



NBCC Principles for Value-Based Drug Pricing

October, 2021

Access to healthcare is a fundamental human right. Universal access to quality health care, a policy that NBCC supports, demands affordable access to prescription drugs.

U.S. healthcare consumers pay the highest prescription drug prices of any developed nation. As many as 18 million people in the U.S. report that they cannot afford their prescription medications.¹ But what we really want is affordable drugs that work. While the current drug pricing policy conversation in Congress centers on negotiated prices, NBCC is focused on the next conversation in this debate: affordable drug prices based on the value they bring to people's lives.

NBCC adopted the following five principles for value-based drug pricing:

Everyone Must Benefit from Drug Pricing Reform

Drug pricing reform must be comprehensive. New and existing drugs must be subject to pricing reform, and private and government-provided insurance coverage must be included.

Drug Prices Must Reflect Value to People's Lives

Health care consumers generally and breast cancer advocates more specifically want drugs that significantly extend the length and/or quality of their lives. The reality is that most drugs coming to market today do neither of these but do carry significant financial costs.

NBCC urges reform that results in an evidence-based system where drugs are priced based on how well they improve people's lives. Value-based approaches to drug pricing can encourage drug makers to produce more of what people need, drugs that will enhance health and/or quality of life.

Independent and Fair Assessments Must Determine Value

¹ Gallup Poll September 21, 2021



Independent analyses should inform drug value assessments. Organizations conducting assessments must be independent, free of any conflicts of interest, and have a transparent and reviewable methodology.

The Process Must Include Educated Patient Advocates

Educated patient advocates who represent a constituency must have a meaningful seat at the table in determining value in all aspects of drug pricing policy, including evaluation and negotiation.

Patient advocates must be centered in the drug pricing discussion. Educated patient advocates can bring a truly comprehensive view to the table on what matters most to a healthcare system focused on peoples' lives.

Reform Must Include Strong Enforcement Mechanisms

Drug price policies must include strong, meaningful, and effective enforcement mechanisms.

Sources:

Comprehensive Reform to Lower Prescription Drug Prices, Madeline Twomey, Center for American Progress, January 29, 2019

How Medicare Could Get Better Prices on Prescription Drugs, Kevin Outtersson and Aaron S. Kesselheim, Health Affairs Vol. 28, 2009