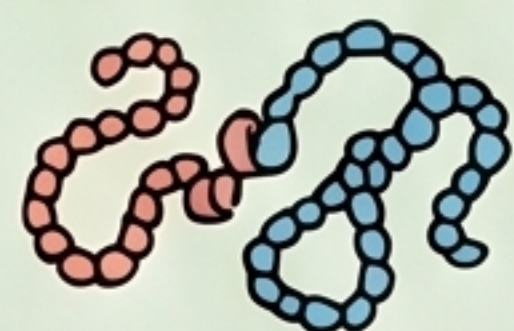


The Biosimilar Dividend: Reshaping Access in Rheumatology

Context: Biosimilars = highly similar, approved versions of bio-medicines.

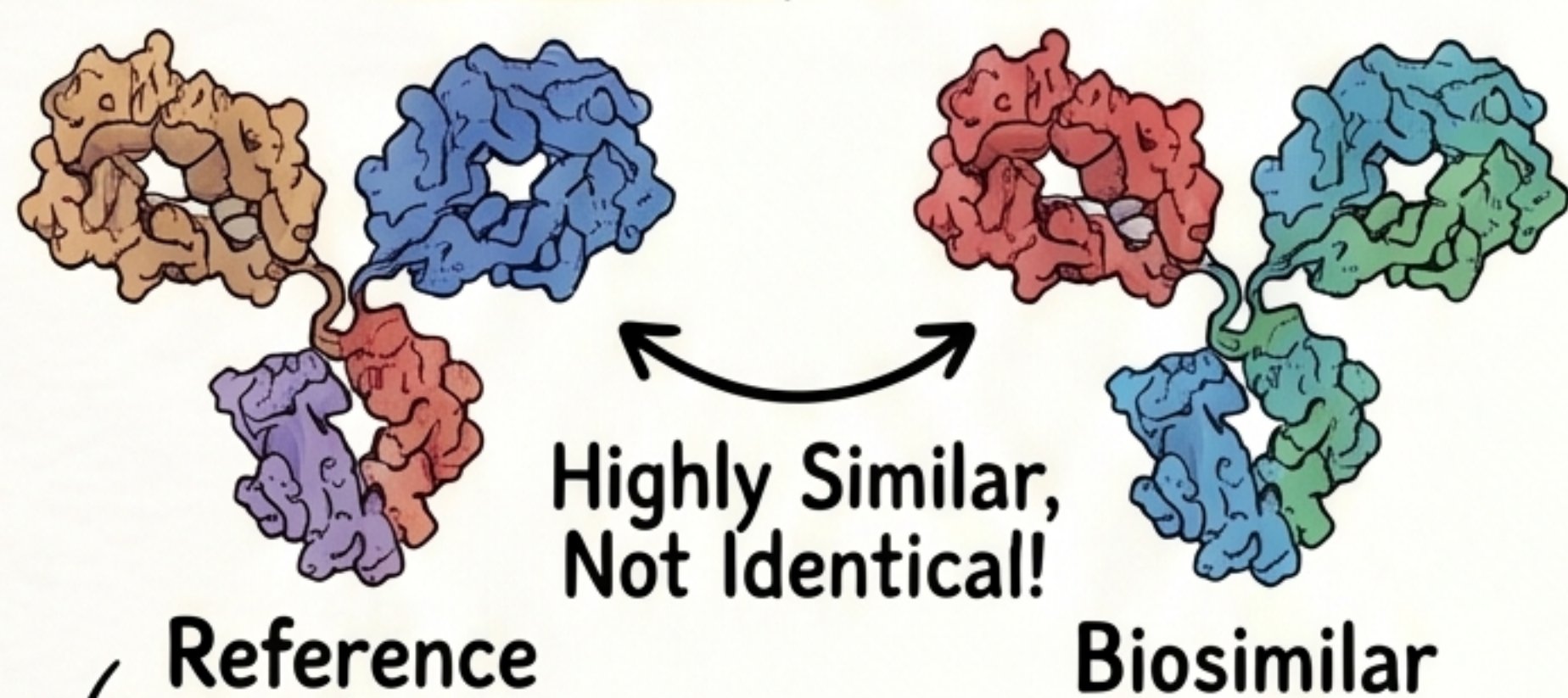


Lower cost → maintain outcomes → free up budget
'dividends' for new therapies!



Clinical Confidence & The Switch

Biosimilarity, Not Exact Equivalence



Reference
Biologic

Biosimilar



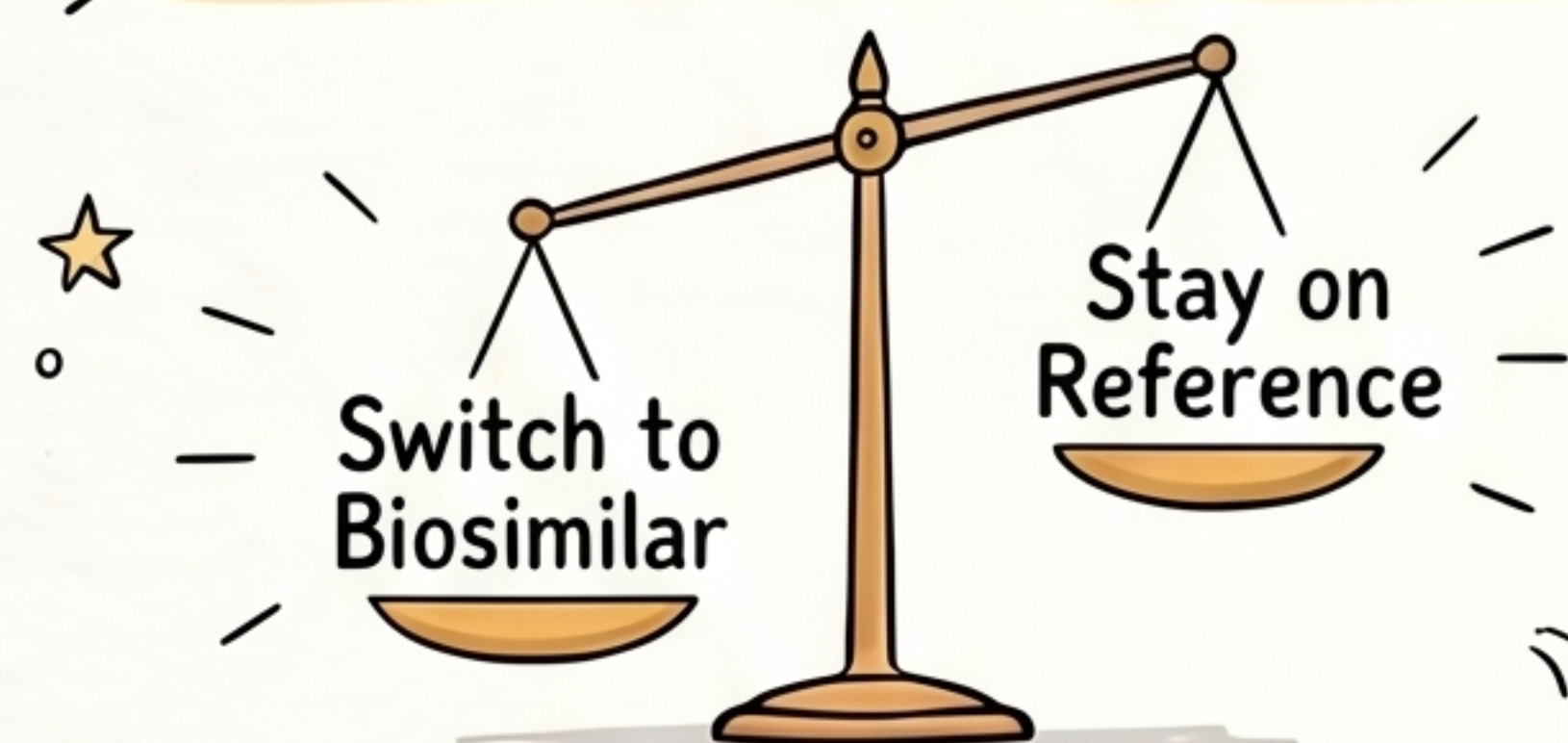
Living
Cells



FDA/EMA
Standards

Large,
complex proteins
produced by
living cells

The NOR-SWITCH Evidence



Landmark trial: No significant
difference in disease worsening

The Nocebo Effect is Real



Negative
Expectations =
Perceived Worsening



Transparent
Counseling

Understanding =
Prevent Negative
Perception

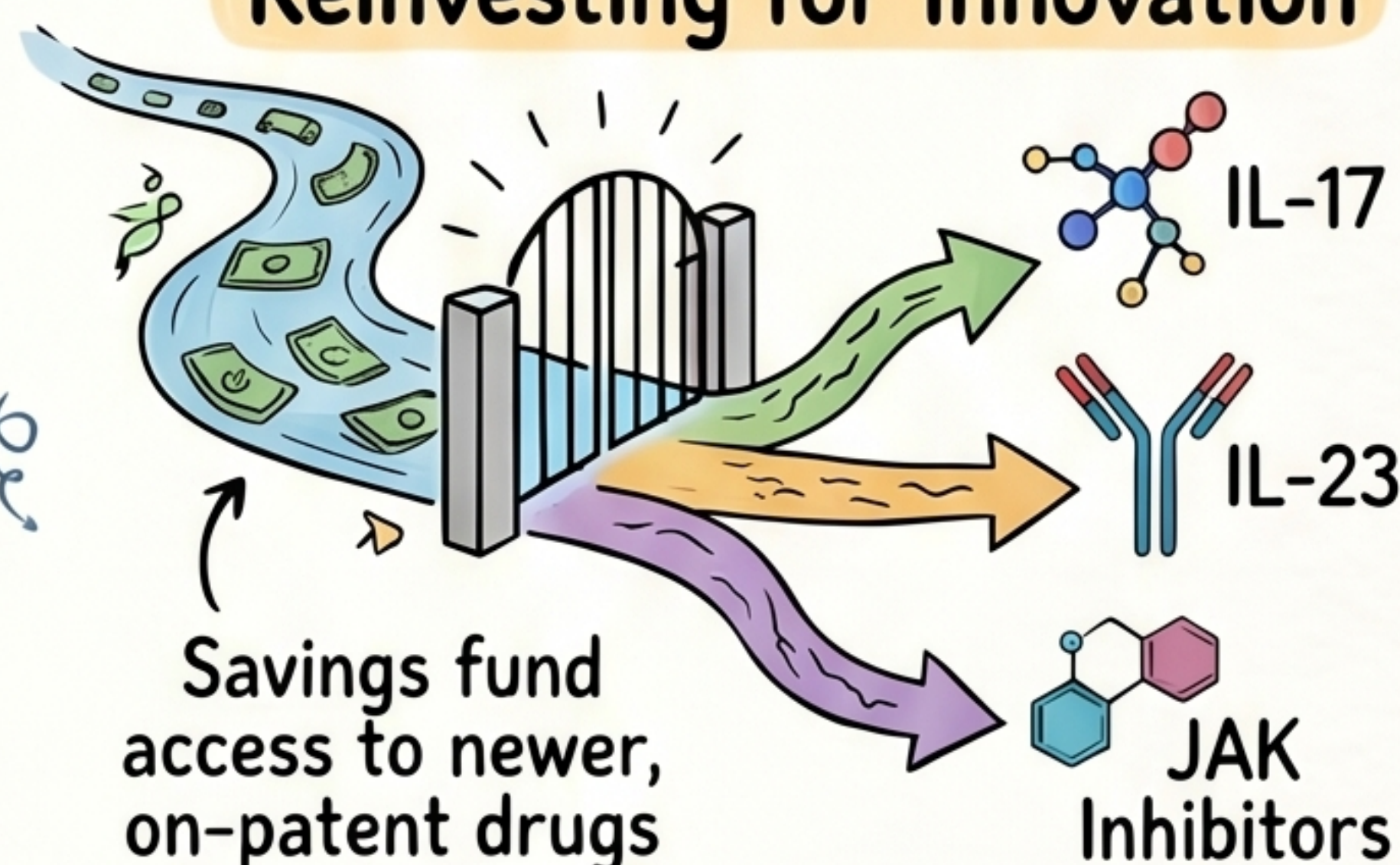
The Biosimilar Dividend



— **50%**
Reduction
in Spend

NHS England cut adalimumab
costs by half while **INCREASING**
patients treated!

Reinvesting for Innovation



US vs. EU Adoption



NHS
Adalimumab
Spend:

Pre-Biosimilar
(2018)



£400 Million

Post-Biosimilar
(2022)



< £200 Million

Patient
Access:

Baseline



Significantly
Increased

Funding
for New
Drugs:

Limited

Expanded
(JAKs, IL-17s)

