“PRICING AND ACCESS TO DRUGS IN THE DEVELOPED AND DEVELOPING WORLDS”

ABOUT TODAY’S SPEAKERS

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An author of the article "Pricing Medicines: Theory and Practice, Challenges and Opportunities" (Nature Review, Drug Discovery, February 2005)


Abstract: This presentation addresses the basics of pricing prescription drugs, e.g., the dual role of price for a pharmaceutical company reconciled with perceived market value, and pricing strategy development and its challenges for pharmaceutical pricing and reimbursement professionals. Specifically illustrated are three core analytical constructs that form the basis for pricing strategy development: 1) value-based pricing, 2) purchase decision analysis, and 3) global optimization.

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Nigel Gregson has over 15 years’ experience in top tier pharmaceutical and healthcare companies, with roles in finance, operational consulting, strategic planning, and global consulting.

Since 1995, Nigel has built specific expertise in pricing and reimbursement strategy development. As Group Director, Global Pricing and Reimbursement Strategy for GlaxoSmithKline, Nigel developed and managed pricing and reimbursement strategy for a number of significant products.

Nigel subspecializes in the development of pricing process and educational frameworks for pharmaceutical pricing, and has lectured on the subject in both industry and academic settings.