



CRA Insights: Life Sciences

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In the crosshairs: Competing for payer access and stakeholder goodwill as drug prices surge upward

The drug pricing debate is top of mind with manufacturers, payers, governments, patients, and the medical professionals who treat them. In this issue of *CRA Insights: Life Sciences* we examine some of these issues.

Andrew Butcher writes about the importance of stakeholder engagement as high cost new therapies have potentially damaging financial implications for the healthcare systems expected to fund them. Regrettably, the pharmaceutical industry is often identified as the cause of the problems rather than the key players in solving them. To read more, click [here](#).

In “The rise of drug prices: What will US payers do next,” authors **Lev Gerlovin** and Ezra Josephson explore the future of payer response to rising drug prices and discuss strategies that manufacturers may consider to gain a competitive edge in this evolving landscape. To read more, click [here](#).

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About CRA's Life Sciences Practice

CRA is a leading global consulting firm that offers strategy, financial, and economic consulting services to industry, government, and financial clients. Maximizing product value and corporate performance, CRA consultants combine knowledge and experience with state-of-the-art analytical tools and methodologies tailored to client-specific needs. Founded in 1965, CRA has offices throughout the world.

The Life Sciences Practice works with leading biotech, medical device, and pharmaceutical companies; law firms; regulatory agencies; and national and international industry associations. We provide the analytical expertise and industry experience needed to address the industry's toughest issues. We have a reputation for rigorous and innovative analysis, careful attention to detail, and the ability to work effectively as part of a wider team of advisers.

In supporting clients seeking to secure reimbursement for their products, we deploy a tried and tested methodology for stakeholder engagement and communication from early in the development process, to help to ensure that they interact professionally and effectively with payers, clinicians and advocacy groups throughout.

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