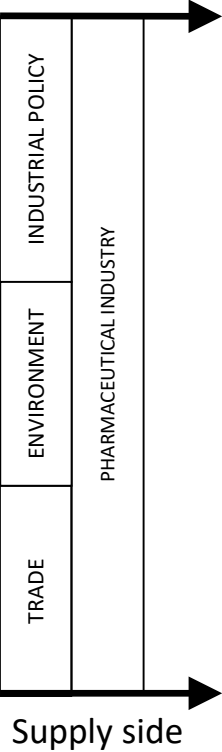


NATIONAL PROSPERITY

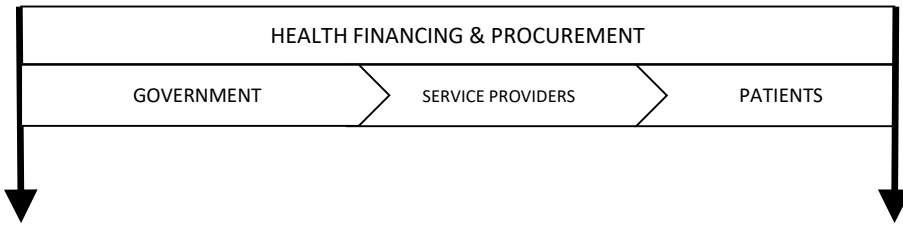


POLITICAL PROMISES

ACTORS

POLICIES

HEALTHY CITIZENS / UHC



**POLITICAL
PROMISES**

POLICIES

ACTORS

HEALTHY CITIZENS / UHC

HEALTH FINANCING & PROCUREMENT

GOVERNMENT

SERVICE PROVIDERS

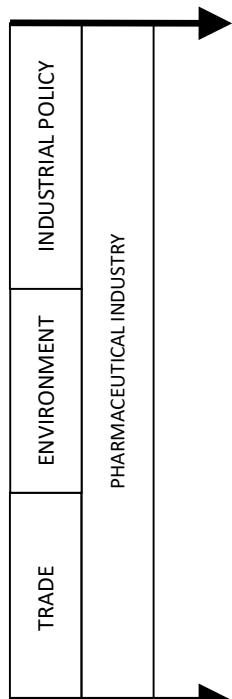
PATIENTS

Demand side

**Pushes prices
down**



**Pushes
costs up**



Supply side

POLITICAL PROMISES

HEALTHY CITIZENS / UHC

ACTORS

POLICIES

HEALTH FINANCING & PROCUREMENT

GOVERNMENT

SERVICE PROVIDERS

PATIENTS

Cost containment

Demand side

NATIONAL PROSPERITY

INDUSTRIAL POLICY

ENVIRONMENT

TRADE

PHARMACEUTICAL INDUSTRY

Cut production costs

Cut distribution costs

Substandard
at manufacture

Degraded
after manufacture

Supply side

**POLITICAL
PROMISES**

HEALTHY CITIZENS / UHC

ACTORS

HEALTH FINANCING & PROCUREMENT

GOVERNMENT

SERVICE PROVIDERS

PATIENTS

Demand side

Cost containment

Irrational prescription and demand

Marketing

Market withdrawal

Arbitrage

Shortages and unmet demand

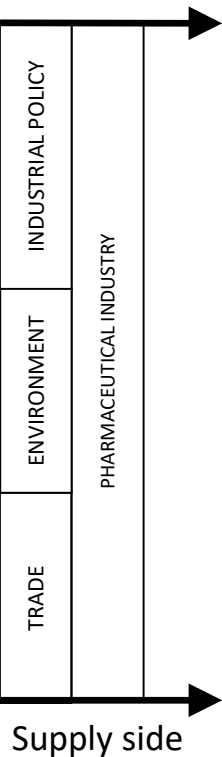
**Market
opportunity for
falsifiers**

Cut production costs

Cut distribution costs

Substandard
at manufacture

Degraded
after manufacture



NATIONAL PROSPERITY

