When and How to Commercialize your Ophthalmic Drugs in Asia

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Asia offers great opportunity for those who understand its complexity

- 4.5 billion people residing in 54 countries
- By every measure Asia is growing faster than the rest of the global economy
- Life styles and life expectancies are, arguably, rising faster than anywhere else in the world
- Rise of chronic illnesses and surge in demands on ways to fix them

Source: Deallus Consulting
Marketing in Asia can be complex & confusing as nations scramble to address population needs

- Increasing universal health coverage means basic coverage is starting to get paid for.
- Rise of private financing for health coverage translates to rising rates of private insurance.
- Rising costs are driving the rise of pharmaco-economic assessments sophisticated HTA* frameworks.
- JP, SK, Taiwan are starting to leverage their buying power by introducing tools such as local PVAs**, & benchmark pricing.
- Governments are putting in place active programs to promote generics and local branded generic alternatives.

*HTA=Health Technology Assessments
**PVA=Purchase Value Agreements
To be successful you will need to match the rising sophistication of value driven local Asian customer

- **Be launch ready** – Don’t be stingy with planning as you will need to shape the local value story

- **Build your corporate brand equity** – Quality and value will extend the life of your medicine

- **Asia should be part of a global launch** – Asian consumers want innovation and will pay for it

- **Make your brand “local”** – Be open to local pricing in select markets or risk the “essentials” list

- **Market access innovation** – Don’t ignore the unaffordable patient sector in the region
Take home message?...

• Asia is complex

• Being “local” is the key to success

• It’s constantly growing & evolving

Partner with a multi-national company with a record of success and a local presence across Asia
If you have any questions please email me at...

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