

### **pharmaceutical innovation incentives competition pdf**

Efficient Reward System for Pharmaceutical Innovation 3 innovator and the therapeutic benefit of the product.<sup>4</sup> The current system makes the incentives for innovation dependent on this seriously dysfunctional market.

### **An Efficient Reward System for Pharmaceutical Innovation**

Incentives, Competition, and Pharmaceutical Innovation in Europe: The Case of Direct Acting Antivirals for Hepatitis C Thursday, 26 July 2018 In the pharmaceutical industry, intellectual property (IP) rights protection, including patents, data exclusivity (DE), and Supplementary Protection Certificates (SPCs), is seen as important.

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### **ENABLING COMPETITION IN PHARMACEUTICAL MARKETS**

pharmaceutical innovation There is a risk that this innovation is small and not meaningful (for example, evergreening), but it has the potential to be significant

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Pharmaceutical Innovation covers the history of the pharmaceutical industry and its many contributions to human health. Underpinning the volume is an outline of the five generations of medicine, from the 1820s to present day. The volume also addresses industry leaders, economic influences, and the development of individual products.

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### **ENABLING COMPETITION IN PHARMACEUTICAL MARKETS**

Depending on the size of the fund, incentives for pharmaceutical innovation could be made stronger or weaker than at present, but total annual rewards on the scale of \$120bn a year globally would provide more and better directed incentives for

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