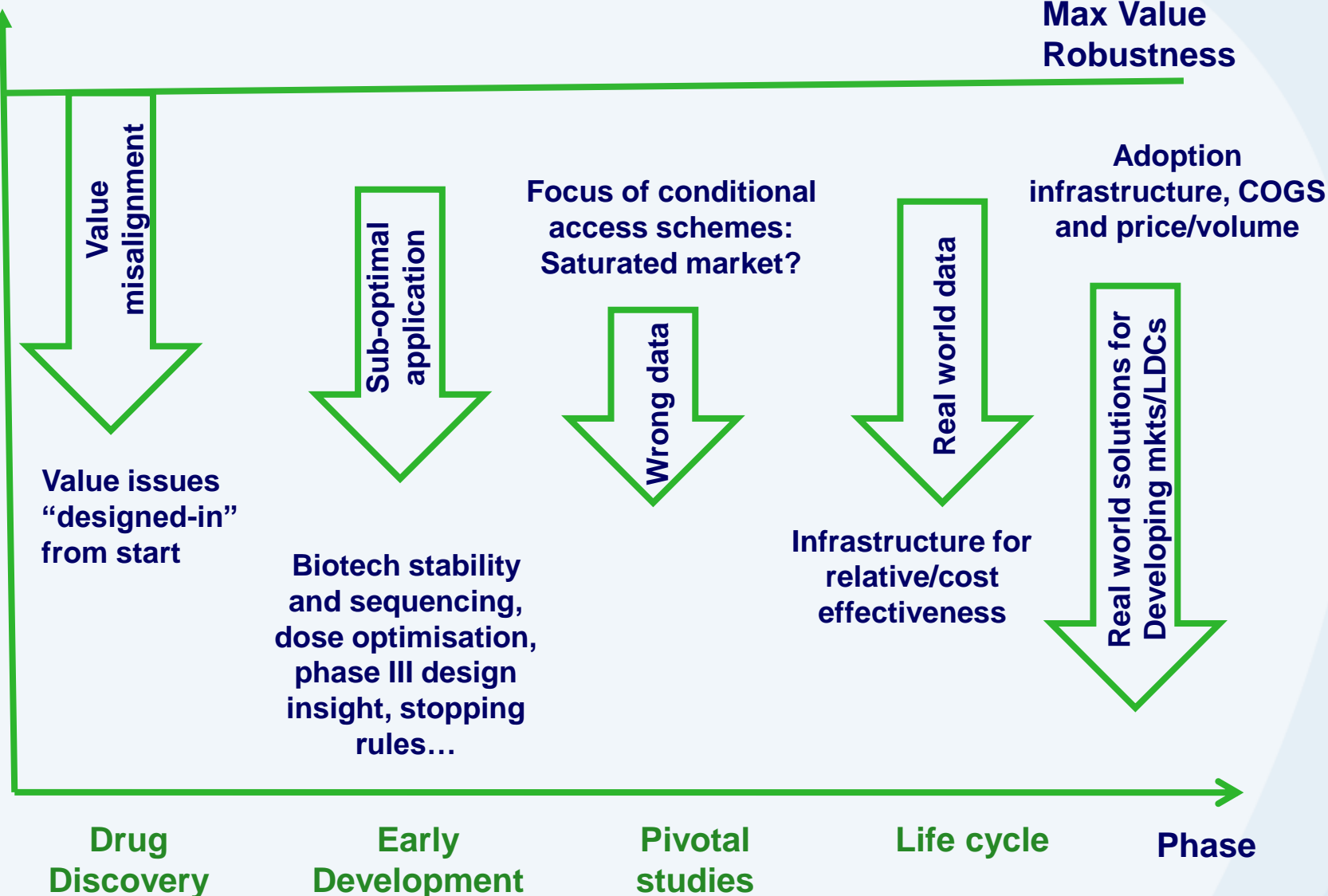
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Implications for field of conditional access research

Value certainty: Right Focus?

Value Certainty

Max Value
Robustness



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Implications for field of conditional access research

Shifting the balance

Area	More of	Less of
Coverage with evidence to fill phase III gaps	Development of collaborative real world HTA infrastructure	Working against headroom for innovation agenda
Hidden rebates or price/volume deals	Transparent reward and discount for sub-groups	Complex systems to avoid reference pricing
Prevention of uncertainty	Shared value frameworks to guide drug discovery	Environment that redresses speed to market incentives
Shifting the market focus	Performance based contracts for Governments in LDCs	Pharma investment drop-off when patents expire in developed mkts