

# GSK Public policy positions

## Approach to Pricing

### The Contribution of Medicines and Vaccines

GSK's mission is to enable people to Do More, Feel Better and Live Longer. We have an important role and responsibility in improving the health of people around the world.

Innovative medicines and vaccines contribute enormous reassurance for individual citizens, and increased economic efficiency and competitiveness for society. The most important thing GSK can do is discover, develop and supply products that address unmet need and improve quality of life – and to work with others to make these medicines accessible as soon as possible to people who benefit from them.

To support this, we seek to price our medicines and vaccines responsibly and sustainably to reflect both the value they deliver - to patients and their families, healthcare systems and wider society – and the customer's ability to pay.

### GSK's Position

- Pricing of medicines must balance the needs of multiple stakeholders. Prices should ensure optimal use of resources for healthcare systems; improve access to value-adding medicines for patients; and reward added-value to encourage further innovation.
- We are determined to broaden access to our products around the world, which means working with different systems, and with customers who have different levels of purchasing power. We seek to be creative and flexible in finding ways to customise prices for customers to allow access by reflecting ability to pay, while retaining incentives to innovate.
- Examples of this flexibility and creativity include tiering our vaccine prices to reflect a country's level of economic development and ensuring that our medicines are sold in Least Developed Countries at 25% or less of the price levels in developed countries.
- In turn, the sustainability of our approach depends on our customers – whether governments, payer groups or individuals – taking a responsible approach which aligns their contribution to supporting innovation with the value they receive and their ability to pay. For example, international reference pricing, whereby wealthier countries link prices to those paid by poorer neighbours, undermines our ability to offer lower prices to poorer countries.
- We recognise that those who purchase our medicines want value for money. It is appropriate that evaluation mechanisms are in place to assess the impact/added value of healthcare interventions, including medicines, on patients, society and the total healthcare system. These evaluations should not, however, act purely as cost-containment or delay mechanisms.
- Pricing of medicines, vaccines, diagnostics and services is an important factor in the quality and sustainability of healthcare provision around the world. It is important that stakeholders work together to improve the efficiency with which new products are developed, adopted and rewarded by healthcare systems. At GSK, we will actively seek new partnerships, new ways of doing things, and new approaches to address the needs of our customers and patients.

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