



Pharmaceuticals

PATENTED MEDICINE  
PRICES REVIEW BOARD

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CONSEIL CONSULTATION  
DU PRIX DES  
MÉDICAMENTS BREVETÉS

Dr. Brien G. Benoit, Chairperson  
Patented Medicine Prices Review Board  
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Ottawa, ON K1P 1C1

3225-3-15

060708

Mississauga, August 25, 2006

**Excessive Price Guidelines: PMPRB Discussion Guide for the Consultations**

Dear Dr. Benoit,

Hoffmann-La Roche Limited (Roche), a member of the innovative pharmaceutical industry, fully supports the position put forward by Rx&D in its submission, including its responses to the specific questions posed in the PMPRB's Discussion Guide.

As was noted in the Discussion Guide, the purpose of the Discussion Guide is to obtain written feedback on specific elements of the Guidelines used to determine whether the prices of patented medicines are excessive, including ideas on possible options for change. We very much welcome this opportunity to provide comments regarding the issues and to participate in the consultation process aimed at examining the continued relevance of the Guidelines.

The Guidelines were developed shortly after the PMPRB's inception. Just as pharmaceuticals have evolved since then, it would be reasonable to revisit the Guidelines in order that they may better address current and developing innovative approaches to treatment such as targeted and biologic therapies. Most importantly, the original principle that the Guidelines not represent a rigid set of decision-making rules, as stated in the PMPRB's Compendium of Guidelines, Policies and Procedures, should be maintained in order to ensure that a reasonable degree of flexibility can be applied to unique cases when deemed appropriate.

The Guidelines will need to be able to address the increasing number of new targeted therapies, biologics and innovative delivery technologies being developed now and that will be developed in the future and will provide a greater degree of pricing certainty to members of the industry.

**Hoffmann-La Roche Limited**

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We have contacted Prime Strategies and are looking forward to attend the multi-stakeholder meeting in November 2006. Thank you.

Yours sincerely,  
Hoffmann-La Roche Limited

A handwritten signature in cursive script that reads "Ilona Torontali".

Ilona Torontali  
VP – Public Affairs, Corporate Communications, Market Access, Health Outcomes & Pricing

Cc: Ronnie Miller, President