

# Preface

Drug prices impact the population in general; however, the issues related to prices are changing fast in an economically diverse environment where the face of health is changing and technological development is exponential. In low- and middle-income countries, the price of medicine is the single most important factor determining availability and affordability. In high-income countries, where medicine reimbursement systems are often in place, the price may have less impact on affordability for consumers; however, drug prices are important for governments, for insurance companies, and for drug buying agencies.

This book provides a detailed account of international drug pricing issues through country level case studies from around the globe. Countries range from the United States (USA) to United Arab Emirates (UAE) and from European Union to Canada, Turkey, Ethiopia, India, Egypt, and China, to name a few. Coverage is diverse with a mix of high-, middle-, and low-income economies being represented. The book reports on countries with stable and supportive medicine reimbursement systems such as Australia, New Zealand, and Canada to countries that are much more market driven such as the USA and Malaysia.

In addition to a focus on global difference, this book also covers the range of medicine pricing mechanisms including policies based on cost-plus pricing, value-based pricing, pricing, and innovation in pharmaceutical industry and the countries where compulsory pharmacoeconomic analysis is used for drug reimbursement.

We expect this book to be well used and beneficial to a wide stakeholder group including funders and planners, policy makers, pharmaceutical industry, academic institutions, governments, and students of pharmacy, medicine, economics, public policy, public health, and law.

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Zaheer-Ud-Din Babar



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