The NASH market has high potential; however, aggressive pricing could hamper commercial prospects. In this infographic brought to you by Datamonitor, in collaboration with Syneos Health, we look at the two potential pathways for the market, which is dependent on payers responses to NASH pricing strategies.

**NASH PRICING STRATEGIES**

**THE PATHS TO MARKET ACCESS**

The NASH market has high potential; however, aggressive pricing could hamper commercial prospects. In this infographic brought to you by Datamonitor, in collaboration with Syneos Health, we look at the two potential pathways for the market, which is dependent on payers responses to NASH pricing strategies.

**PCSK9s were highly restricted when they came out, the prior authorization criteria were well beyond the label, the manufacturers learned the hard way and reduced their prices, but I think it would be smart for the NASH manufacturers to start off lower, and use those lessons.**

– US payer

Intercept may strive for a premium price while it monopolizes the market

This high risk pricing strategy may not be sustainable. If future therapies follow with similar pricing strategies, it could severely limit market growth

Manufacturers should learn from PCSK9 inhibitors, which entered the market with a premium price and experienced lower than expected market adoption

**COMBINATION THERAPIES**

While such combinations may be more clinically promising than monotherapies, they pose a substantial problem for payers and patients because a regimen comprising multiple premium-priced drugs would be prohibitively expensive.

Thus, manufacturers will have to be mindful of the total regimen cost for payers and patients (who may have to pay separate co-payments for individual components of the regimen), and will have to price the regimen based on the clinical benefit it provides, rather than the number of components it includes.

**CONCLUSION**

Although Ocaliva will have the advantage of fulfilling a significant unmet need, as it is expected to be the first approved treatment for NASH, a prohibitively high price could limit market uptake. Therefore, late-entry therapies will likely be priced lower, which will force Intercept to drop the price of Ocaliva in order to maintain its dominant position in the market.