

Roche Position on Assessing the Value of Roche Products and Services

Background

Public and private payer decisions on granting or denying access to innovative healthcare products and services have profound implications on the lives and well-being of patients, their families and society. At the same time, these decisions represent important signals for innovative research-based companies like Roche with considerable impact on the direction of their research and development activities. Hence, there exists a common interest that the value of innovative healthcare products and services is appropriately assessed, recognized and rewarded.

It is important that all parties involved in the decision making process have a clear and consistent view on how innovative health care products and services can and should be assessed and why access decisions in health care should be made in an appropriate and timely manner. Although most stakeholders including patients and patient associations, healthcare payers, shareholders and investment community as well as employees subscribe to this vision in general, in many countries the assessment of health care products and services - a process that is frequently but not always called "Health Technology Assessment" or "HTA" - is not performed in a transparent, open, fair and consistent manner.

This paper summarizes Roche's understanding of the sometimes competing needs of the various interested parties and identifies what we believe are core principles to guide the assessment of value of innovative products and services.

Stakeholders' Expectations and Concerns

Innovative healthcare companies are expected to explore new fields of science in order to find novel and better medicines, innovative diagnostic products and medical devices as well as services of high quality addressing current unmet medical needs. Stakeholders' expectations regarding advantages and benefits of innovative products and services, however, are often equally linked to concerns related to costs, affordability and equitable patient access. Stakeholders are requesting that healthcare companies provide strong evidence for the value of their products and services when a specific price and/or reimbursement status is requested.

Roche's Position

As an innovation-driven global healthcare leader, Roche relies on a transparent, open, fair and consistent assessment and decision making process of third party payers. This will enable Roche to identify unmet medical needs, build research programs and deliver innovative products and services that will meet the needs of patients as well as the expectations of payers. Roche with its business model of "innovation" is strongly dependent on intellectual property right protection as well as fair rewarding of created value. It is for this reason that Roche actively participates in discussions about access of patients to its innovative range of healthcare products and services as well as the appropriate assessment of their value.

Taking into consideration the expectations and concerns of the stakeholders as described above, Roche has identified guiding principles that can be applied when- and wherever the value of healthcare products and services is assessed in order to determine patient access:

Roche's Guiding Principles for Assessing the Value of Health Technologies and for Deciding Patient Access

- Health technologies cover products and services including but not limited to pharmaceuticals, devices, and diagnostics as applied in healthcare and prevention.
- Assessments of health technologies should be conducted in an open dialogue with all relevant stakeholders.
- Assessments of health technologies should be objective and transparent to the involved parties.
- Assessments of health technologies should be based on a broad value concept taking into account all relevant parties and effects.
- Assessments of health technologies should consider all available data and evidence.
- Assessments of health technologies should be based on scientifically sound and adequate methodologies.
- Assessments of health technologies should handle remaining uncertainty in a rational manner.
- Value should be recognized and rewarded.
- Decisions should reflect the needs and values of the population.
- The rationale of decisions should be made explicit.
- Positive decisions should lead to access.
- Decisions should be reconsidered when new evidence becomes available.

Outlook

Roche acknowledges that in today's challenging financial environment, public and private healthcare budgets are heavily constrained. In the light of limited financial resources it is important and socially responsible that decisions about innovative products and services are made using a transparent, open, fair and consistent assessment process.

Roche is committed to entering into a dialogue about the processes and methods applied in assessing and appraising the value of healthcare products and services. Roche actively encourages the adoption of the above mentioned guiding principles and looks forward to engage with other stakeholders on this important matter.

*This position paper was proposed by the Corporate Sustainability Committee and adopted by the Corporate Executive Committee on May 12, 2009 and entered into force the same day.
It was reviewed in May 2011.*