



Pharmaceutical pricing - where does innovation fit?

by Paul Healy

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Europe's long-term reliance on the US to do much of the heavy lifting on innovation is problematic

When Britain's Prime Minister David Cameron described the life sciences industry as the "jewel in the crown" of the United Kingdom economy this week, he indicated that his government appreciates the potential of pharmaceutical innovation as a source of much-needed economic growth. A picture was painted in which enhanced innovation would not only benefit patients in the National Health Service, but could also become a major export good for UK plc. Yet in reality, the prime minister's blueprint is only part of the equation. The missing element relates to how best to increase the uptake of innovations once they have reached the market.

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