



## P(L)AYERS GAIN POWER OVER PHARMA

Many pharma people I meet, still are in “selling mode”, missing out to develop their own role, actively shaping healthcare to improve patient outcome. Following decades of past experience, and often trying to

copy/paste “Best Practices”, pharma plays outdated instruments.

Designed long ago to push more pill boxes, “selling attempts” today very much look like the attempt to ride a dead horse faster, using a longer whip.

### Quick check:

List your current "KPIs" and compare them side-by-side with your "KPIs" from 20 years ago.

**If “revenue” or “market share” or even “calls per day” still are your central metrics, the diagnosis is easy: you missed out on something crucial for your future.**

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*IT MUST BE CLEAR AND ACKNOWLEDGED:*

*The balance of power continues shifting to the payer's and provider's side.*

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Almost any regulatory intervention follows the paradigm: “beat prices down by diminishing pharma’s role.” Pharma short-sightedly and far too often answers playing the instrument of “Rebates, the Deathly Spiral”. This even applies to high-end medicine. We call them biosimilars ourselves. Isn’t this a fatal mistake?

Our industry is missing out to re-consider their visions of the past, re-word objectives for the future, and re-design valid and differentiated strategic approaches. Pharma needs to counter the problem of being sandwiched between politicians, payers, and providers. The sandwich-tendency is growing at an unprecedented speed!

This happens, while Google®, apple®, and other high-tech giants are accelerating the pace of change in healthcare. They collect data, educate, motivate, and empower patients. They allow more and more patients to ask informed questions and make better informed decisions.

High tech companies create demand for and simultaneously provide novel healthcare approaches. They fill the vacuum the pharmaceutical industry has missed to occupy, being blindfolded by their old-fashioned “selling” hype. High-tech giants today are competing with the pharmaceutical industry for better patient outcome.

***To do's for Pharma:***

Pharma companies have to make a binary, on-off decision:

1. Becoming a “component supplier” of ever cheaper commodities to those who add value and have access to patients.
2. Pharma as the central asset improving patient-outcome by actively shaping future health care.

**I'd suggest you chose and prefer option 2.**