



# Pharmaceutical Prices in the 21st Century

*From Adis*



## **Pharmaceutical Prices in the 21st Century** From Adis

This book provides an overview of the global pharmaceutical pricing policies. Medicines use is increasing globally with the increase in resistant microbes, emergence of new treatments, and because of awareness among consumers. This has resulted in increased drug expenditures globally. As the pharmaceutical market is expanding, a variety of pharmaceutical pricing strategies and policies have been employed by drug companies, state organizations and pharmaceutical pricing authorities.

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## **Editorial Review**

### Review

“This book is a collection of national case studies about pharmaceutical pricing policy. ... this book offers a wealth of examples to consider, especially for low- and middle-income countries that are in the process of changing or establishing health insurance programs. Having a consolidated reference source, such as this book, for academics interested in the field of policy analysis will obviously be very useful.” (Suzanne Rose Hill, *PharmacoEconomics*, Vol. 34 (3), March, 2016)

### From the Back Cover

The book is an essential, comprehensive text on global drug pricing and covers a range of pharmaceutical pricing issues. It has twenty-two chapters in total; nineteen of which are case studies on an array of high, middle, and low income countries. The final three chapters discuss value-based pricing, innovation, prices and the pharmaceutical industry and the link between pharmaceutical policy and pricing. As the pharmaceutical market continues to expand, a number of pharmaceutical pricing strategies have been employed to control drug expenditures. The book explores this phenomenon further and will serve a valuable resource for policy makers, funders, social insurance institutions and drug companies.

### About the author

Zaheer-Ud-Din Babar, PhD is the Head of Pharmacy Practice at the School of Pharmacy, Faculty of Medical and Health Sciences, University of Auckland, New Zealand. A pharmacist by training and a PhD in pharmaceutical policy, Dr Babar is a recipient of the prestigious “Research Excellence Award” from the University of Auckland. His research program covers areas related to pharmaceutical policy and practice, encompassing access to and affordability of medicines, issues related to medicine pricing and pharmaco-economics. Dr Babar has delivered invited lectures at Boston University School of Public Health, Harvard Medical School, the Austrian Health Institute and the Universities of Reading and Kingston. He has also acted as a consultant for the World Health Organization, Health Action International, the International Union against Tuberculosis and Lung Disease, the International Pharmaceutical Federation (FIP) and the Pharmaceutical Management Agency of New Zealand in the area of medicines pricing and policies. Dr Babar is the Editor in Chief of the *Journal of Pharmaceutical Policy and Practice*, [www.joppp.org](http://www.joppp.org) and can be reached at [z.babar@auckland.ac.nz](mailto:z.babar@auckland.ac.nz).

## **Users Review**

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