

L.E.K. Attended and Presented at ChinaBio

The ChinaBio Partnering Forum is one of the largest global international life science events. This year, it was hosted in Suzhou, China from April 24th-26th. Facing global markets, ChinaBio aims to provide a sharing platform for global healthcare companies and investors seeking business opportunities and partners. This year, hundreds of professionals from leading biopharmaceutical, medical device, and medtech companies, as well as investment firms attended the forum.

L.E.K. Consulting was invited to attend the forum and lead one of the panel discussions on “Accelerating Market Entry and Access in China: Lessons from High Value Therapies”. Helen Chen, Managing Director and Head of Life Science L.E.K. delivered a presentation and also moderated the panel discussion. Panelists included:

- Rae Yuan, Head of Global Drug Development and Vice President of Novartis;
- Justin Wang, Managing Partner of L.E.K.
- Renaud Gabay, General Manager of EPD China of Abbott;
- BAO Jun, Chief Business Officer of Shenogen



Helen focused on two of the many hot biopharma topics – innovation drive and medical reimbursement – during her presentation. She stated that China has always had an interest in innovation, with the government level of encouragement and support taking an upturn over the past few years, especially last year. In 2017, multiple biopharma policies were released to further embrace global consistency and improve CFDA efficiency, including MAH, ICH, IMCT, priority review list.

Regarding medical reimbursement, exciting news for pharma companies is undoubtedly the NDRL (national drug reimbursement list) inclusion of 36 high-value drugs through national negotiations. Helen predicted that the next round of negotiations is likely to be in 2019 and on a rolling basis going forward, although it will still take time to implement at local levels. Additionally, the institutional reform early this year will also impact the industry. For example, the newly established National Medical Administration Bureau

consolidating pricing, reimbursement and purchasing under one authority may simplify the administrative procedures and align the standards internally.

In the panel discussion, guests also discussed product innovation, registration and pricing in China. They generally held an optimistic attitude toward biopharma market and self-growth in China, due to the fast development and deep globalizing reform momentum over the past few years, especially the continual policy support from government in 2017. On the commercial side, pricing is complex and China is not yet sophisticated on international tools such as pharmacoeconomics. At the end of event, Helen encouraged each panelist to give a one-sentence suggestion to biopharma companies entering or expanding China market. They were:

- Never underestimate China's reform speed and the globalization of China's healthcare industry will continue to move fast
- *Rae Yuan, Novartis*
- Hold a forward looking view and game plan and stay well prepared for new opportunities
- *Justin Wang, L.E.K.*
- Be positive in dialogue with the Chinese government but be cautious about choosing right Chinese partners
- *Renaud Gabay, Abbott*
- Strengthen product differentiation and make sure one thing stands out
- *BAO Jun, Shenogen*
- Always move forward and take a wide latitude interpreting Chinese regulations
- *Helen Chen, L.E.K.*

Please find Helen's interview article for ChinaBio: [A playbook for tapping the alluring China](#)

L.E.K. Consulting is a global management consulting firm that uses deep industry expertise and rigorous analysis to help business leaders achieve practical results with real impact. Founded 35 years ago, L.E.K. employs more than 1,200 professionals around the world. L.E.K. entered China in 1998 and has since become a leading commercial advisor in life sciences and healthcare services practices, covering all aspects of the industry value chain and life cycle. For more information, go to www.lek.com

艾意凯受邀参加 ChinaBio 合作论坛并主持专题研讨

ChinaBio 生命科学高端合作论坛于 2018 年 4 月 25 日-26 日在中国苏州如期举行。ChinaBio 面向全球，旨在为来自全球医疗企业及投资人提供沟通交流的平台，以帮助其寻求商业伙伴并达成合作。本届 ChinaBio 吸引了来自全球各地的生物医药、医疗器械、医疗科技领域的领先企业以及投资界的数百位专业人士。

艾意凯咨询公司 (L.E.K. Consulting) 受邀参加了本届论坛，并主持参与了题为“从高效疗法看加速中国市场准入新进程”的专题研讨会。艾意凯董事总经理和生命科学业务负责人陈玮 (Helen) 女士发表了主题演讲并主持了专题研讨。参与本次研讨会的嘉宾包括：

- 诺华副总裁及全球药品研发中国负责人 Rae Yuan
- 艾意凯董事总经理、合伙人王景焯 (Justin) 先生；
- 雅培中国药品事业部总经理 Renaud Gabay ；
- 北京盛诺基医药首席商务官包骏



陈玮女士主要就中国市场的医药创新和医保报销两个热点问题进行了解读。她表示，鼓励药品研发创新始终是中国政府的主基调，2017 年随着多项医药政策的连续出台和落地，中国政府进一步推进医药领域与国际标准接轨，同时提高药监局审批审评效率，

包括药品上市许可持有人制度 (MAH)、药品优先审批制度、多国际中心临床试验 (IMCT)等。

关于医保问题，去年，中国政府通过国家谈判最终将 36 种高价药纳入国家医保，这对药企来说无疑是一个令人振奋的消息。陈玮女士预测，下一次国家医保谈判可能出现在 2019 年并将持续进行动态调整，但在省市一级的具体落实仍需时日。此外，今年年初的政府机构改革也将对医疗领域产生深远影响，比如未来定价、医保、采购等统归医疗保障局管理或有助于简化行政流程，统一政策标准。

在讨论中，嘉宾也根据自身经验对药品在中国的上市及定价问题进行了分享。大家普遍看好中国医药行业的未来发展，近两年来中国发展速度之快、改革决心之大显现出前所未有的势头，尤其是 2017 年政府在医疗改革方面的积极态度与政策支持，是鼓励和稳定外国药企深耕中国市场的一剂强心针。在商业定价方面，中国还未完全运用药品经济学等国际工具作为标准。研讨会最后，嘉宾也分别为即将进入或计划拓展中国市场的医药企业提出了几条建议：

- 永远不要低估中国改革的速度，中国医药领域的全球化进程将会持续快速推进
- *Rae Yuan, 诺华*
- 具备前瞻性的眼光，未雨绸缪，做好准备迎接新机遇
- *王景烨, 艾意凯*
- 保持积极的态度，与中国政府保持沟通但需谨慎选择恰当中国合作方
- *Renaud Gabay, 雅培*
- 加强产品差异化，确保有一样产品是杰出的
- *包骏, 北京盛诺基医药*
- 永远要向前推动，同时恰当且充分解读中国政策，而非仅局限于字面含义
- *陈玮, 艾意凯*

点击可查看 ChinaBio 会前采访艾意凯董事总经理陈玮 (Helen) 的相关报道： [playbook for tapping the alluring China](#)

艾意凯是全球领先的管理咨询公司，致力于运用深厚的行业经验和缜密的分析协助商业领袖作出更具实效的决策、持续提升业绩并创造更大的股东价值。艾意凯成立至今已有三十五年，目前拥有 1,200 多名专业咨询顾问，全球各主要市场。艾意凯于 1998

年进入中国开展业务，是生命科学及医疗服务领域的领军型咨询公司，业务覆盖整个产业链和生命周期，旨在为客户提供深入的市场洞见及有效的战略方案。欲了解更多详情，请访问 www.lek.com