

Defining Medication Value

GOVERNMENTS VS. PHYSICIANS

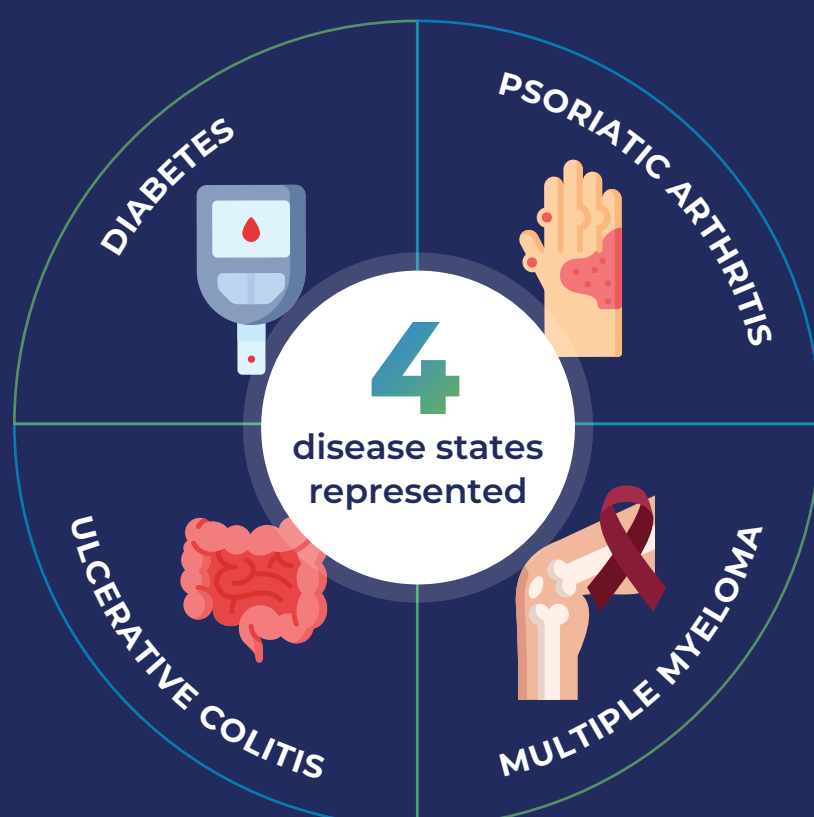
To see how U.S. physicians' definition of value compares to the value notions of governments that engage in drug price negotiations, researchers looked to Germany.

The country's health care decision-making organization has issued negative assessments on several innovative medications.



350

Surveyed U.S. physicians, including gastroenterologists, rheumatologists, oncologists & dermatologists



U.S. Physicians Disagree with Germany's Assessments



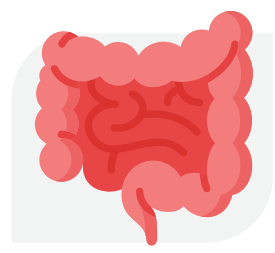
89%

of surveyed physicians **disagreed** with the German government's assessment of innovative diabetes medications



90%

of surveyed physicians **disagreed** with the German government's negative assessment of psoriatic arthritis medications



93%

of surveyed physicians **disagreed** with the German government's negative assessment of ulcerative colitis medications



94%

of surveyed physicians **disagreed** with the German government's negative assessment of multiple myeloma medications

Physicians Value Medication Differently

PHYSICIANS ALSO CONSIDER	ULCERATIVE COLITIS	PSORIATIC ARTHRITIS	MULTIPLE MYELOMA
Unmet needs	95%	94%	73%
Ability to extend life long enough for the next treatment to become available	89%	87%	71%
Route of drug administration	87%	81%	71%
Frequency of administration	82%	77%	58%
Ability of patient or caregiver to work	85%	79%	63%

Physicians and governments don't always agree on the value of medication.

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