Le imprese e il mercato farmaceutico Appendice

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Discriminazione del prezzo nel settore farmaceutico (Ramsey optimal pricing)

PER I NON FREQUENTANTI SI RIMANDA A:

Danzon P., Towse A.
Differential Pricing:Reconciling R&D, IP and Access.
International Journal of Health Care Finance and Economics, **3, 183–205, 2003.**

Ramsey optimal pricing

The intuitive explanation for ROP is simple.

- Recall that the ideal would be to charge everyone their marginal cost but this is not practical because pricing at marginal cost would not cover R&D.

- The Ramsey solution minimizes the welfare loss from departing from this ideal: more price-sensitive users should be charged a smaller mark-up over marginal cost than less price sensitive users, because the price-sensitive users would reduce their consumption by proportionately more, if faced with the same prices.

- Charging lower prices to more price-sensitive users is also consistent with equity, assuming that lower income consumers have more elastic demand, on average.

- *semplice teoria degli investimenti in innovazione*
- *Dimensione del mercato e innovazione*
- *La protezione del brevetto*
- *Fattori che determinano la produttività dell'innovazione*
- *Questioni irrisolte*
- *Strategie di prezzo*

PER I NON FREQUENTANTI SI RIMANDA A:

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Economics of the Pharmaceutical Industry.

Journal of Economic Literature 2018, 56(2), 397–449.