

Preface

In the good old days, pharmaceutical companies used to develop a new molecule and launch it without any resistance, except those regarding clinical effectiveness, safety, and quality assessment. The main assessment was conducted on the basis of science-driven, evidence-based characteristics. However, in the last decades, market access has become the most important element for the pharmaceutical industry, with a primary focus on pricing and reimbursement, which are political and economic-driven characteristics.

Depending on specific health policies, some medicines are favored over others in the market access process, because the reflexes in the community for politics are different in each country, depending on demographics and the community perceptions. For example, elderly patients are more considered in the developed countries, due to health policies focusing on late-life diseases. But children are more considered in the emerging countries, due to health policies focusing on early-life diseases.

In this political and economic-driven environment, market access is getting harder than ever for all countries, especially the developed ones. After the financial crisis in 2008, developed countries have been under pressure due to a lack of cash and budget deficits. This situation is more important in government-based reimbursement countries, like France and United Kingdom, rather than private-based insurance countries, like the United States and Germany.

The pharmaceutical market access in the emerging markets has been thoroughly reviewed in the book “Pharmaceutical Market Access in Emerging Markets”, published in 2016. The perception of readers was amazing. The book had been listed among Amazon’s top 100 hot books for nearly three months. After such “literary” success, we decided to start a new project, focusing on the developed countries. This book focuses on the developed markets, with the aim of helping students, academics, industry employees and government decision-makers understand the environment in the developed markets. Hopefully, it will be helpful to all who want to understand market access, which is rock and roll compared to the evidence-based and science-driven decision process.

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