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THE BIG PICTURE

The business of Big Pharma

EXCLUSIVE-Novartis pitches discounts on pricey gene therapy for deadly muscle disorder >>

EXCLUSIVE-Facing crackdown in Canada, drugmakers offered billions in price cuts >>

INSIGHT-US benefits manager balks after Novartis values gene therapy at \$4-5 mln >>

INSIGHT-The obscure advisory committees at the heart of the U.S. drug pricing debate >>

EXCLUSIVE-Big Pharma returning to U.S. price hikes in January after pause >>

U.S. Senator Sanders asks why drug, once free, now costs \$375,000 >>

Major scientific advances are producing novel treatments for everything from cancer to hemophilia, and Reuters is providing unparalleled coverage of the resulting upheaval to global healthcare. New breakthroughs have emboldened Big Pharma to demand previously unimaginable prices and to recruit patient advocates to plead their case to regulators and insurers like never before. From the United States and Canada to Europe and Japan, governments are struggling to keep up with budget-busting medicines, and seek new strategies to contain those costs. Reuters is delivering exclusive news and insight on this new era of medicine and what it means for patients, businesses and investors.

**SPOTLIGHT
SPECIAL REPORT:**
After a child's dire diagnosis, hope and uncertainty at the frontiers of medicine



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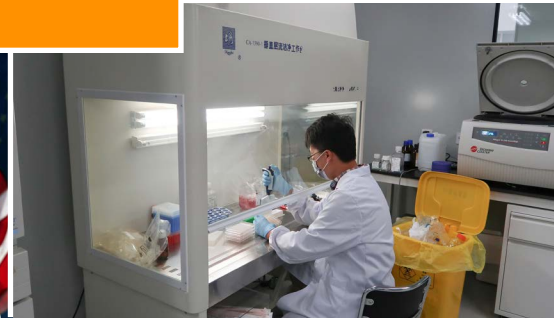


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REUTERS NEWS FIRST: DRUG PRICING

- Reuters exclusively reported that Novartis was offering **price discounts** in negotiations with U.S. health insurers on its **gene therapy for spinal muscular atrophy**.
- Reuters offered an inside look at the **obscure advisory committees** at the heart of the U.S. drug pricing debate.
- Reuters revealed how the **Netherlands had joined the backlash** against expensive drugs by making their own.
- Reuters exclusively reported **drugmakers had offered billions in price cuts** as they face crackdown in Canada.
- Reuters revealed U.S. Senator Bernie Sanders sent a letter to Catalyst Pharmaceuticals asking **why a drug, once free, now costs \$375,000**.
- Reuters reported exclusively that **Canada's universal healthcare budget would include limited coverage** for prescription drugs.
- Reuters exclusively reported that **Teva's generic EpiPen launch** stalled months after approval.
- Reuters was first to report that **Big Pharma was returning to U.S. price hikes** in January after pause.
- Reuters revealed U.S. benefits manager **Express Scripts balked after Novartis valued its new gene therapy** at \$4-5 million.
- Reuters detailed how **Europe was ready to cash in on cheap copies** of AbbVie biotech drug Humira.
- Reuters was first to report that **Express Scripts would cover Amgen and Lilly migraine therapies** but exclude rival medication from Teva.
- Reuters revealed how Express Scripts was staking out **million dollar gene therapies**.
- Reuters revealed **Amgen's new migraine drug** had hit insurance hurdles.
- Reuters revealed how **drugmakers were trying evasion and tougher negotiations** to fight new U.S. insurer tactic that coaxes patients away from expensive drugs.
- Reuters revealed **Express Scripts was targeting Amgen and Lilly migraine drugs** in pricing shift.

TRUSTED VIEWS

Reuters Breakingviews offered unmatched, agenda-setting commentary. Highlights include:

- America's opioid legal blitz is a smoking mess
- Biogen loses same Alzheimer's bet others have lost
- Starboard's Bristol-Myers pitch needs an activist
- Biotech unicorn gorges at market trough of dreams
- Rising generic drug pressure may produce M&A panic
- Pfizer's drug price rollback is a placebo
- Biggest U.S. drugs face a competitive reckoning



REUTERS IMPACT POWDER KEG

In Dec. 2018, a Reuters Special Report revealed that Johnson & Johnson (J&J) knew for decades that its Baby Powder was sometimes contaminated with small amounts of asbestos, a known carcinogen. J&J kept much of this information from regulators and the public.

Following the Reuters report, J&J shares plunged. The company disclosed in Feb. 2019 that it had received federal subpoenas related to litigation involving alleged asbestos contamination in its signature Baby Powder product line. J&J maintains that its talc products are safe.



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REUTERS/Regis Duvignau

UNPARALLELED INSIGHT: FOCUS ON INNOVATION

- Reuters detailed how **BioMarin Pharmaceutical had turned to the theater**, by sponsoring “Hemophilia: The Musical,” to establish its name with hemophilia patients long before its experimental cure for the bleeding disorder could reach the market.
- Reuters reported how Swiss drugmaker **Roche had broken into hemophilia A treatment**, a \$10 billion global market, with Hemlibra.
- Reuters detailed **AstraZeneca’s China robot offensive** plot to counter price cuts.
- In an in-depth report, Reuters detailed how **billions of dollars were flowing from China to fund U.S. biotech startups** in a bet on the growth potential of China’s prescription-drug market and its biotech sector.
- Reuters provided an insightful look at how **genetic data is becoming an increasingly valuable resource** for drugmakers, triggering a race to create a DNA marketplace.

EYE ON THE STORY

Reuters offers **dynamic video coverage** on the latest pharma news. Recent highlights include:

- Drug distributor faces charges in opioid scandal
- Sage soars after FDA approves postpartum drug
- Exclusive: OxyContin maker mulls bankruptcy
- Bristol-Celgene deal could spur more pharma mergers
- J&J shares nosedive on baby powder worries

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