developing the candidates, with investigational oncology drugs representing the largest proportion (53%). Orphan diseases make up the second largest group with 16
cases, representing 10.3% of the total. The remaining 29 cases (17.1%) are
classified in 9-11 different categories. Of the hospitals contacted, 89.6% had
a regulatory formulary, 71% had a formulary committee, and 78.5% had a
formulary review process. The primary formulary for pharmaceutical drugs
in German hospitals have been contacted to participate in an online-survey
regarding the structure of their hospital formulary, roles of members and applied
decision-making criteria when pharmaceutical drugs should be added to or
removed from the formulary. A total of 164 junior students, 95 were intervention
and 69 control groups, were studied. The junior students were randomized
to receive instruction using theory or storytelling, respectively. The
researchers found that storytelling was more effective in improving
knowledge of the students, and that the students preferred storytelling to
teaching. The results suggest that storytelling can be an effective approach
for teaching medicinal knowledge, particularly in a healthcare setting.

PHP16
MEDICO-ECONOMIC EVALUATION IN FRANCE: METHODOLOGY AND IMPACT ON THE PRICING AND REIMBURSEMENT SYSTEM
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OBJECTIVES: From October 2013, some pharmaceutical products will be required to undergo a price evaluation in France. The aim of this study was to interview key stakeholders involved in this conceptual change in order to understand how this reform will be implemented and how it will affect market access in France. METHODS: Primary research was conducted between April and June 2013 with stakeholders from the French National Authority for Health (HAS), the Economic and Public Health Evaluation Commission (CEESP), the Transparency Commission (TC) and relevant French ministries. Interviews lasted between 45 and 90 minutes and were conducted on the methodology for medico-economic assessment and its implications on the French pharmaceutical pricing and reimbursement (P&R) process. RESULTS: Medico-economic evaluation in France will be based on cost-utility or cost-effectiveness analyses, depending on whether or not quality of life is an important outcome. Cost-utility analyses will rely on QALYs (quality-adjusted life years), whereas cost-effectiveness analyses will rely on survival. The methodology for medico-economic evaluation will be divided into four main steps: 1) identification of relevant interventions, 2) description and potentiality of the development of prescribing guidelines, on the other. Medicines will be subjected to a medico-economic assessment based on their level of innovation and/or on their financial impact on the health care budget. CONCLUSIONS: France is in the process of framing the medico-economic assessment and reimbursability. The implementation of this framework will come with a twist on the Anglo-Saxon approach, as there will be no associated GBA to agree an appropriate comparator, patient population and clinical outcome among other things. This study aimed to evaluate the effectiveness of the story telling in improving children’s knowledge about rational antibiotic use. METHODS: Junior (9–11 years) schoolchildren were divided into intervention and control groups for evaluation of the story telling. Students were required to complete identical knowledge questionnaires at three time points (before, immediately after and 4 weeks after teaching), to assess knowledge change and retention. Teaching, using story books which presented a scenario involving the patient and a healthcare provider, was given by junior school teachers. RESULTS: A total of 164 junior students, 95 were intervention and 69 control groups, were studied. The junior story telling demonstrated a significant improvement in student’s knowledge (34.5% of change) and there was no significant decrease in student knowledge observed after a 4 week period. CONCLUSIONS: Availability of information on the effectiveness of intervention for improving and promoting appropriate antibiotics use can facilitate implementation of strategies in this field. Regarding the effectiveness of story telling, it is therefore recommended that decision-maker place greater emphasis on the use of such interventions.

PHP17
OVERCOMING THE HTA HURDLE IN GERMANY: KEY CONSIDERATIONS FOR A MANUFACTURER’S PRICING AND MARKET ACCESS STRATEGY
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OBJECTIVES: In 2011, we saw the introduction of an evidence-based pricing approach to price negotiations for new pharmaceuticals in Germany. The process arose from the Act of the Reform of the Market for Medicinal Products (AMNOG) and all new drugs must undergo clinical benefit assessment by the Federal Joint Committee (GBA) followed by a price negotiation (P&R process) to determine whether additional benefit has been demonstrated. A review of the final GBA assessments published to date was undertaken and the aim was to evaluate the implications of these assessments for manufacturers. RESULTS: Of the 17 topics of decision-making criteria (18% overall) to assess a drug’s value in Germany (GPs and value in Germany (GPs and economic evaluation in 9–11 years. The methodology for medico-economic assessment and reimbursability. The implementation of this framework will come with a twist on the Anglo-Saxon approach, as there will be no associated GBA to agree an appropriate comparator, patient population and clinical outcome among other things. This study aimed to evaluate the effectiveness of the story telling in improving children’s knowledge about rational antibiotic use. METHODS: Junior (9–11 years) schoolchildren were divided into intervention and control groups for evaluation of the story telling. Students were required to complete identical knowledge questionnaires at three time points (before, immediately after and 4 weeks after teaching), to assess knowledge change and retention. Teaching, using story books which presented a scenario involving the patient and a healthcare provider, was given by junior school teachers. RESULTS: A total of 164 junior students, 95 were intervention and 69 control groups, were studied. The junior story telling demonstrated a significant improvement in student’s knowledge (34.5% of change) and there was no significant decrease in student knowledge observed after a 4 week period. CONCLUSIONS: Availability of information on the effectiveness of intervention for improving and promoting appropriate antibiotics use can facilitate implementation of strategies in this field. Regarding the effectiveness of story telling, it is therefore recommended that decision-maker place greater emphasis on the use of such interventions.

PHP18
TROIKA IN PORTUGAL: PHARMACEUTICAL SECTOR FROM PAPER TO REALITY
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OBJECTIVES: The Memorandum of Understanding signed in May 2011, between the Portuguese Government and the International Authorities, increased requirements to reduce the public expenditure with medicines. These measures included the major change in margins distribution system. This study aims to: 1) describe the MoU and legislative changes implemented, to assess the impact of distribution margins reductions on medicines public expenditure, due to MoU and legislative changes in Portugal. METHODS: Descriptive study with updates to the MoU and published legislation, market analysis and simulations were conducted based on the Pharmacy Sales Information System (a nationwide database with representative drug dispensing data from ambulatory care). The statistical analyses were performed using SAS Enterprise Guide 4.1. RESULTS: The average price of medicines in the NHS market reduced significantly. Until March 2013, the average price of generics reduced 59.0% and brands 12.9%. The margins of pharmacies and wholesalers decreased in 2012. As a consequence, the outpatient pharmaceutical market expenditure in Germany significantly reduced. Between 2010 and 2012. However, market hospital in 2012 remains at the same level observed in 2010. In the first quarter of 2013, outpatient market reduced another 9.3 million and NHS, that do not have additional treatment options. Additionally, candidates offering alternative options to non-responders have also secured a place on the list, which is likely to grow as increased interest and awareness is generated.