

12th Asian

BIOLOGICS AND BIOSIMILARS CONGRESS

August 20-21, 2018 Tokyo, Japan

Decoding how key stakeholders drive biosimilar adoption

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When preparing to launch a biosimilar, key distinctions from traditional biologic product launches and increased uncertainty across regulatory, legal and commercial spheres make navigating this landscape especially challenging. It is critical to align incentives of key stakeholders (providers, patients, payers, pharmacists and procurement) as they each can play a critical role in driving/delaying biosimilar uptake. Achieving commercial success in biosimilar's therefore requires a new approach to understand the market complexity and to engage these stakeholders. Biosimilar developers need to have a strategic plan for forecasting and market research to effectively maximize the commercial opportunity. Forecasting biosimilar uptake can be daunting as market events can result in dramatic swings in expected uptake. As a result, a biosimilar forecast should not be an exercise of determining a single share point or uptake curve -rather it should be about understanding the scenarios that could unfold the forecast in each scenario and understanding the key drivers that will determine the success or failure of a biosimilar. Market research can identify opportunities a manufacturer (innovator or biosimilar) can influence across stakeholders. Faced with this paradigm shift, manufacturers have struggled to understand the right questions to understand the complexities of the market some they should consider: (1) What are the key drivers and barriers to uptake across stakeholders? (2) What levers are most successful at encouraging biosimilar adoption? (3) What archetype markets are most appropriate to use as analogs? (4) How can biosimilars differentiate themselves when clinical differentiation is not possible? (5) What are the most successful contract pricing strategies in a market with biosimilar competition? These questions are critical to address through tailored research techniques and modeling to effectively map the interplay of the incentives of each stakeholder type.

Biography

Tucker holds an MBA with honors from UCLA and a BA with honors from Stanford University. He was one of the Founding Members of ZS's Biosimilars Vertical and has led over 30 training sessions across North America and Asia on this topic. He has also advised major biotechnology firms on a broad range of sales and marketing strategy issues related to the biotech industry with an emphasis on oncology and biosimilars. His experience has focused on global quantitative and qualitative primary market research and forecasting.

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