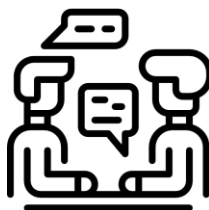


# ATMP NEGOTIATIONS IN SWITZERLAND: Case Study - Luxturna

The price negotiation for the first RPE65 gene therapy revealed the blueprint for high-value ATMPs in Switzerland.



# ATMP Negotiation Problem



BAG  
OFSP  
UFSP

## High upfront payment:

- One-shot gene therapy
- Ultra rare
- Very severe
- Short-term efficacy proven

## Risks & assumptions:

- Long-term clinical benefit
- Safety risk
- Long-term cost offset



# Highly Innovative Drugs Often Lack TQV Comparator

- TQV: no suitable SL originator comparator
- APV: DE (€410k), FR (€290k)
- Global price anchor: US (\$425k)
- **High price tag, high durability risk**



## 21 Months Later....

- **Mechanism:** A confidential Cost-Sharing Agreement (CSA) mandates payment only for sustained/durable value.
- **FAP:** CHF 319k public price
- **At-Risk Refund:** A fixed, confidential percentage of the FAP is put "at risk" by Novartis (SL "Limitatio")



# Ready to Navigate ATMP Pricing?

- P&R for ATMPs is a specific challenge
- We focus on Payer Pain Points
- Meet those concerns where shared interests connect (patient access & system value).
- Negotiate successfully, fairly, and transparently, turning short-term data into long-term reimbursement.
- Partner with **Sur Access**, your

*MAPR consultant with a soft touch*