



Opening
Ceremony



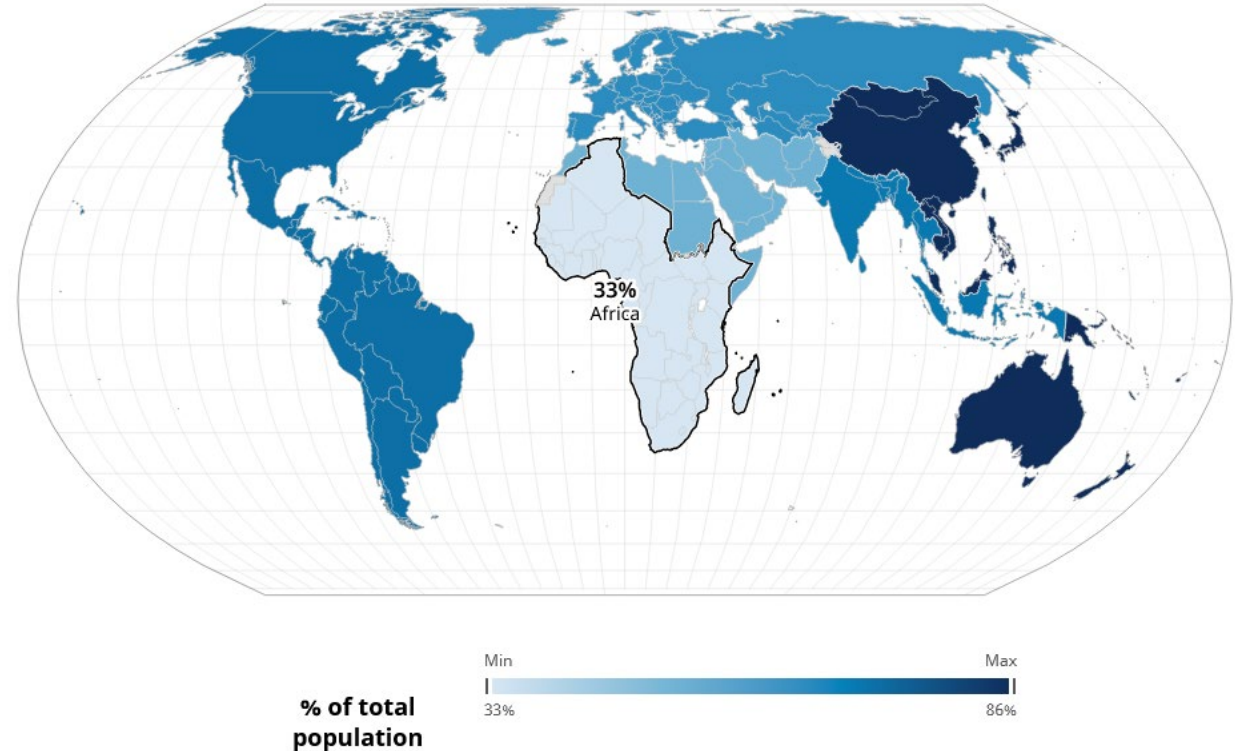
Plenary
Session 1

Post-pandemic construction of health product market transparency, efficiency and fairness



- COVID-19 vaccines, diagnostics, and therapeutics were developed at astonishing speed, but
- Significant inequity in access to life-saving health technologies persisted throughout the pandemic
- Example of vaccines: most regions achieved 70% or above coverage with a full series of COVID-19 vaccines, but
- Vaccine coverage in Africa remains less than half of that (33%) as of November 2023

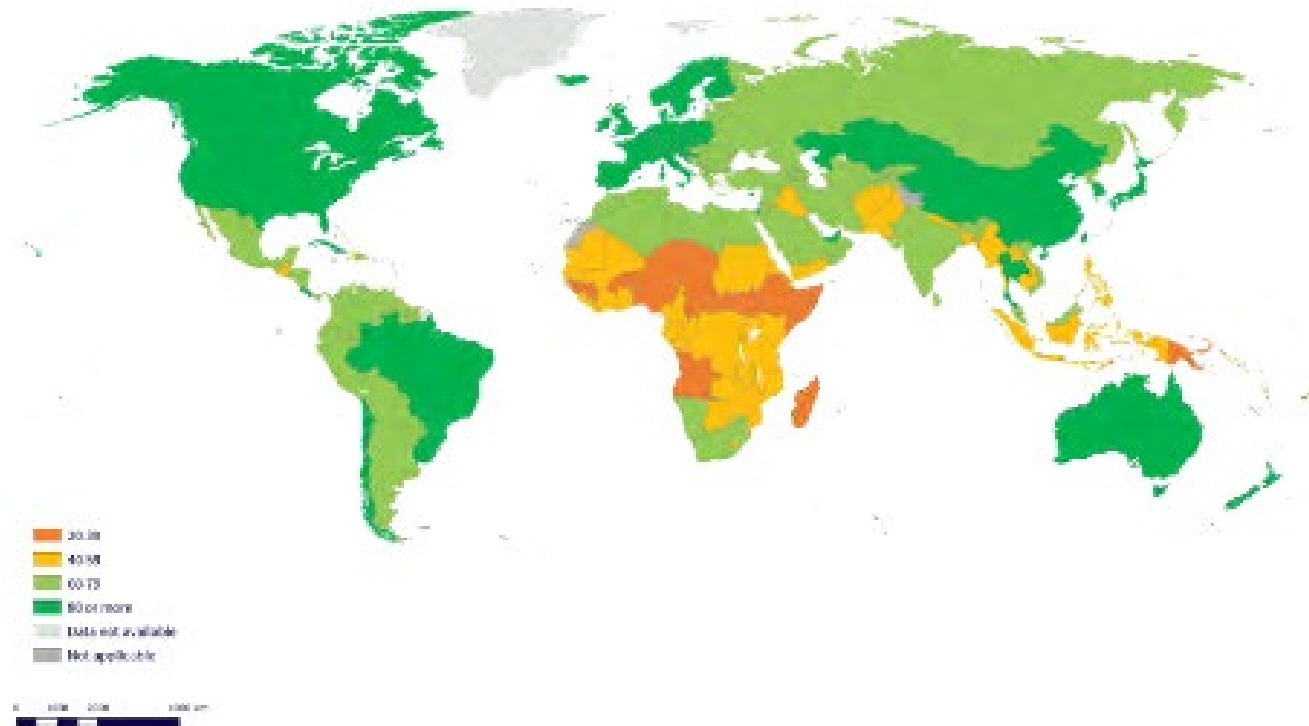
Percentage of total population vaccinated with a complete primary series of a COVID-19 vaccine
Africa, 26 November 2023





- Challenges of access goes beyond the pandemic
- Today, 50% of the world's population is not fully covered by essential health services,
- 2 billion people face financial hardship due to out-of-pocket health spending,
- The cost of medicines and health products are frequently the main drivers of impoverishing out-of-pocket health spending

UHC Service coverage index by countries, 2021



Source: [Tracking Universal Health Coverage](#) WHO, World Bank, 2023



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Opening session

- WHO repeatedly called for solidarity to meet the challenges of inequities in access during the pandemic and
- Multiple global initiatives emerged in response, including: **ACT-A; COVAX, C-TAP, CEPI**
- Lessons learnt from these are critical not only for future pandemic responses but for the achievement of Universal Health Coverage goals
- The Fair Pricing Forum is one of the platforms where we seek to discuss potential solutions on how to close the gaps in access to essential or priority health technologies



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Opening session

4th Fair Pricing Forum - Objectives

1. To share experiences about existing and planned efforts to enhance market transparency across the pharmaceutical value chain, with reference to resolution WHA72.8 *Improving the transparency of markets for medicines, vaccines, and other health products* (2019);
2. To assess current and emerging health system challenges for ensuring optimal access to affordable health products;
3. To discuss, with all stakeholders, current and future potential policies and strategies for improving the affordability of essential medicines and essential health products.



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Opening session

4th Fair Pricing Forum – *How to make the most of the virtual meeting*

During the next three days, use the platform to :

1. **Plan** your schedule and join the sessions via the platform or view video recordings in your own time
2. **Engage,**
 - Meet people and set up meetings using the **Lobby chat or Networking features**
 - Continue discussions after live sessions close in **Session chats**
- **Share** your experiences, resources, ideas, recommendations and upload them in the **Ideas Hub**

2024 FAIR PRICING FORUM

This forum welcomes opinions and views from stakeholders, but they do not represent WHO position or guidance



Be respectful and constructive

and please don't post screenshots or attributing comments on social media to avoid misrepresentation



Click icon for interpretations

Arabic, Chinese, English, French, Russian and Spanish



Ask your questions and make comments

using the Q&A function only - not "chat"



Use closed captioning

if you'd prefer to read on the screen



Share thoughts and network

Using the [ideashub](#) and [networking](#) chat channels on the Events Hub



Recordings and slides are available

for on-demand viewing 48 hours after the session on the Forum's website



Give us feedback

after each session via a short survey



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Please stay on this channel,
we will resume with
the Plenary Session 1 shortly.



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Post-pandemic construction of health product
market transparency, efficiency and fairness

Improving the transparency of markets for medicines, vaccines, and other health products, [WHA72.8, May 2019](#)

The resolution recognised the multidimensional challenges of access, the contribution of high prices, the limited availability of publicly available information and called for increased transparency

The resolution urges Member States to:

- Share net prices of health products
- Collect and disseminate information along the value chain of health products, like clinical trial data, patents, R&D costs, product prices, and other market information, amongst other actions

The resolution also asks WHO to:

- Collect and analyse information on economic data across the value chain for health products and conduct research on the impact of price transparency
- **to continue WHO's efforts to biennially convene the Fair Pricing Forum with Member States and all relevant stakeholders to discuss the affordability and transparency of prices and costs relating to health products**



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Post-pandemic construction of health product
market transparency, efficiency and fairness

Session objectives

1. Reflect on the need to build back better after the COVID-19 pandemic the global, regional, national pharmaceutical and other health product ecosystems
2. Consider how to improve market transparency, efficiency and fair pricing of health products from different stakeholder perspectives and set the scene for Forum discussions.



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Post-pandemic construction of health product market transparency, efficiency and fairness

Panelists

- **Dr. Ali Alshahrani**, Executive Director Pharmacovigilance, on behalf of Dr. Adel Alharf, Vice President for Drug Sector, Saudi Food & Drug Authority
- **Ms. Judit Rius Sanjuan**, Director, Innovation, Access to Medicines and Health Technologies (IMT), The Pan American Health Organization (PAHO)
- **Dr. Ellen't Hoen**, Director, Medicines Law & Policy
- **Mr. Thomas Cueni**, Director General International Federation of Pharmaceutical Manufacturers & Associations IFPMA
- **Mr. Adrian van den Hoven**, Director General, Medicines for Europe, also representing the International Generic and Biosimilar Medicines Association (IGBA)
- **Ms. Ashley Miller**, Executive Vice President, Global Strategy and Analysis of AdvaMed, also representing the Global Medical Technology Alliance (GMTA)



Kingdom of Saudi Arabia
Saudi Food & Drug Authority

Universal Access to Essential Medicines and Priority Health Technologies

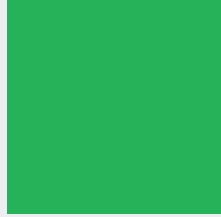
A Governmental Perspective

Ali Alshahrani

Executive Director of Pharmacovigilance

Saudi Food and drug authority

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Outline

- Introduction
- Universal Access to Essential Medicines
- Governments' Pivotal Role
- Key Components of Universal Access - Government Initiatives (SFDA Initiatives)
- Governmental Challenges and Solutions
- Future Governmental Actions
- Some numbers
- Call to action form different partners



Introduction (Saudi Food and Drug Authority)



Regulatory Affairs.
Quality Assessment.
Benefit and Risk Assessment.
Pharmacovigilance.

Human.
Herbal.
Veterinary.
Cosmetic

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Introduction

Universal Access to Essential Medicines

- The goal of ensuring that all individuals, regardless of their socio-economic status, geographic location, or other limiting factors, have timely access to affordable, safe, effective, and quality essential medicines.
- Essential medicines are those that address the priority health needs of a population and are considered crucial for maintaining a basic healthcare system.

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Introduction

Governments' Pivotal Role:

- Governments are central in ensuring equitable access to essential medicines and health technologies for their citizens.
- A commitment to public health is foundational for national development.
- Governmental Prioritization:
 - Addressing global disparities in healthcare access.
 - The impact on national health directly influences socio-economic development.
 - Active participation in global initiatives demonstrates commitment to a shared vision of global health equity.

Key Components of Universal Access - Government Initiatives

- **Ensuring Affordability**
- **Availability and Distribution**
- **Accessibility and
Infrastructure**
- **Quality Assurance**

SFDA Initiatives (to improve access to medicinal products)

- **Ensuring Affordability** (Enhance pricing rules and Pharmacoeconomics guideline)
- **Availability and Distribution** (Establishing center for drug shortage and tracking system)
- **Accessibility and Infrastructure** (Breakthrough registration pathway, accelerated approvals and improving the technical tools to enhance files submission).
- **Quality Assurance** (implementing the ICH guidance to ensure the safety, quality and efficacy of medicines)

Governmental Challenges and Solutions

- Addressing Economic Challenges:
Governments use subsidies and partnerships to tackle economic barriers to access.
- Streamlined Regulatory Processes:
Governments reform regulations to expedite approvals and ensure efficient access.
- Infrastructure Development:
Initiatives focus on healthcare infrastructure development to enhance access.
- International Collaboration:
Collaboration with other nations to address global health governance issues.



Future Governmental Actions

- Strengthening International Collaboration
- Increased Investment
- Policy Development
- Intellectual Property Management
- Enhanced Data Collection and Monitoring
- Public-Private Partnerships
- Community Engagement and Education
- Adaptation to Emerging Challenges
- Global Health diplomacy

Some numbers



400

Million people lack access to essential health services

1/10

People globally lack access to the medicines they need

3/10

People globally cannot afford the out-of-pocket costs of essential medicines

\$1 billion

is needed to fill the financing gap for essential medicines in low- and middle-income countries



Call to action form different partners

- Commit to transparency
- Strengthen accountability
- Invest in transparency initiatives!
- Support access initiatives
- Invest in innovation



Kingdom of Saudi Arabia
Saudi Food & Drug Authority

Thank You

WHO Fair Pricing Forum 2024

Ashley Miller, Co-Chair
Global Medical Technology Alliance (GMTA)

Contributions of the Medical Technology Sector



Global Medical
Technology Alliance
Innovating for a Healthier World

Summary

➤ **Medical Technology**

- Medical Devices and Diagnostics

➤ **Global Medical Technology Association (GMTA)**

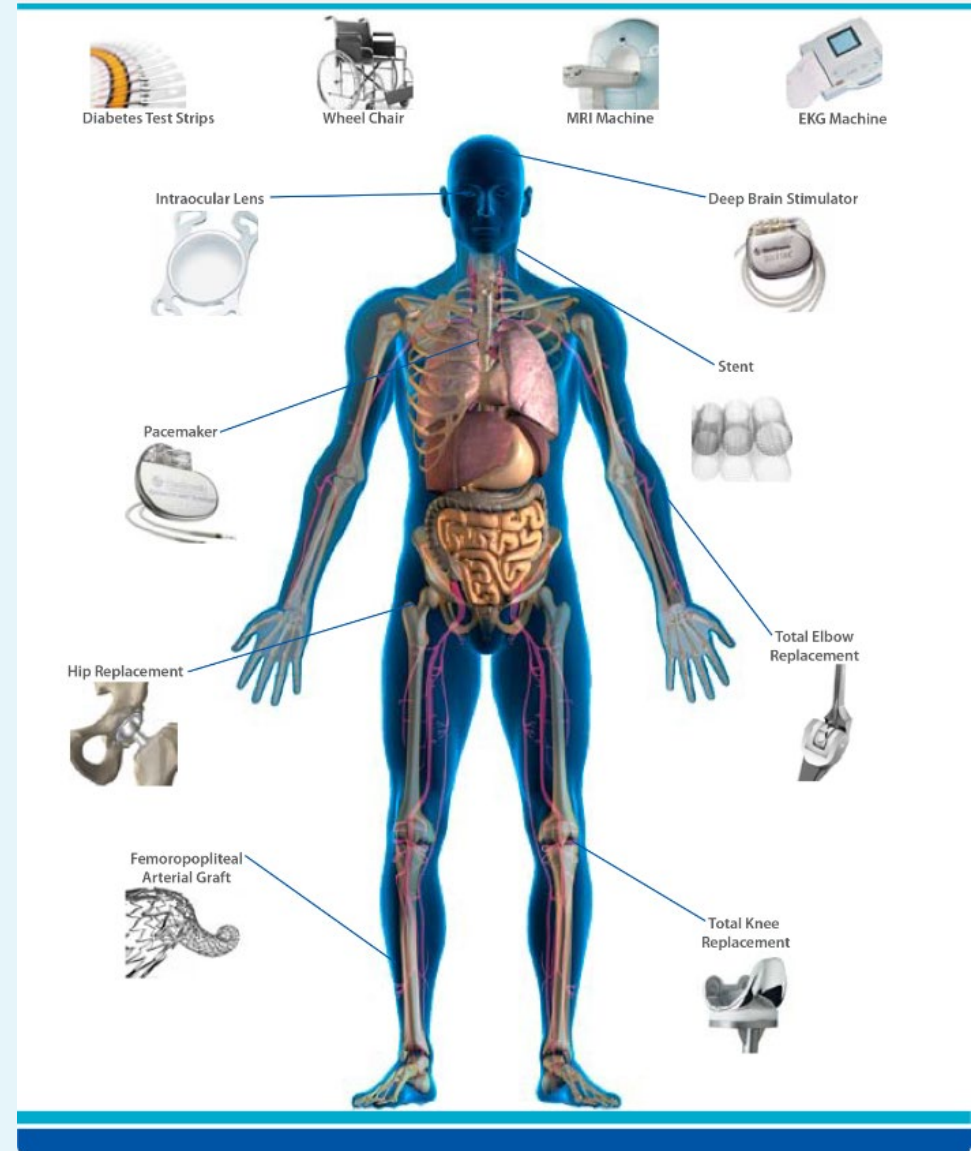
- Global Diagnostics Alliance (GDA)

➤ **Contributions of MedTech to Health Systems**

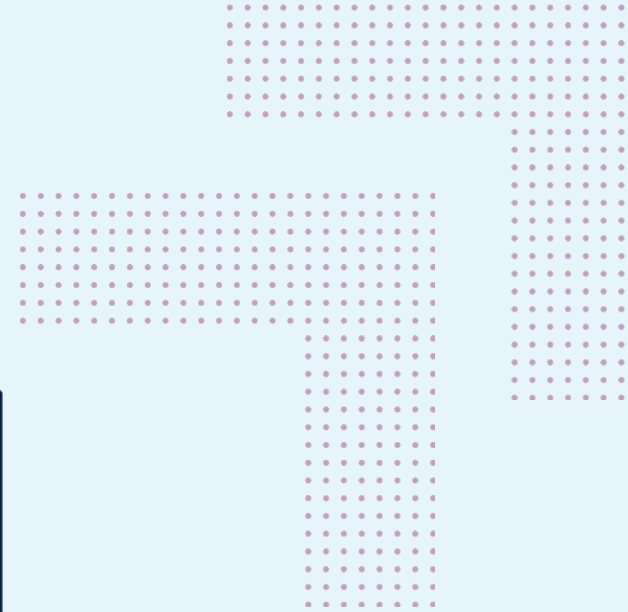
Medical Technologies

A medical device is an instrument, apparatus, implant, machine, tool, in vitro reagent, or similar article that is to diagnose, prevent, mitigate, treat, or cure disease or other conditions, and, unlike a pharmaceutical or biologic, achieves its purpose by physical, structural, or mechanical action but not through chemical or metabolic action within or on the body.

- Medical Devices
 - Diagnostics (IVDs)
 - Implantables
 - Imaging
 - Medical Equipment
 - Software
 - PPE
 - Surgical and Laboratory Equipment
- Backbone of Global Healthcare System



MedTech Landscape Simplified





Global Medical
Technology Alliance
Innovating for a Healthier World



The **Global Medical Technology Alliance (GMTA)** member associations represent companies that produce the medical devices, diagnostic products and health information systems that are transforming health care through earlier disease detection, less invasive procedures and more effective treatments. Our represented companies **produce nearly 85 percent of the health care technology** purchased and utilized annually around the world. Our companies range from the largest to the smallest innovators and bring medical technology to patients around the world in every setting.

GMTA Co-chairs

Ashley Miller
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Jesús Rueda Rodríguez
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GDA Chair

Zach Rothstein
zrothstein@advamed.org

GMTA Priorities

- **GMTA advocates globally for the highest ethical standards and patient access to safe, effective and innovative medical technologies that save and improve lives**
- **Identifies and works with partners to address systemic patient access barriers**
- **Need for Advancing Global Convergence of Medical Technology Regulation**

Contributions of MedTech in Health Systems

- **Overall Health System Costs** – 80/15/5 formula, 80% operational cost, 15% pharm and 5% is medtech
- **Elements of MedTech Value:**
 - **Complexity of Products, Quality Inputs, Supply Chains (1000s of components)**
 - **Importance of Physician Training**
 - **Innovation Cycles**
 - **Post-Market Surveillance**
- **Gap between Regulatory Approval and Reimbursement / Health Technology Incorporation Timelines**
- **Transparency: Importance of Meaningful Stakeholder comment in Regulatory and Reimbursement Systems**
- **Importance of Public – Private Collaboration**
 - Improving management of costly chronic conditions (e.g., diabetes, chronic kidney disease)
 - Preventing high mortality outcomes (e.g., maternal mortality and morbidity)
 - United States' Operation Warp Speed
 - Public-Private Partnership
 - Facilitated development, manufacturing, and distribution of diagnostics (and vaccines, therapies)

Thank You



Global Medical
Technology Alliance
Innovating for a Healthier World

www.globalmedicaltechnology.org



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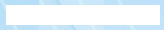


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Thank you for joining!

Continue the discussions via the session chat
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Thank you