

Unlocking the potential of the biosimilar retail market

The uptake of biosimilar medicines tends to be considerably lower in the retail setting compared to the hospital setting. Promoting the **use of biosimilar medicines in the retail setting** can contribute positively to patient access and healthcare budget sustainability.

Tailor-made policies to facilitate biosimilar uptake in the retail setting

Education

In Europe, we have accumulated over 2 billion patient treatment days with biosimilar medicines. However, not all patients and healthcare professionals are aware of the benefits biosimilar medicines bring to the healthcare community. **Unbiased educational resources** by authorities should be employed and widely distributed to guarantee education about biosimilar medicines.



Up-to-date prescribing and switching guidance

Clear guidance should be available to support the physician to initiate treatment with or switch to a biosimilar medicine. Updating the clinical/prescribing guidances with the entry of biosimilar medicines can increase the prescribing options (or undo limitations).

- **Medical justification** can be requested if the prescriber has not followed recommendations.
- **Electronic prescribing systems** can be leveraged to encourage prescription of biosimilar medicines.



Benefit-sharing models

Benefit-sharing models redistribute the savings back to the healthcare teams/clinical departments and groups to encourage biosimilar use. These models can be implemented in an outpatient retail setting, where the savings can be **reinvested** in improving patient care, for example by reinforcing care units with necessary staff or improving accessibility to speciality care centres.



Incentives for physicians

Target agreements between payer and physician on a biosimilar prescribing threshold that does not limit the prescriber's freedom of choice or, when agreements do not deliver, prescribing **quotas** based on a centrally defined aspirational figure for the level of biosimilar prescribing, should be implemented.



Incentives for patients

In countries where **co-payment** for biological medicines is in place, the level of co-payment for the biosimilar medicine should encourage the use of the most cost-efficient medicine. In addition, negative patient incentives that support the use of originators should be removed.



Role of the pharmacist

The pharmacist plays a key role in dispensing the prescribed biosimilar medicines and has a pivotal role in **educating** patients and increasing the patients' confidence to use their medication.

