

STRATEGY BUILT FOR A PURPOSE

PRESS RELEASE

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stradoo® THE PRICE OF ACCESS – Innovative pricing and outcomes-based models for pharmaceuticals

We are delighted to announce the publication by Mr. Ferdinand Schmieler, where we explore how innovation and outcomes-based reimbursement models can help bridge the gap between manufacturers and payors. These models are especially relevant for gene and cell therapies and other high-cost treatment areas.

One of the greatest challenges for pharmaceutical companies is balancing regulatory requirements, patient access, and pricing when introducing innovative therapies, as manufacturers and payors often hold differing views on what constitutes a fair price for innovation.

Innovative, outcomes-based reimbursement models offer a promising path to align these perspectives – particularly for emerging gene and cell therapies as well as other high-cost treatment areas.

In this brochure, we take a closer look at a range of these models through 11 case studies covering multiple therapeutic areas across the key markets of the US, Europe, and Japan.

"**THE PRICE OF ACCESS**" analyzes how such models function in real-world settings, highlighting key lessons from each case while also examining evolving regulatory and payor landscapes, shifting R&D priorities, and the growing importance of innovative outcome measures that may redefine the future of market access.

For any further questions, please do not hesitate to contact stradoo at any time and muenchen@stradoo.com.