

# EastPharma



**NEW PRICING SYSTEM**

NOVEMBER 2009

# New Pricing System

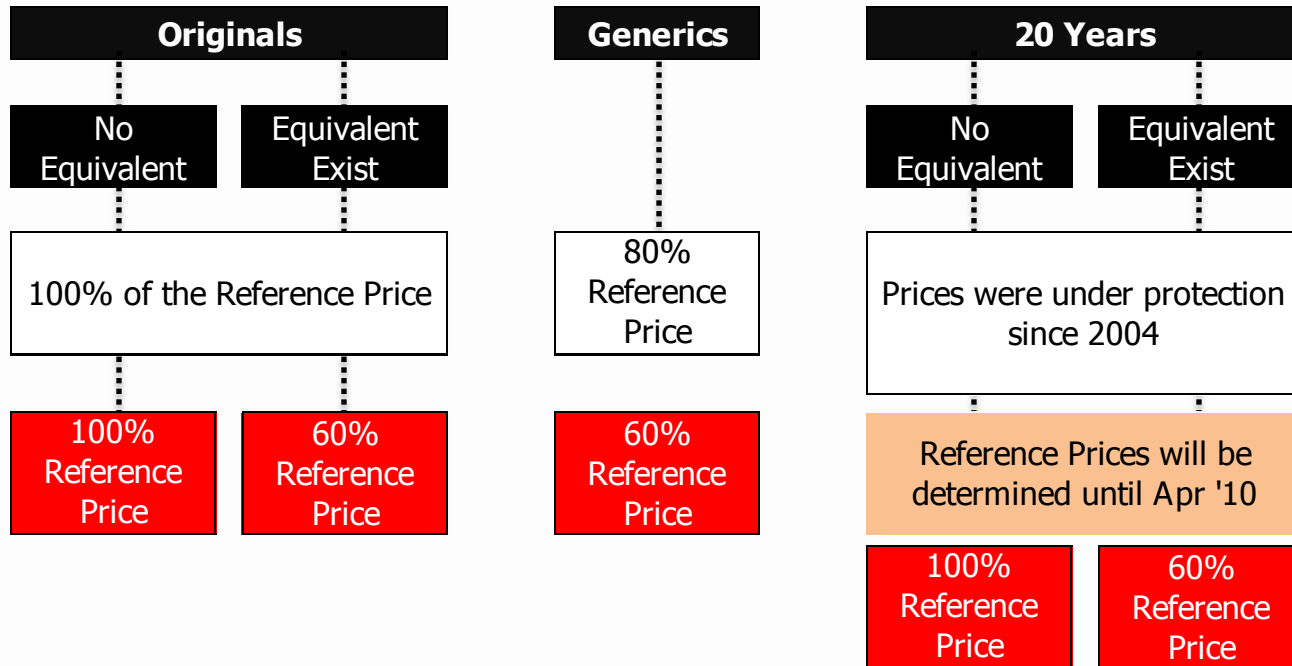
## Current MOH Definition for reimbursable Pharmaceuticals

- **Originals**
- **Generics**
- **20 Years**

## New MOH Definition for reimbursable Pharmaceuticals

- **Ex-Fact Price < TRY 3,56** (No Change)
- **Originals**
  - **No Equivalent** (*Additional Discounts / Nov09*)
  - **Equivalent Exists** (*-40% Price Decrease / Nov09*)
- **Generics** (*-20% Price Decrease / Nov09*)
- **20 Years**
  - **Ex-Fact Price < TRY 6,79** (No Change)
  - **No Equivalent** (*Price Decrease due to the reference price determination / Apr10*)
  - **Equivalent Exists**  
(*Additional Discount / Nov 09 – Apr10*)  
(*Price Decrease due to the reference price determination / Apr10*)

# New Pricing System



- Impact of the New Pricing
- Impact of the New Institutional Discount
- Temporary Impact of the New Inst. Discount

**11% Ins. Disc.**    **11% Ins. Disc.**    **11% Ins. Disc.**    **11% Ins. Disc.**    **11% Ins. Disc.**

**+13% Institutional Discount**

**+13% Temporary (until Apr'10) Institutional Discount**