

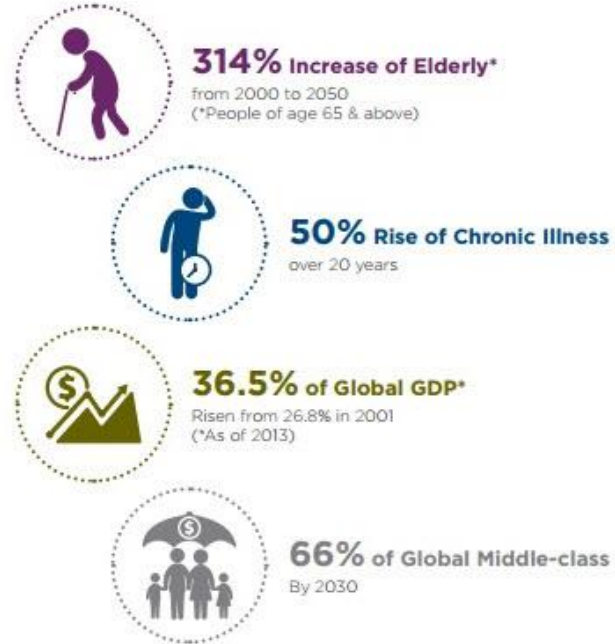


When and How to Commercialize your Ophthalmic Drugs in Asia

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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



Source: Asia Wikipedia

*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



Source: Asia Research Magazine

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



Source: Tetra Images; Getty Images; cnbc.com

If you have any questions please
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Source: leechwin.github.io