



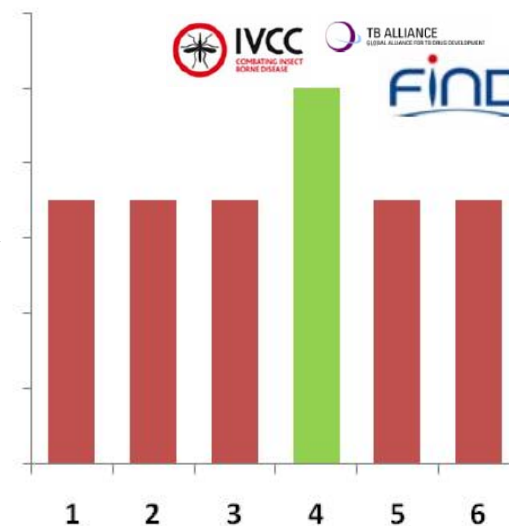
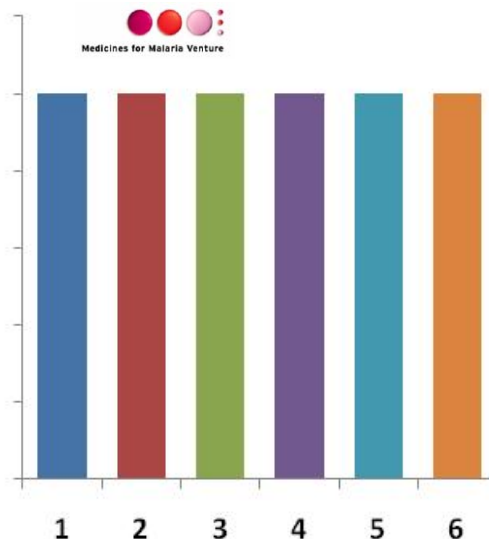
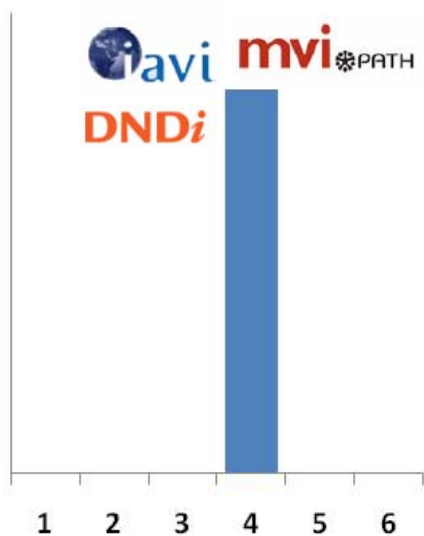
# Pricing as a strategic element of an access strategy

PDP Access meeting

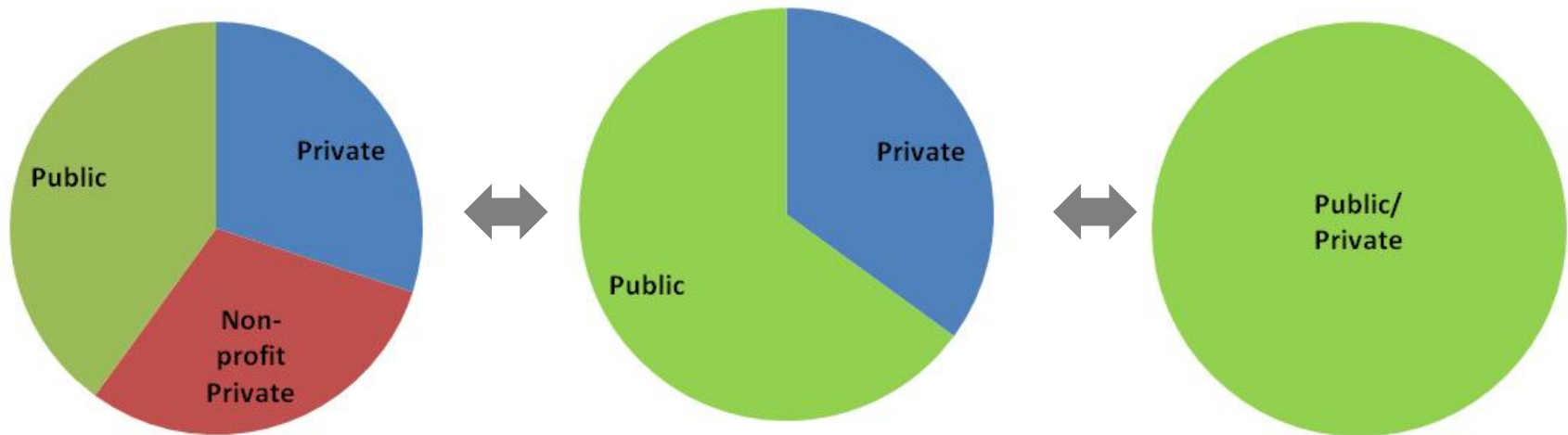
July 2010

Divonne les Bains

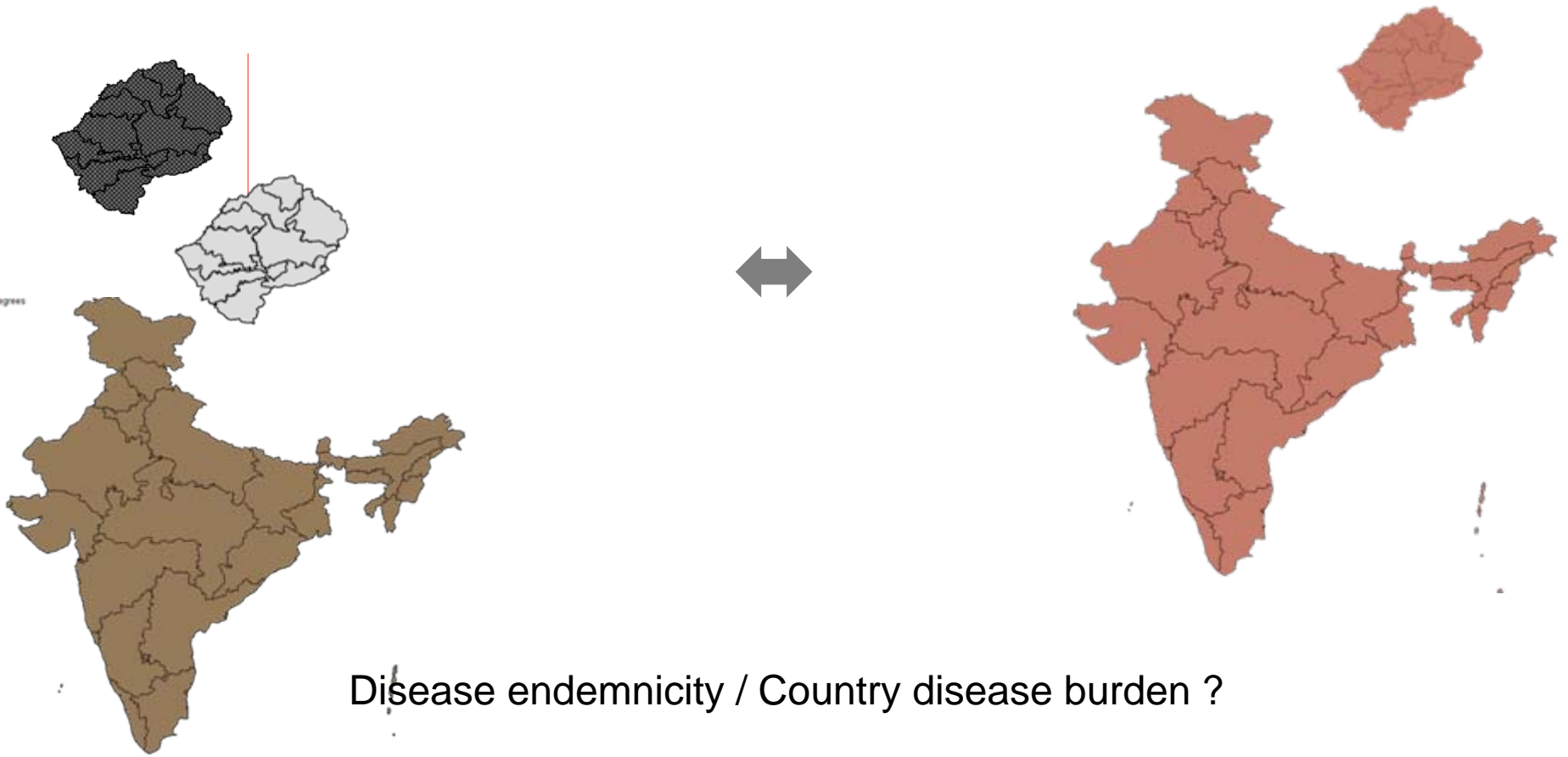
*Partnering for better diagnosis for all*



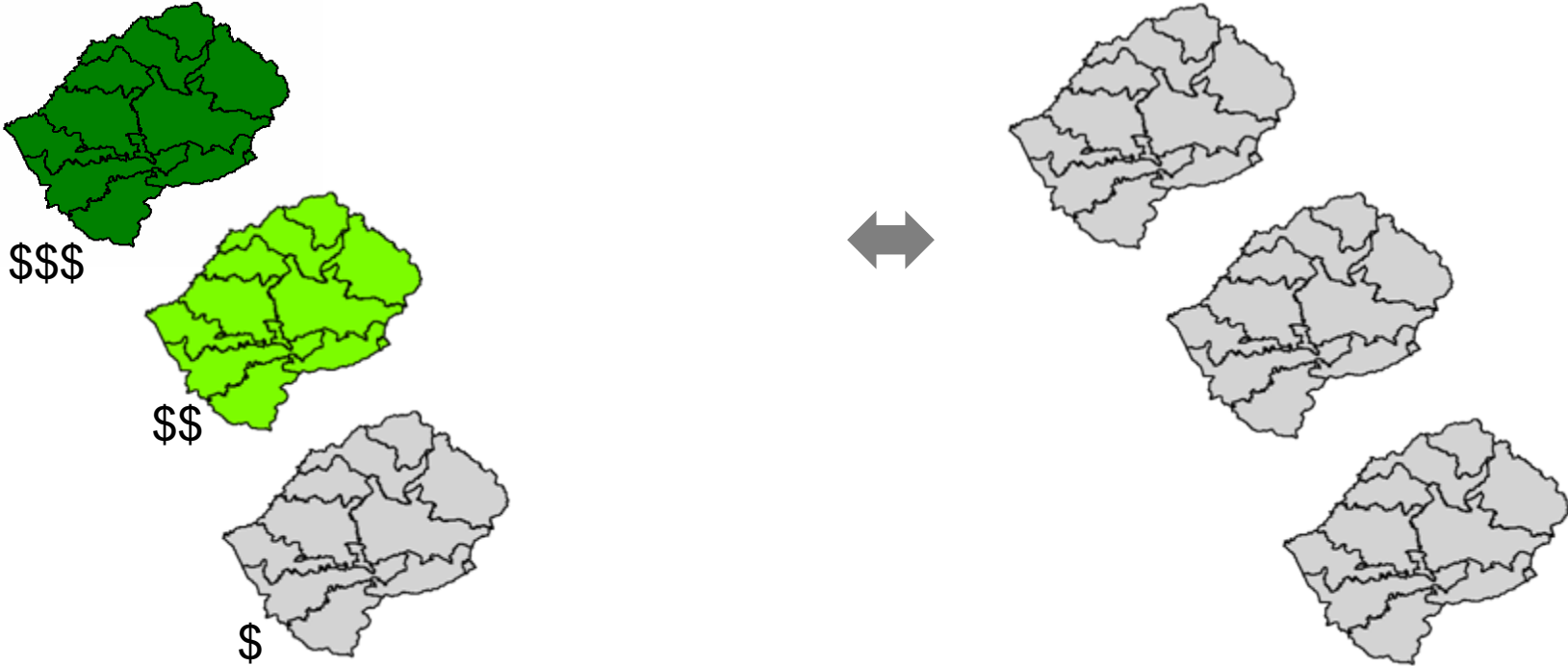
Product type: unique vs. substitute vs. “premium” ?



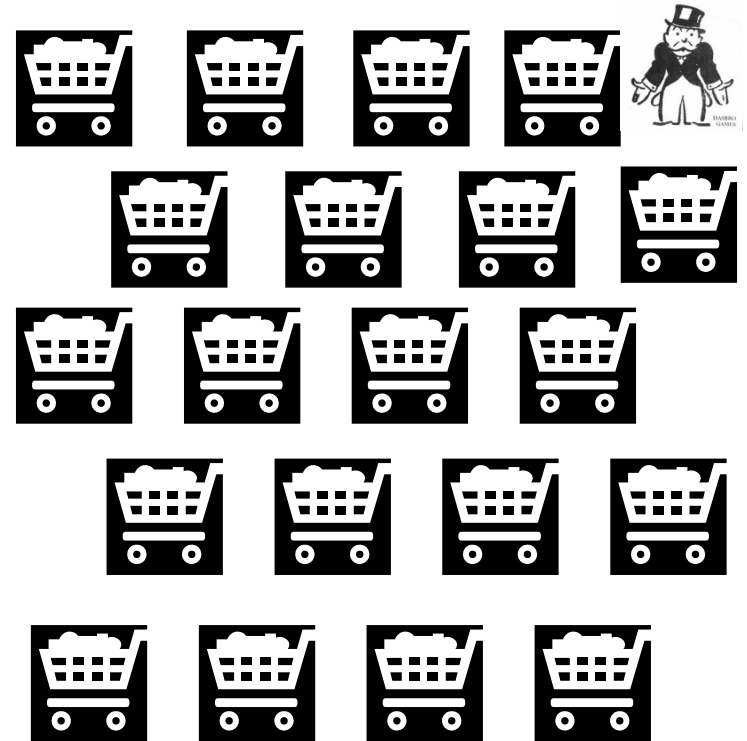
Tiered Pricing – by healthcare sector?



Disease endemicity / Country disease burden ?



Country Income level ?



Market Structure – who's buying ?