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# Strong Medicine Creating Incentives For Pharmaceut

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New Actors and Alliances in Development  
Solving Public Problems  
Incentives  
Making Markets for Vaccines  
Reasonable Rx  
The Development Dimension Coherence for  
Health Innovation for New Medicines for  
Infectious Diseases  
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Partnerships and Foundations in Global Health  
Governance  
Vaccination Ethics and Policy  
Malaria Genome Projects, The: Promise, Progress,  
And Prospects  
Creating R&D Incentives for Medicines for  
Neglected Diseases  
Public Procurement Regulation in (a) Crisis?  
The Oxford Handbook of the Economics of the  
Biopharmaceutical Industry  
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Promoting Innovation, Productivity and Industrial

Growth and Reducing Poverty  
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*Strong  
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**BRYNN DARRYL**

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**New Actors and**

**Alliances in  
Development**

Cambridge University  
Press

This book examines  
the social impact of  
intellectual property

laws. It addresses issues and trends relating to health, food security, education, new technologies, preservation of bio-cultural heritage and contemporary challenges in promoting the arts. It explores how intellectual property frameworks could be better calibrated to meet socio-economic needs in countries at different stages of development, with local contexts and culture in mind. A resource for policy-makers, stakeholders, non-profits and students, this volume furthermore highlights alternative modes of innovation that are emerging to address such diverse challenges as neglected or resurgent diseases in developing

countries and the harnessing of creative possibilities on the Internet. The collected essays emphasize not only fair access by individuals and communities to intellectual property - protected material, whether a cure, a crop variety, clean technology, a textbook or a tune - but also the enhancement of their own capabilities in cultural participation and innovation.

Solving Public Problems Bloomsbury Publishing

Examines the justification of patents, copyrights and trademarks in light of the political controversy over the TRIPS agreement.

**Incentives** Zed Books Ltd.

This volume examines the economics of the

biopharmaceutical industry, with eighteen chapters by health economists.

**Making Markets for Vaccines**

Odile Jacob  
This is the first book to present marketing strategy of high-tech products and services in a legal, economic, and global context. From software to hardware, from pharmaceuticals to digital movies and TV, the authors argue that the understanding of intellectual property rights (IPRs) is essential to devising effective marketing strategies.

Reasonable Rx MIT Press

How to take advantage of technology, data, and the collective wisdom in our communities to design powerful solutions to contemporary

problems The challenges societies face today, from inequality to climate change to systemic racism, cannot be solved with yesterday's toolkit. Solving Public Problems shows how readers can take advantage of digital technology, data, and the collective wisdom of our communities to design and deliver powerful solutions to contemporary problems. Offering a radical rethinking of the role of the public servant and the skills of the public workforce, this book is about the vast gap between failing public institutions and the huge number of public entrepreneurs doing extraordinary things-- and how to close that gap. Drawing on lessons learned from

decades of advising global leaders and from original interviews and surveys of thousands of public problem solvers, Beth Simone Noveck provides a practical guide for public servants, community leaders, students, and activists to become more effective, equitable, and inclusive leaders and repair our troubled, twenty-first-century world.

*The Development Dimension Coherence for Health Innovation for New Medicines for Infectious Diseases*

OECD Publishing  
This timely book provides the first systematic analysis of global public procurement regulation and policy during and beyond the COVID-19 pandemic.

Through both thematic chapters and national case studies, this book:

- explores the adequacy of traditional legal frameworks for emergency procurement;
- examines how governments and international organisations have responded specifically to the pandemic; and
- considers how the experience of the pandemic and the political impetus for reform might be leveraged to improve public procurement more broadly. Public procurement has been critical in delivering vital frontline public services both in the health sector and elsewhere, with procurement of ventilators, protective equipment and new hospitals all hitting the

headlines. At the same time, procurers have faced the challenge of adjusting existing contracts to a new reality where, for example, some contracted services can no longer operate. Further, efficient and effective procurement will be an essential, and not a luxury, in the economic recovery. With case studies on Italy, the UK, the USA, India, Singapore, Africa, Latin America and China, the book brings together the world's leading academics and practitioners from across Europe, the Americas, Asia and Africa to examine these issues, providing an essential resource for policy makers, legislators, international organisations and

academics.

**Security and Development** MIT Press

Rosen and Gayer's *Public Finance* provides the economic tools necessary to analyze government expenditure and tax policies and, along the way, takes students to the frontiers of current research and policy. While the information presented is cutting edge and reflects the work of economists currently active in the field, the approach makes the text accessible to undergraduates whose only prior exposure to economics is at the introductory level. The authors' years of policy experience have convinced them that modern public finance provides a practical and invaluable

framework for thinking about policy issues. The goal is simple: to emphasize the links between sound economics and the analysis of real-world policy problems. Enhancements and key features for this new Global Edition include: New Policy Perspectives introduce relevant and engaging examples of international policy so students can extend their understanding of theory to policymaking across the globe. New Empirical Evidence applications provide students with real-world examples that are relevant to them, from case studies about Sweden and China to global examples that compare experiences between countries. Updated end-of-

chapter questions broaden critical thinking, encouraging students to apply their knowledge to international and comparative examples. The results of econometric models are used to help students understand how expenditure and tax policies affect individual behavior and how governments set policies. Integrated theory and analysis: Institutional, theoretical, and empirical material is interwoven to provide students with a clear and coherent view of how government spending and taxation relate to economic theory. Current research is presented alongside discussion of methodological and substantive controversies. The

approach is modern, theoretical, and empirical, and shared by most active economists.

Institutional and legal settings are described in detail, and the links between economic analysis and current political issues are emphasized. This Global Edition has been adapted to meet the needs of courses outside of the United States and does not align with the instructor and student resources available with the US edition.

### **The Pandemic Information Gap**

Emerald Group Publishing

Top experts in the field discuss how to improve the effectiveness of foreign aid, proposing practical solutions to specific problems rather than a utopian

master plan. The urgency of reducing poverty in the developing world has been the subject of a public campaign by such unlikely policy experts as George Clooney, Alicia Keyes, Elton John, Angelina Jolie, and Bono. And yet accompanying the call for more foreign aid is an almost universal discontent with the effectiveness of the existing aid system. In *Reinventing Foreign Aid*, development expert William Easterly has gathered top scholars in the field to discuss how to improve foreign aid. These authors, Easterly points out, are not claiming that their ideas will (to invoke a current slogan) Make Poverty History. Rather, they take on specific problems and



propose some hard-headed solutions. Easterly himself, in an expansive and impassioned introductory chapter, makes a case for the “searchers”—who explore solutions by trial and error and learn from feedback—over the “planners”—who throw an endless supply of resources at a big goal—as the most likely to reduce poverty. Other writers look at scientific evaluation of aid projects (including randomized trials) and describe projects found to be cost-effective, including vaccine delivery and HIV education; consider how to deal with the government of the recipient state (work through it or bypass a possibly dysfunctional

government?); examine the roles of the International Monetary Fund (a de-facto aid provider) and the World Bank; and analyze some new and innovative proposals for distributing aid. Contributors Abhijit Banerjee, Nancy Birdsall, Craig Burnside, Esther Duflo, Domenico Fanizza, William Easterly, Ruimin He, Kurt Hoffman, Stephen Knack, Michael Kremer, Mari Kuraishi, Ruth Levine, Bertin Martens, John McMillan, Edward Miguel, Jonathan Morduch, Todd Moss, Gunilla Pettersson, Lant Pritchett, Steven Radelet, Aminur Rahman, Ritva Reinikka, Jakob Svensson, Nicolas van de Walle, James Vreeland, Dennis Whittle, Michael

Woolcock  
Strong Medicine  
 Princeton University  
 Press

The problems of medical care confront us daily: a bureaucracy that makes a trip to the doctor worse than a trip to the dentist, doctors who can't practice medicine the way they choose, more than 40 million people without health insurance. "Medical care is in crisis," we are repeatedly told, and so it is. Barely one in five Americans thinks the medical system works well. Enter David M. Cutler, a Harvard economist who served on President Clinton's health care task force and later advised presidential candidate Bill Bradley. One of the nation's leading experts on the subject,

Cutler argues in *Your Money or Your Life* that health care has in fact improved exponentially over the last fifty years, and that the successes of our system suggest ways in which we might improve care, make the system easier to deal with, and extend coverage to all Americans. Cutler applies an economic analysis to show that our spending on medicine is well worth it--and that we could do even better by spending more. Further, millions of people with easily manageable diseases, from hypertension to depression to diabetes, receive either too much or too little care because of inefficiencies in the way we reimburse care, resulting in poor

health and in some cases premature death. The key to improving the system, Cutler argues, is to change the way we organize health care. Everyone must be insured for the medical system to perform well, and payments should be based on the quality of services provided not just on the amount of cutting and poking performed. Lively and compelling, *Your Money or Your Life* offers a realistic yet rigorous economic approach to reforming health care--one that promises to break through the stalemate of failed reform. [EBOOK: Public Finance, Global Edition](#)  
Cambridge University Press  
Virtually no research is targeted at developing medicines for tropical

diseases as the expected market returns from R&D into these diseases in the private pharmaceuticals sector are too low. Frank Müller-Langer addresses the market failure with respect to R&D for medicines for tropical diseases and the lack of short-term access to affordable medicines in poor countries. The author analyzes additional push and pull mechanisms to stimulate R&D for pharmaceutical products alongside patent protection which may help mitigate the problem of those consumers in poor countries who lack access to affordable medicines. Furthermore, he reasons that a global regime of banning

parallel trade from low-income countries to high-income countries is desirable from a developing country's perspective.

Partnerships and Foundations in Global Health Governance

Routledge

The vaccines most urgently needed are those against poverty-related diseases such as tuberculosis, malaria and HIV. However, there is a considerable gap between the development of a vaccine and the implementation as a useful measure for disease control. Major obstacles need to be overcome even after successful completion of the preclinical stage. This book provides an important link between vaccine development and application under

the particular conditions in developing countries. The editors, S.H.E. Kaufmann and P.H. Lambert - one from the field of basic research and the other an expert on the side of applied vaccinology - have gathered contributions from specialists of both fields in an attempt to create a source of information that has thus far not been available.

*Vaccination Ethics and Policy* FT Press

This book explores the making of health care rationing decisions through the analysis of three alternative decision makers: patients paying out of pocket; officials setting limits on treatments and coverage; and physicians at the bedside. Hall

develops this analysis along three dimensions: political economics, ethics, and law. The economic dimension addresses the practical feasibility of each method. The ethical dimension discusses the moral aspects of these methods, while the legal dimension traces the most recent developments in jurisprudence and health law.

*Malaria Genome Projects, The: Promise, Progress, And Prospects* Oxford

University Press, USA

This book examines incentives at work to see how and how well coordination is achieved by motivating individual decision makers.

*Creating R&D Incentives for Medicines for*

*Neglected Diseases*  
Springer

The principal purpose of this book is to tell the story of a medicine's journey through the regulatory system in the UK, from defining what counts as a medicine, through clinical trials, licensing, pharmacovigilance, marketing and funding. The question of global access to medicines is addressed because of its political importance, and because it offers a particularly stark illustration of the consequences of classifying medicines as a private rather than a public good. Two further specific challenges to the future of medicine's regulation are examined separately: first, pharmacogenetics, or the genetic targeting of

medicines to subgroups of patients, and second, the possibility of using medicines to enhance well-being or performance, rather than treat disease. Throughout, the emphasis is on the role of regulation in shaping and influencing the operation of the medicines industry, an issue that is of central importance to the promotion of public health and the fair and equitable distribution of healthcare resources.

**Public Procurement Regulation in (a) Crisis?** MIT Press

A comprehensive guide to running randomized impact evaluations of social programs in developing countries. This book provides a comprehensive yet accessible guide to

running randomized impact evaluations of social programs. Drawing on the experience of researchers at the Abdul Latif Jameel Poverty Action Lab, which has run hundreds of such evaluations in dozens of countries throughout the world, it offers practical insights on how to use this powerful technique, especially in resource-poor environments. This step-by-step guide explains why and when randomized evaluations are useful, in what situations they should be used, and how to prioritize different evaluation opportunities. It shows how to design and analyze studies that answer important questions while respecting the

constraints of those working on and benefiting from the program being evaluated. The book gives concrete tips on issues such as improving the quality of a study despite tight budget constraints, and demonstrates how the results of randomized impact evaluations can inform policy. With its self-contained modules, this one-of-a-kind guide is easy to navigate. It also includes invaluable references and a checklist of the common pitfalls to avoid. Provides the most up-to-date guide to running randomized evaluations of social programs, especially in developing countries. Offers practical tips on how to complete high-quality studies in even

the most challenging environments. Self-contained modules allow for easy reference and flexible teaching and learning. Comprehensive yet nontechnical. *The Oxford Handbook of the Economics of the Biopharmaceutical Industry* Anchor. This portrait of the global debate over patent law and access to essential medicines focuses on public health concerns about HIV/AIDS, malaria, tuberculosis, the SARS virus, influenza, and diseases of poverty. The essays explore the diplomatic negotiations and disputes in key international fora, such as the World Trade Organization, the World Health Organization and the World Intellectual Property Organization.

Drawing upon international trade law, innovation policy, intellectual property law, health law, human rights and philosophy, the authors seek to canvass policy solutions which encourage and reward worthwhile pharmaceutical innovation while ensuring affordable access to advanced medicines. A number of creative policy options are critically assessed, including the development of a Health Impact Fund, prizes for medical innovation, the use of patent pools, open-source drug development and forms of 'creative capitalism'.  
*Incentives for Global Public Health* Princeton University Press  
 Based on careful

analysis of burden of disease and the costs of interventions, this second edition of 'Disease Control Priorities in Developing Countries, 2nd edition' highlights achievable priorities; measures progress toward providing efficient, equitable care; promotes cost-effective interventions to targeted populations; and encourages integrated efforts to optimize health. Nearly 500 experts - scientists, epidemiologists, health economists, academicians, and public health practitioners - from around the world contributed to the data sources and methodologies, and identified challenges and priorities, resulting in this integrated, comprehensive referen



ce volume on the state of health in developing countries.

**Promoting Innovation, Productivity and Industrial Growth and Reducing Poverty**

MIT Press  
"Every year 9 million people are diagnosed with tuberculosis, every day more than 13,400 people are infected with AIDs, every 30 seconds malaria kills a child. Many people suffer and die young because they cannot access essential medicines. This book argues that people have a right to access these medicines and proposes some new Global Health Impact labelling, investment, and licensing strategies that encourage pharmaceutical companies to improve

global health (global-health-impact.org/new). The idea is to rate these companies based on their medicines' impacts. Highly rated companies will get a Global Health Impact label to use on their products. Socially responsible investment companies and universities might also take the ratings into account in making investment or licensing decisions. After arguing that people do have a right to access essential medicines, this book explores this proposal, its philosophical justification, and its prospects for success"-

Deadly Monopolies

Routledge  
Why solving the information problem should be at the core

of our pandemic response: essential reading about the long-term implications of our current crisis. COVID-19 is caused by a virus. The COVID-19 pandemic is caused by a lack of good information. A pandemic is essentially an information problem: this is the enlightening and provocative idea at the heart of this book. If we solve the information problem, argues economist Joshua Gans, we can defeat the virus. For example, when we don't know who is infected, we have to act as if everyone is infected. If we actively manage the information problem--if we know who is infected and with whom they had contact--we can suppress the virus or

buy time for vaccine development. This is an expanded version of an eBook originally published as *Economics in the Age of COVID-19*.

**Reinventing Foreign Aid** Cambridge University Press

To examine the drivers of innovation, this paper studies the global R&D effort to fight the deadliest diseases and presents four results. We find: (1) global pharmaceutical R&D activity—measured by clinical trials—typically follows the ‘law of diminishing effort’: i.e. the elasticity of R&D effort with respect to market size is about 1/2 in the cross-section of diseases; (2) the R&D response to COVID-19 has been a major exception to this law, with the number

of COVID-19 trials being 7 to 20 times greater than that implied by its market size; (3) the aggregate short-term elasticity of science and innovation can be very large, as demonstrated by aggregate flow of clinical trials increasing by 38% in 2020, with limited crowding out of trials for non-COVID diseases; and (4) public institutions and government-led incentives were a key driver of the COVID-19 R&D effort—with public research institutions accounting for 70 percent of all COVID-19 clinical trials globally

and being 10 percentage points more likely to conduct a COVID-19 trial relative to private firms. Overall, while economists are naturally in favor of market size as a driving force for innovation (i.e. “if the market size is sufficiently large then innovation will happen”), our work suggests that scaling up global innovation may require a broader perspective on the drivers of innovation—including early-stage incentives, non-monetary incentives, and public institutions.