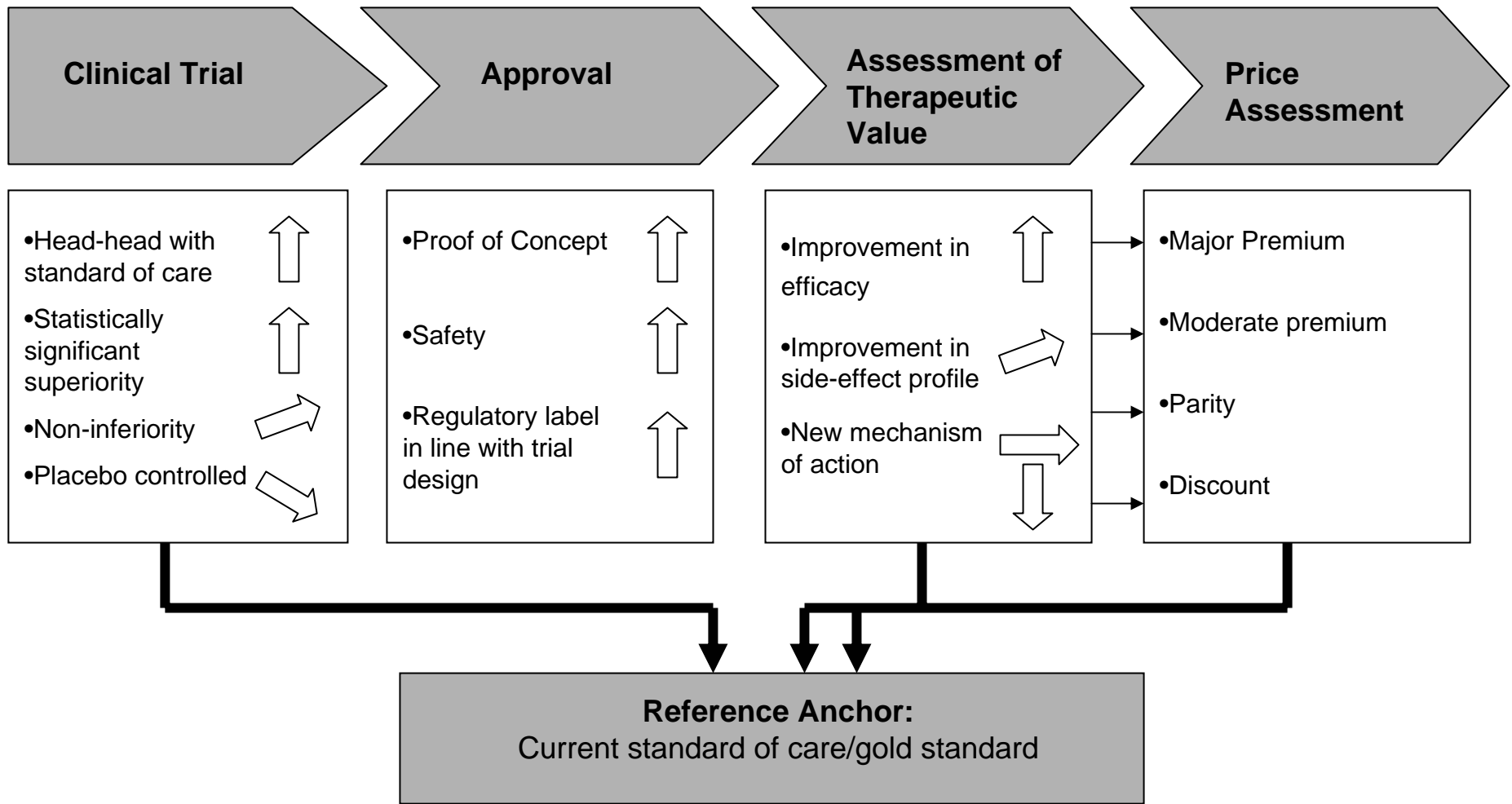


Key Criteria for payers



Importance for payers ↑ High ↗ Medium-high → Medium ↘ Medium-low ↓ None

When assessing a new pharmaceutical, the judgment of payers is mostly comparative, i.e. in relation to the current gold standard in the considered indication. The type of premium awarded therefore largely depends on the comparator and the endpoints chosen in the Phase III trial.