



- Require long payback period (dependent on patents)







and its ability to recoup its investment and make a reasonable profit. The ability to recoup its investment is heavily driven by its confidence that a reasonable price can be charged. It is therefore critical that a workable solution is found that addresses both urgent need for affordable treatment (including drugs) while addressing legitimate industry concerns on price referencing.

Sadly, it is the pressure to provide access to new AIDS drugs at low prices, together with the tremendous complex of national price control mechanisms, that may very well shy companies away from developing much needed new drugs in the battle against a highly complex and combative virus that is closely affecting the lives of many among us. I assume that consumer groups are considering the impact that any short-term wins may have on the long-term ability to battle diseases that threaten human lives.

## 6. REACHING RESOLUTIONS IN THE BATTLE

