



Ulf Persson

Value and Valuation of Health Technologies:
The Swedish Experience

The Swedish system for pricing and reimbursement of pharmaceuticals is largely based on the principle of Value Based Pricing (VBP). VBP is a method of setting prices for products based on perceived benefits to the consumer rather than setting prices based on the costs for producing the goods.

In Sweden, it is the pharmaceutical benefits board within the Dental and Pharmaceutical Benefits Agency (TLV) that is responsible for the reimbursement and pricing of pharmaceuticals within the benefit scheme. The TLV was an early adopter of VBP.

In this presentation Ulf Persson will discuss some arguments for and against VBP of pharmaceuticals and present experiences from seven years applications of VBP in Sweden.