

# PRICE REGULATION CONSULTING

*Expert Advice. Proven Strategies. Optimal Results.*

## RELIABLE PRICE AND RISK MANAGEMENT ANALYSIS

Early product planning and accurate price forecasting for products introduced to the Canadian market require a detailed understanding of the Patented Medicine Prices Review Board (PMPRB) rules.

We can help you navigate the PMPRB guidelines throughout your product's lifecycle to optimize pricing and minimize risk of repayment or enforcement activity through the following services:

### PRICING STRATEGIES FOR NEW PATENTED DRUGS

- Strategies to optimize your product returns
- Reliable price and risk management assessment

### COMPLIANCE MONITORING AND FORECASTING FOR EXISTING PATENTED DRUGS

Throughout a patented drug's lifecycle, internal and external environmental changes may impact the compliance status of the Canadian price, including price increases, Consumer Price Index (CPI) exchange rates, and international prices. We conduct quarterly price monitoring of transaction data to:

- Identify issues and opportunities for price optimization
- Ensure compliance with the Patented Medicine Prices Review Board (PMPRB) rules.

### SUBMISSIONS AND DATA FILING

Every company selling patented products in the Canadian market must file its sales data semi-annually and its R&D expenditures annually. IQVIA's team of experts can help you:

- Develop a solid price justification submission
- Prepare semi-annual filing of sales data



### PMPRB TRAINING SEMINARS

Training sessions offered throughout the year include:

#### PMPRB FUNDAMENTALS

- Introduction to pricing rules and procedures (offered Spring and Fall)

#### PMPRB ADVANCED

- In-depth analysis of PMPRB precedents with more emphasis on enforcement process and implications of policy proposal and evolution (offered every Fall)

#### CUSTOMIZED PMPRB TRAINING

- Internal multi-departmental training (as little as 2 hours) or intense pricing training (full day) to allow for the discussion of specific internal issues

**FOR ADDITIONAL INFORMATION, CONTACT [PRCADMIN@IQVIA.COM](mailto:PRCADMIN@IQVIA.COM)**

16720 Trans-Canada Highway, Suite 100, Kirkland, Québec H9H 5M3 | 514-428-6000  
535 Legget Drive, Tower C, 7<sup>th</sup> floor, Kanata, Ontario K2K 3B8  
6700 Century Avenue, Suite 300, Mississauga, Ontario L5N 6A4 | 905-816-5000