

Fair Pricing in Practice

Plenary 12 April 2019

2nd Fair Pricing Forum

Johannesburg, South Africa

Some Housekeeping

- Phones on silent please!
- There will be time for debate and questions at the end of the panel presentations. Please clearly raise your hand so that we can identify you for comment
- We need your honest perspective. This is a safe space to share your opinion. Please do tweet but don't tweet with attribution.
- Remember to also make recommendations or suggest actions for Government, Industry and WHO in your feedback and question time

HEALTH IN THE SDG ERA



How does the term Fair Pricing fit into this?

Working Definition of Fair Pricing

- Fair Price is one that is affordable for health systems and patients and that at the same time provides sufficient market incentive for industry to invest in innovation”
- Still under discussion and refinement over the next few days

Human Rights Aspect

- Access to medicines that are affordable to all.
 - Balancing prices with affordability and access
 - Balancing prices with access to as many people as possible globally
- Achieving a fair price with these issues in mind is a complex issue
- I turn this over to the panelists who will address how we achieve fair price and affordability and access