

New Interview Released with Biosimilars Expert, Duncan Emerton

SMi are delighted to have Duncan Emerton from FirstWord present at the 7th Annual Biosimilars Europe when it returns to London on 29TH-30TH September 2016.

LONDON, ENGLAND, UNITED KINGDOM, August 11, 2016 /EINPresswire.com/ -- Duncan Emerton is the Senior Director for Syndicated Insights & Analysis at news and intelligence provider, FirstWord Pharma. His current role is to provide unbiased, expert-led insight and analysis across a range of issues within the pharmaceutical industry, including biosimilars.

Duncan Emerton will be opening SMi Groups 7th Annual [Biosimilars Europe](#) event in a keynote address when it returns to London this autumn. His talk will provide progressive outlook into the next decade of Biosimilars and map the next targets for biosimilars development. Strategic insight will be given on not only the European Market, but also the US. As part of the Biosimilars Interview Series for 2016, SMi group caught up with Duncan to discuss industry developments and the upcoming event.

When asked if we will ever see price

matching between branded and biosimilar products he said:

"Cost is a key commercial differentiator, but is not the only attribute upon which your biosimilar product or portfolio will be judged by payers. For some companies there could be a temptation to offer deep discounts immediately in order to make rapid market share gains. This has been seen in Nordic markets. Other companies won't adopt this strategy, choosing to adopt a more "rationale" pricing strategy."

On factors which may stall biosimilar uptake in 2016, he commented:

"Generally speaking there are three issues which could slow down adoption to future biosimilar



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BIOSIMILARS EUROPE 2016
An Interview with Duncan Emerton

"Since June 2015, there has been a 20% increase in the number of programmes targeting the key mAbs and fusion proteins. As of 1 June 2016, FirstWord's Biosimilar Index included 265 biosimilar mAb and fusion protein development programmes, up from 220 in June 2015, an increase of 20%. With more biosimilars coming to the end of their clinical development programmes, more are likely to reach the market. And this will have a profound impact on the competitive dynamics in certain disease areas."

Duncan Emerton
Senior Director
Syndicated
Insights & Analysis
FirstWord

READ THE FULL Q&A IN THE DOWNLOAD CENTRE AT WWW.BIOSIMILARS-EUROPE.COM

Duncan Emerton New Interview



SMi Presents the 7th Annual Event... **SMi**

Biosimilars Europe

London, UK

29TH & 30TH
SEPT 2016

Register online at www.biosimilars-europe.com

Biosimilars Europe 2016



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Duncan Emerton

uptake, the first is intellectual property. Companies are protecting their IP very aggressively, and several high profile cases are being fought in the courts of the US and Europe.”

The full interview is available to read in the event [download centre](#).

7thth Annual Biosimilars Europe Conference
29th-30th September 2016
Holiday Inn Kensington Forum, London, UK

www.biosimilars-europe.com

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About FirstWord:

FirstWord Pharma supplies global news and intelligence to the pharmaceutical industry. The service provides the top industry news stories on a daily basis in a format that is quick and easy to access so that users can always be in-the-know about the latest news and developments in their industry. Visit <http://www.firstwordpharma.com>

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