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Altri autori (Persone)	GouveiaRodrigo LamarqueHervé
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Nota di contenuto	1. Introduction -- 2. Understanding Healthcare systems and their Negotiations -- 3. The Government (Payer) Challenge -- 4. The Biopharma Challenge -- 5. P&R Negotiation Challenges -- 6. What Can You Do Differently -- 7. Conclusion.
Sommario/riassunto	This book brings a negotiation perspective to healthcare. It opens the hidden box of pricing and reimbursement (P&R) negotiations, showing their huge impact on global healthcare systems and how they could be drastically improved. The authors offer a comprehensive and unique negotiation-based analysis of healthcare systems worldwide,

highlighting the historical, structural, and ethical challenges that shape P&R negotiations. From the role of governments and health insurers to the intricate dynamics between healthcare providers and users, the authors examine the forces driving healthcare costs and access. With a unique blend of theoretical expertise and practical experience, the authors propose a paradigm shift toward value-oriented negotiations. They show how to move away from adversarial win-lose tactics to collaborative and transparent negotiations.
