

The 23rd Congress of the Japanese Society for Regenerative Medicine 2024. Mar. 23 (Sat) $13:50 \sim 15:50$

SY-41-3

産業界から見た再生医療等製品の価値と適切な価格

Value and appropriate price of Cell and Gene Therapy from the industry perspective

Forum for Innovative Regenerative Medicine (FIRM) /Astellas Pharma Inc.

FIRM, Chair of Steering Committee KANOH Hiroyuki



The 23rd Congress of the Japanese Society for Regenerative Medicine

Disclosure Statement of COI

Value and appropriate price of Cell and Gene Therapy from the industry perspective

The presenting author: KANOH Hiroyuki, FIRM/ Astellas Pharma inc.

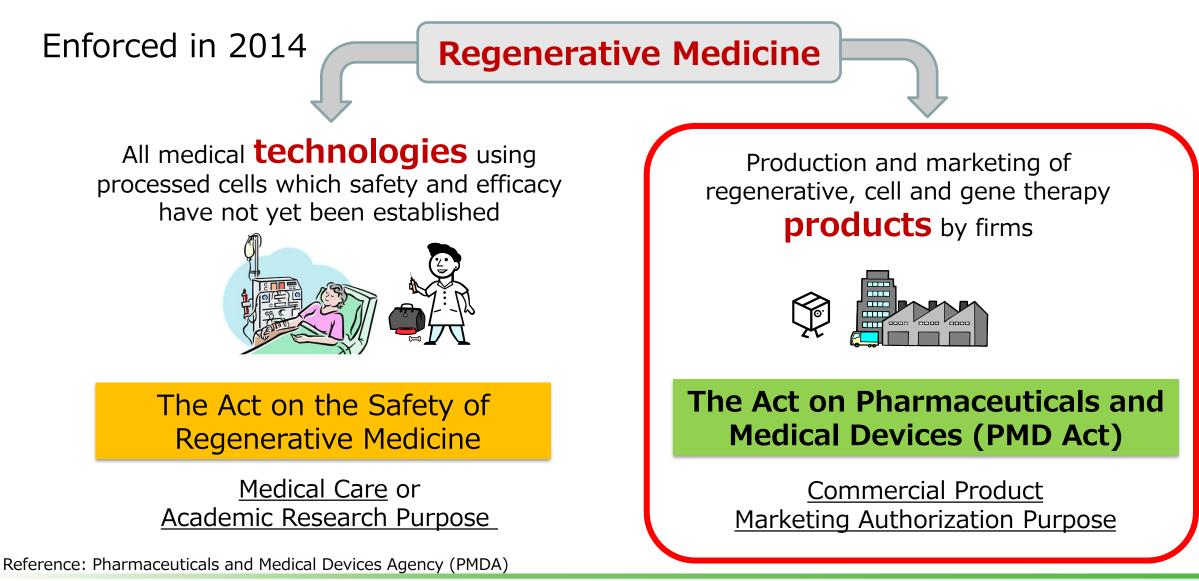
The presenting author has no financial conflicts of interest disclose concerning the presentation except the affiliated company in the past year (Jan to Dec).



- 1. Future prediction for the Regenerative Medicine (RM) market
- 2. Characteristics and value of RM Products
- **3. Current issues for RM Products**
- 4. New pricing system for RM as an exit strategy
- 5. Countermeasures to fill the gap with the future vision

なお、本日の発表・発言の一部に私見を含んでおり、所属団体・企業を代表するものではない場合があります。



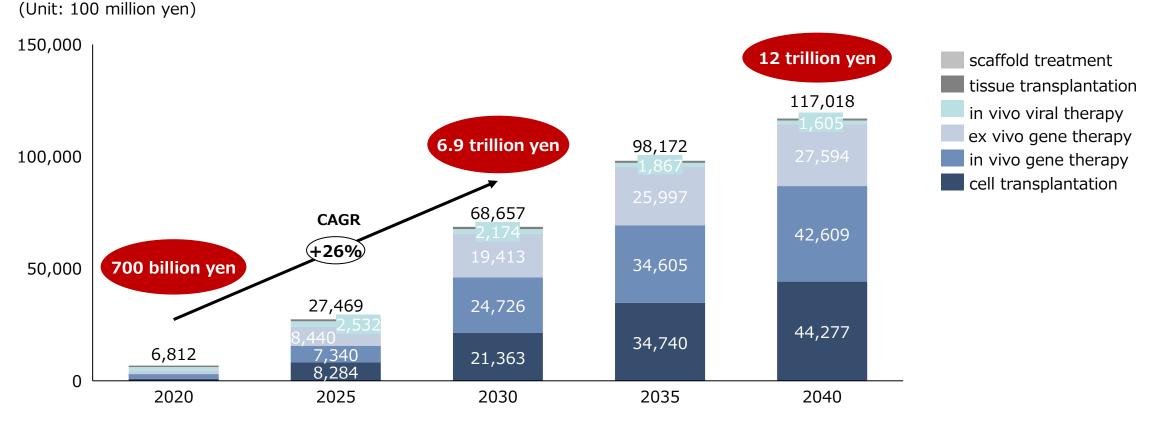


Market Size for RM Products (Global)



Global market size of regenerative medicine products will grow to over 10 trillion yen in the next 20 years.

Global Market Size Estimates by Modality * based on pipelines as of October 2021



Source: Arthur D. Little Database

Pharmaceutical Market Size and Growth Potential by Modality (Global)



Regenerative medicine products are expected to have the highest growth rate over the next 10 years.

Modality					*1: Scaffolds developed as pharmaceuticals using synthetic substances, etc. (not includi scaffolds using decellularized tissues) ; *2: predicted values ; *3: Growth rates (20-25)		
		Market-size *2 (2020)	Market-size *2 (2030)	Growth rate (20-30)	Examples of products		
	Scaffold treatment *1	400 million yen	2.9 billion yen	21%	Orthocell (Europe)		
Regenerative medicine	Tissue transplantation	60 billion yen	100 billion yen	4%	HeartSheet, JACC, and JACE		
Cell	Cell transplantation	90 billion yen	2.1 trillion yen	l 37%	TEMCELL, STEMIRAC		
therapy	Ex vivo gene therapy	140 billion yen	1.9 trillion yen	I 30%	KYMRIAH		
Gene therapy	In vivo gene therapy	210 billion yen	2.5 trillion yen	l 28%	ZOLGENSMA		
	In vivo viral therapy	180 billion yen	220 billion yen	2%	DELYTACT		
Middle molecule drugs	Nucleic acids	450 billion yen	2.1 trillion yen	17%	SPINRAZA		
	Peptides	3.2 trillion yen	4.7 trillion yen (2025)	8% *3	TERIPARATIDE, Non-standard cyclic peptides		
Macromolecule drugs	Antibodys	16 trillion yen	23 trillion yen (2025)	8% *3	OPDIVO, ACTEMRA		
	Proteins	6.4 trillion yen	10 trillion yen	4%	NESP, erythropoietin		
Small molecule drugs	Small molecule compounds	47 trillion yen	74 trillion yen	5%	small molecule anticancer drugs (Docetaxel, etc.)		

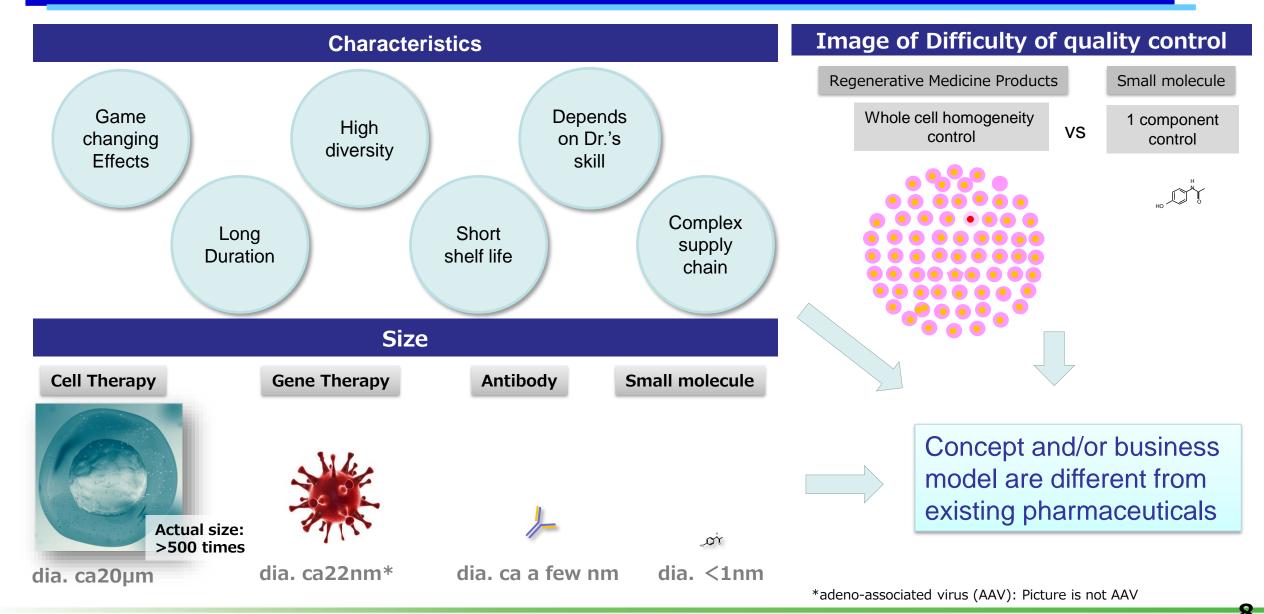
Source: Arthur D. Little Database

Growth Potential of Related Industries (global and domestic)

- ^{再生医療} イノベーション フォーラム FIRM
- > Market sizes of related industries are expected to grow significantly, although the domestic market is about one-tenth of the global market. Marketability of Related Industries of Regenerative Medicine Products (Unit: 100 million yen) Equipment market Materials market CDMO market Filter device, incubator, cell counter, autoclave, centrifuge, Serum, media, reagents, containers, culture accessories, etc. microscope, cabinet, culture equipment, refrigerator, etc. CAGR Cell CDMO market size *1 CAGR domestic ⊦15% CAGR +14% global 8656 CAGR 2398 +24%6411 CAGR 1072 574 100 CAGR +15%+11% 2030 2020 Viral Vector CDMO market size *2 1118 CAGR 3819 2778 +19% CAGR +23% 409 921 101 55 135 139 2020 2028 2028 2020 2030 2020 Source: MarketsandMarkets "Cell Culture Market Global Forecast to 2028, estimated from ADL data base *1 The global market is estimated based on the market size of the end market for cell/tissue transplantation and ex vivo gene therapy calculated from ADL database. Domestic sales in 2022 are estimated by ADL from current players' sales. The domestic market in 2030 is estimated from the global market based on the ratio of pipeline numbers. *3 Global market is estimated based on the market size of the end market for in vivo gene therapy and ex vivo gene therapy © Forum for Innovative Regenerative Medicine calculated from ADL database. The domestic market is estimated based on interviews with experts based on the global market.

Characteristics of RM Products

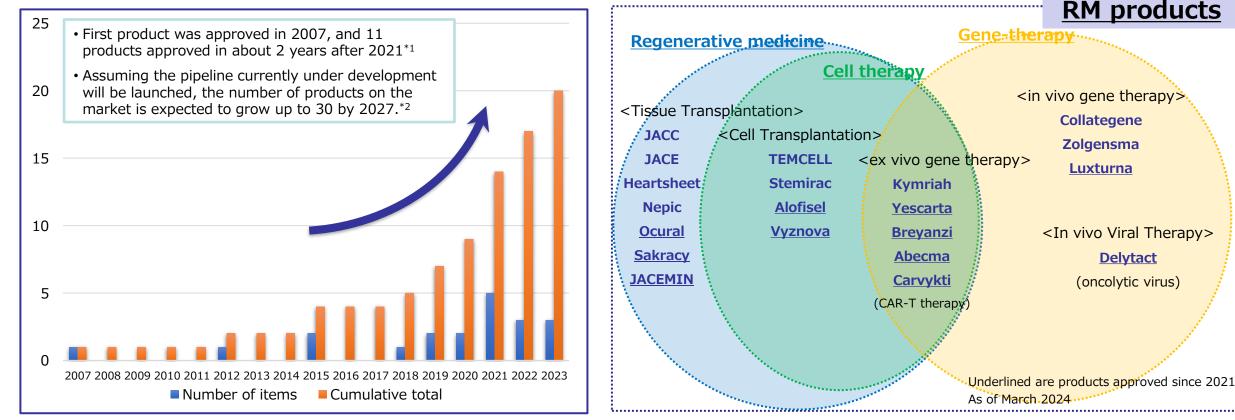




Diverse modalities in Regenerative Medicine (RM) Products



The number of approved products has reached to 20 (as of Mar, 2024), and it is expected to keep increasing in the future.



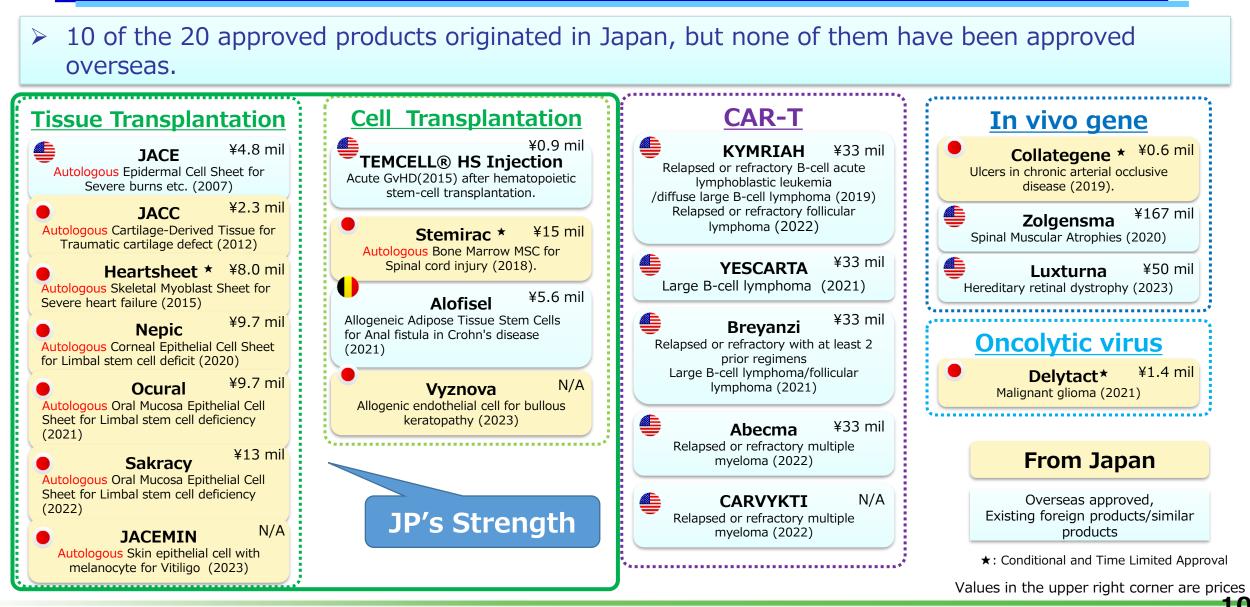
*1 Source: Graphs are prepared by FIRM based on published information.

*2 Source: Arthur D. Little Analysis

Sources: Reference Material 3 (January 27, 2021) of the Third Council for Regenerative Medicine, Cellular Medicine and Gene Therapy Development, Prepared by FIRM from the final report of AMED 2019 Year Regenerative Medicine/Gene Therapy

Products Originating in Japan have not been Developed Overseas





Value of Regenerative Medicine Products to the Public

- Providing new treatments to patients without effective treatments.
- Showing effectiveness with fewer doses and reducing burden on patients.
- Having various values which cannot adequately evaluate at the timing of approval (clinical, economic, ethical, industrial, etc.).



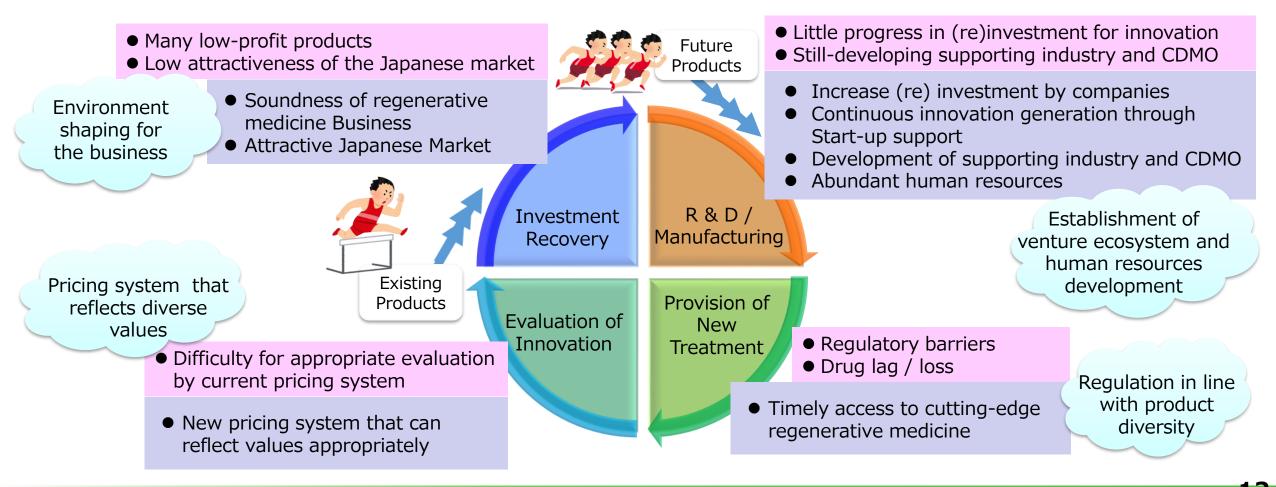
Current Issues, Ideal Status, and Policies Required for RM Product in Japan

^{再生医療} イノベーション フォーラム FIRM

Current issues Ideal status

Policies required

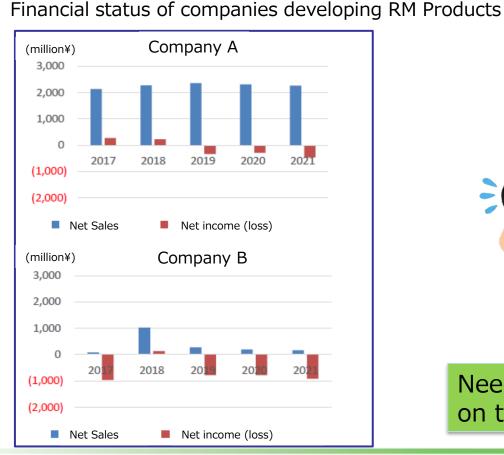
Collaboration between policy makers, government, academia, and industry is necessary for realizing the ideal status of Regenerative Medicine

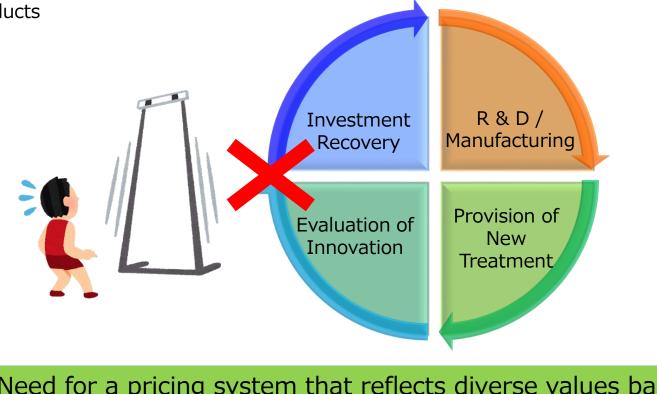


Issues with the pricing system for RM products



- Companies can deliver innovative products to patients continuously with appropriate R&D investment cycle. However, domestic investment recovery is not working well.
- The issues , which is calculating the price of regenerative medicine products by accumulating costs as same as pharmaceuticals, has appeared.





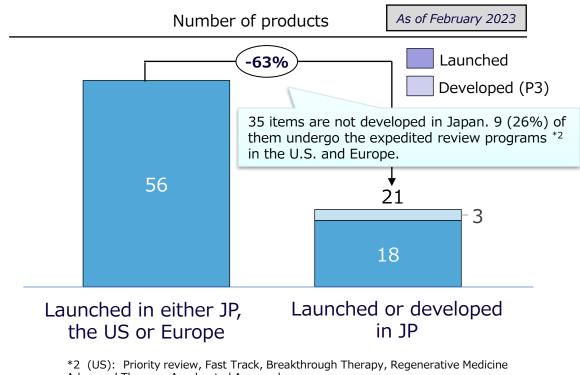
Need for a pricing system that reflects diverse values based on the features of products and modalities.

Development and launch status of RM products in JP, US and Europe



63% (35/56) of products are approved in the US and/or Europe^{*1}, but not developed in Japan. *1 Europe: EU and UK and Switzerland

Development and launch in Japan of products approved in Japan, the U.S., and Europe



Advanced Therapy, Accelerated Approval (EU): Accelerated assessment, PRIME

Classification of 35 products not yet developed in JP

Class	Numbers
No existing medicine for the disease*3	5 (14%)
No existing medicine with same MoA	17 (49%)
Pediatric use	8 (23%)
Orphan designation	14 (40%)
With expedited review programs in US and Europe ^{*2}	9 (26%)

(Some products are duplicated in the numbers)

*3: Including those with limited existing treatment (e.g. hematopoietic cell transplantation, symptomatic treatment only)



RM products in Japan (1/2)

	Product	Company	Indication	Technology	Approval	Reimbursement Price
1	JACE	J-TEC	Severe burns, Giant congenital melanocytic nervi (2016), Epidermolysis bullosa (2019)	Autologous Epidermal- Derived Cell Sheet	2007	Culture kit ¥4,460,000 Tx kit ¥154,000 /sheet
2	JACC	J-TEC	Traumatic cartilage defect and osteochondritis dissecans of the knee	Autologous Cartilage- Derived Tissue	2012	Culture kit ¥1,000,000 Tx kit ¥1,890,000
3	HeartSheet	TERUMO	Severe heart failure due to ischemic heart disease	Autologous Skeletal Myoblast-Derived Sheets	2015, conditional/ time-limited	A kit ¥6,480,000 B kit ¥1,710,000
4	TEMCELL HS Inj.	JCR Pharma	Acute Graft-Versus-Host Disease	Allogenic Bone Marrow- Derived MSC	2015	¥884,767 /10.8mL, 1 bag
5	Stemirac	NIPRO	Spinal cord injury	Autologous Bone Marrow- Derived MSC	2018, conditional/ time-limited	¥15,234,750 /shot
6	Collategene	AnGes	CLI, Obstructive Arteriosclerosis and Buerger's Disease	A Plasmid DNA Encoding Human HGF Gene	2019, conditional/ time-limited	¥611,478 /4mg 1.6mL vial
7	KYMRIAH	Novartis Pharma	B-cell ALL in children and Relapsed/Refractory Adult DLBCL Relapsed or Refractory Follicular Lymphoma (2022)	<mark>CAR-T, </mark> CD19-Directed, Autologous	2019	¥32,647,761/patient
8	Nepic	J-TEC/NIDEK	Limbal stem cell deficiency	Autologous Corneal Limbus-Derived Corneal Epithelial Cell Sheet	2020	Delivery set ¥4,280,000 Culture package ¥5,470,000
9	Zolgensma	Novartis Pharma	Spinal Muscular Atrophy (SMA)	Recombinant AAV9 Expressing Human SMN Protein	2020	¥167,077,222 /patient
10	YESCARTA	Gilead Sciences	Relapsed/Refractory Large B-cell lymphoma	<mark>CAR-T,</mark> CD19-Directed, Autologous	2020	¥32,647,761/patient



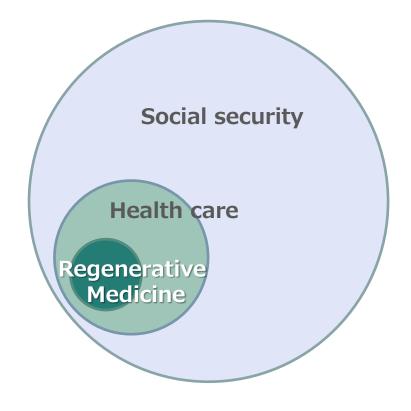
RM products in Japan (2/2)

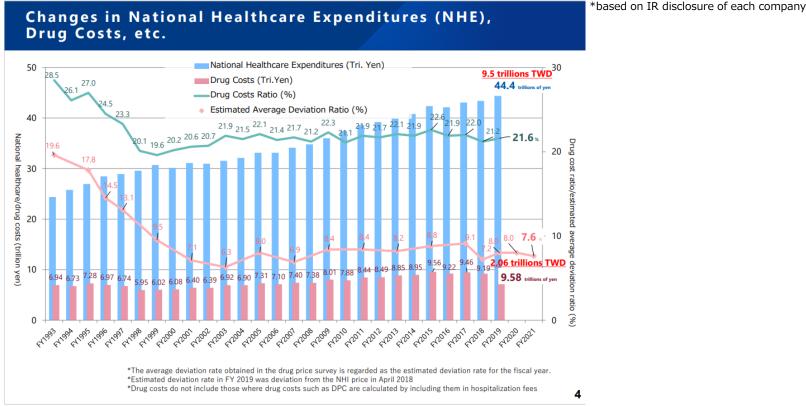
	Product Company		Indication	Technology	Approval	Reimbursement Price
11	Breyanzi	Celgene/BMS	Relapsed or refractory large-cell B- cell lymphoma	CAR-T, CD19-directed, autologous	2021	¥32,647,761/patient
12	Delytact	Daiichi-Sankyo	Malignant glioma, Subjects with Relapsed/Recurrent Disease	HSV-1 Oncolytic virus recombinant	2021, conditional/ time-limited	¥1,431,918/vial
13	Ocural	J-TEC	Limbal stem cell deficiency	Autologous Oral Mucosa- Derived Epithelial Cell Sheet	2021	Culture kit ¥4,280,000 Tx kit ¥5,470,000
14	Alofisel	Takeda	Complex anal fistula in patients with inactive or mildly active Crohn's disease	Allogeneic Adipose Tissue- Derived Stem Cells	2021	¥5,620,004/4vial
15	Abecma	BMS	Recurrent and Refractory Multiple myeloma	CAR-T, BCMA-Directed, Autologous	2022	¥32,647,761/patient
16	Sakracy	Hirosaki LI	Sympleparon in limbal stem cell deficiency	Autologous Oral Mucosa- Derived Epithelial Cell Sheet using Human Amniotic Membrane Matrix	2022	Cell Sheet ¥7,940,000 Logistic Set ¥5,470,000
17	CARVYKTI	Janssen Pharma	Recurrent and refractory multiple myeloma	CAR-T, BCMA-Directed, Autologous	2022	Before reimbursement
18	JACEMIN	J-TEC	Vitiligo for which nonsurgical treatment is ineffective or not indicated	Melanocyte containing Human (Autologous) Epidermis-derived Cell Sheet	2023	Before reimbursement
19	Vyznova	Aurion Biotech	bullous keratopathy	Allogenic endothelial cell	2023	Before reimbursement
20	LUXTURNA	Novartis Pharma	Hereditary retinal dystrophy due to biallelic RPE65 gene mutation	Gene expressing human RPE65 protein Recombinant adeno-associated virus	2023	¥49,600,226/vial

Sales of RM products as a percentage of social security expenditures



- National healthcare expenditure in Japan is 43.4 trillion yen, with pharmaceutical costs at 9.19 trillion yen (2018). Top 100 ranked domestic product were 16 billion yen (2020).
- The highest-selling regenerative medicine product reached 3.5 billion yen in sales (2021), a smaller proportion.





Source: Japan's NHI Drug Price System, Deputy Director for Pharmaceutical Industry Promotion and Medical Information Management, Health Policy Bureau, MHLW Yukio Abe, Presentation Material

In order to continuously provide innovative therapies to patients in Japan, an immediate introduction of a new pricing system that appropriately evaluates innovation is needed.

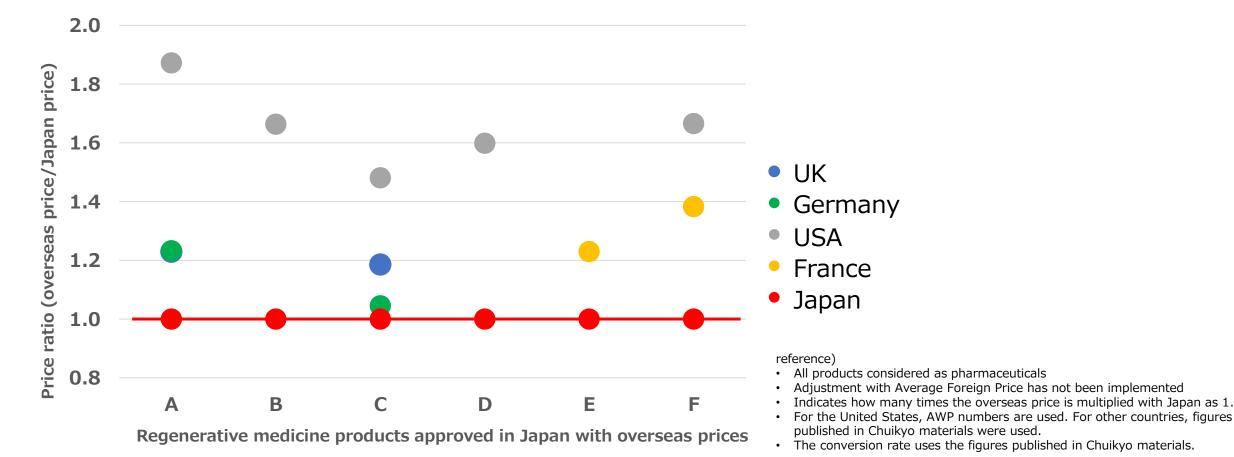
Comparison with overseas prices of RM products



Compared to Europe and USA, prices in Japan are calculated to be the lowest. Japanese market may become less attractive and prioritized



Innovative regenerative medicine products will be harder to reach patients (drug lag / loss)



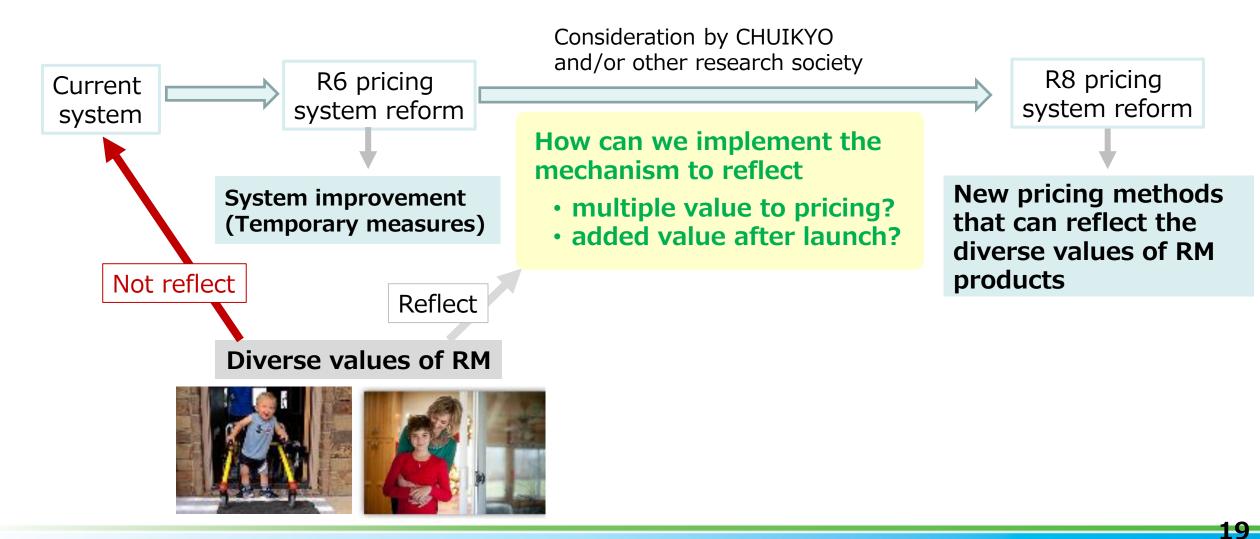
CSIMC: Central Social Insurance Medical Council

Source: Created by FIRM Medical Economics Subcommittee from Chuikyo materials

Necessity of new pricing system for RM products



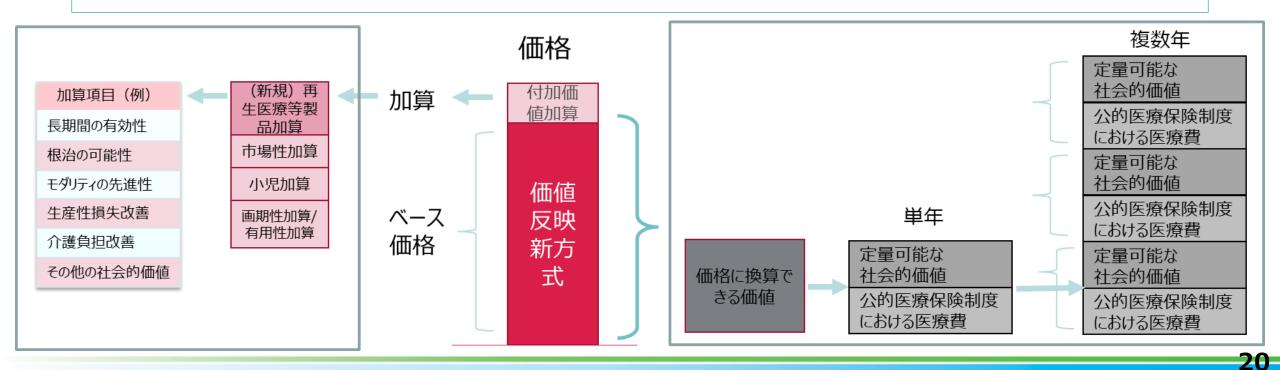
Current pricing methods cannot reflect the diverse values of RM products.



FIRM's Proposal 1: Pricing based on social value

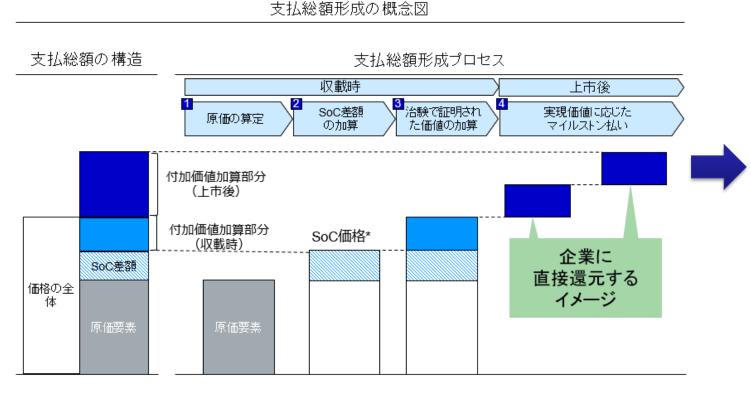


- ◆ Method that reflects the value of regenerative medicine and other products at an initial price
 - ✓ Medical costs of standard care
 - ✓ Quantifiable social value (e.g., productivity loss and care costs)
- Considering the long-term effectiveness of regenerative medicine
 - ✓ Multiple years cost and value are reflected in the price
- Non-quantified value is evaluated by "FUKAKACHI-KASAN"



FIRM's Proposal 2: Reflect the value after launched

- FIRM
- As a pricing method for stepwise return, the value of regenerative medicine is evaluated separately at the time of approval and after launch, after that return the value to companies each period.



The return model is considered to be1) Return to the target product directly2) Return to the future products*.

*: Improve profitability of target products (reduce product costs, strengthen exclusivity), R&D incentives (reduce R&D costs, provide multifaceted support), improve future earnings (strengthen market competitiveness), etc.

Medical fee issues related to RM products



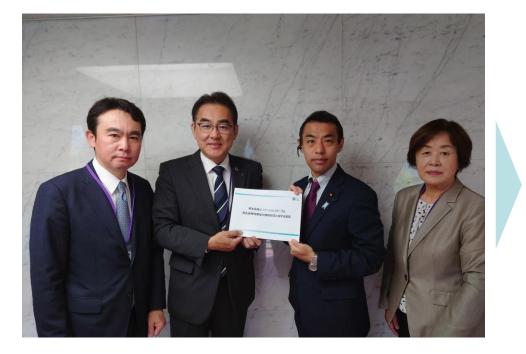
製品名	原材料			投与·移植		
器四石 (収載年)	採取点数	当初準用点数	点数に対する課題	投与·処置等点数	当初準用点数	点数に対する課題
ジェイス (2007)	 ・K000創傷処理又はK000-2小 児創傷処理(6歳未満) 450~7,170点 *移植に至らなかった場合のみ算定 可能 	(N/A)	✓当初は点数がなかったが、キット に分かれたことにより移植に至ら なかった時のみ付くようになった	•K014皮膚移植術(生体/培養) 6,110点	•K014皮膚移植術(生体) 6,110点	(N/A) *他の手技で点数が付いているため
ジャック (2012)	•K126-2自家培養軟骨組織採取 術4,510点	・K126脊椎, 骨盤骨(軟骨)組織 再手術2その他のもの 4,510点	(N/A)	 K059 骨移植術(軟骨移植 術を含む)4自家培養軟骨移 植術 14,030点 	 K059 骨移植術(軟骨移植 術を含む)1自家骨移植術 14,030点 	✓技術が適切に点数に反映されていない
ハートシート (2015)	 K000創傷処理又は K000-2小 児創傷処理(6歳未満)筋肉に達するもの 1,680点 *現状小児適用はなし 	 D417組織試験採取、切採法1 皮膚,筋肉(皮下,筋膜,腱及び 腱鞘を含み,心筋を除く)500点 *提案はK126-24,510点 	✓骨格筋採取の点数が低すぎる ✓血清採取の点数の設定なし	・K605-5骨格筋由来細胞 シート心表面移植術 9,420 点	・K539心膜切開術 9,420 点 *提案は <i>K059 4 14,030</i> 点	✓シート調製の点数設定がない ✓投与の点数が低すぎる
テムセルHS 注 (2015)	(N/A)	(N/A)	(N/A)	・点滴注射(G004) 97点	・点滴注射(G004)97点 *1日分の注射量が500mL 以上の場合	✓保管に関する点数がない ✓細胞調製に関する点数がない
ステミラック 注 (2018)	血イ(200mLごとに)(1)液状保 存の場合 250点	 末梢血採取: K920-3自己血貯 血イ(200mLごとに)(1)液状保 存の場合 250点 骨髄採取: K921造血幹細胞採 取(一連につき)の1(骨髄採取)の ロ(自家移植) 17,440点 	✓未梢血採取に対する点数が低く、 採取に必要な器具や、体制、衛 生管理などの費用が現状ではま かなえず、医療施設が赤字にな る	葉系幹細胞投与(一連につき)22,280点 2022	・ ^{点滴注射(G004) 97点} 年の診療 文定で対応	「しつ」ご道面幹細胞移植2未高し砂細胞 移植口自家移植の場合30,850点」、 当すると考えているが「点滴注射(GOO4)としての手抜料97点」しかなく、投与に必要な 器具や衛生管理などの費用がまかなえず「 摩施設は赤字になる
ቶムリア (2019)	・K921-3 採取、細胞調製及び凍 結保存を行う場合 19,410点	・K921 造血幹細胞採取(一連に つき)-2 末梢血幹細胞採取のロ 自家移植の場合 17,440点	✓原則として1回のみのため複数 回採取の際に不足	・K922-2CAR発現生 T 細胞 投与(一連につき) 30,850点	・K922造血幹細胞移植の2 末梢血細胞移植の口自家 移植の場合 30,850点	(N/A) 2022年の診療報酬 改定では対応されず
コラテジェン (2019)	(N/A)	(N/A)	(N/A)	 ・皮内,皮下及び筋肉内注射 (G000)20点 ・超音波下肢血管(D215) 450点 	・皮内,皮下及び筋肉内注 射(G000) 20点 ・超音波下肢血管 (D215) 450点	✓注射箇所の同定と注射箇所数に対して点数が低い
ゾルゲンスマ (2020)	(N/A)	(N/A)	(N/A)	・点滴注射(G004) 97点	・点滴注射(G004) 97点	√カルタヘナ対応が必要

Treatment of patients with RM products causes hospitals to run into the red, hindering the spread of regenerative medicine.

Recommendations for introduction of a new pricing system



- FIRM published an opinion paper regarding an introduction of a new pricing system for RM products in April 2023.
- The opinion paper was handed over to Dr. IMAEDA, who is a Secretary General of "SAISEI IROU-GIREN", on 11th April 2023.



Reflected on:

Final report of Expert meeting "Comprehensive measures to realize rapid and stable supply of Pharmaceuticals" held by **MHLW**

Opinion paper of "Strengthen drug discovery capabilities Project Team" (Policy Research Council of Liberal Democratic Party)

Opinion paper of "SAISEI IROU-GIREN"





> Some of FIRM's opinions were reflected in the Basic Policy 2023 (Hone-buto 2023).

経済財政運営と改革の基本方針(骨太の方針)2023(該当箇所抜粋)

2. 持続可能な社会保障制度の構築 (社会保障分野における経済・財政一体改革の強化・推進) 創薬力強化に向けて、革新的な医薬品、医療機器、再生医療等製品の開発強化、研究開発型のビジネスモデルへの転換促進 等を行うため、保険収載時を始めとするイノベーションの適切な評価などの更なる薬価上の措置、(中略)等を推進する。

出典:医薬品の迅速・安定供給実現に向けた総合対策に関する有識者検討会報告書(令和5年6月9日) 経済財政運営と改革の基本方針2023 加速する新しい資本主義~未来への投資の拡大と構造的賃上げの実現~(令和5年6月16日閣議決定)

令和6年度薬価制度改革の骨子(令和5年12月20日 中央社会保険医療協議会了解) (該当箇所抜粋)

第2 具体的内容(6)②新規モダリティのイノベーション評価

○医薬品の例により対応する再生医療等製品も含め、新規モダリティ等の類似薬がない革新的新薬における<mark>薬価上の適切な</mark>

イノベーション評価の在り方等について、次期薬価改定に向けて検討を進めることとする。

出典:中央社会保険医療協議会総会(第579回) 総-2参考1(令和6年1月17日)



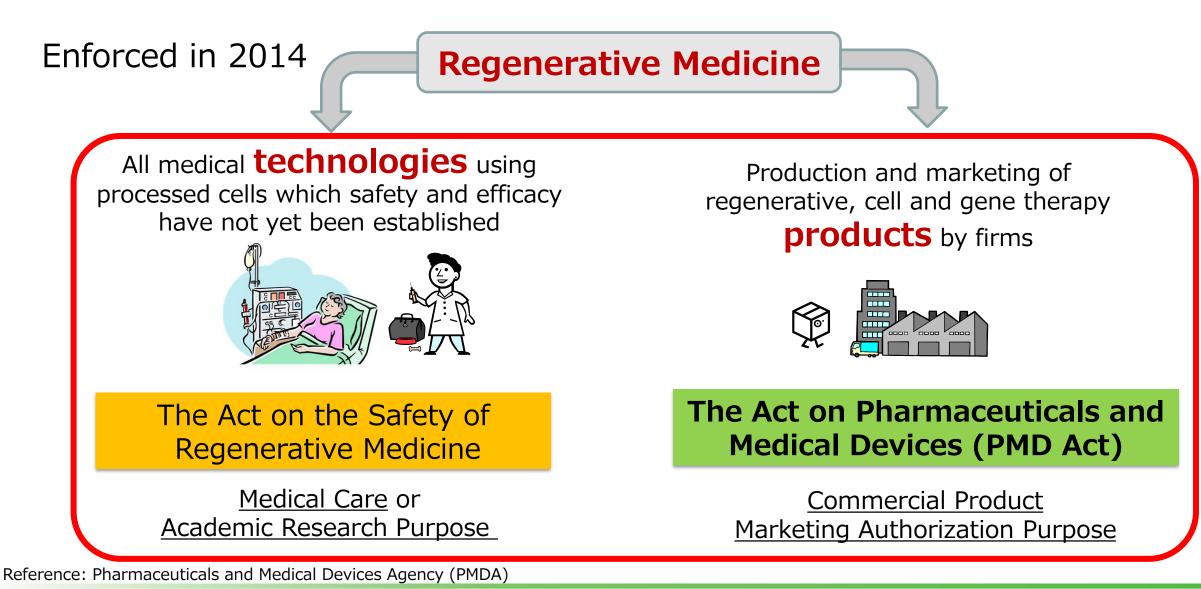
Innovation evaluation of new modalities, including RM products, will continue to be considered in preparation for the 2026 price system reform, so we will continue to reach out to stakeholders.

BX Strategy and Opinion Paper Summary by KEIDANREN









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「再生医療で描く日本の未来」研究会

	テーマ	演者
第1回 7月25日	Kick-off	参議院議員 古川俊治 先生 内閣府 科学技術・イハ、・ーション推進事務局 松尾泰樹 事務局長 厚生労働省 医政局 研究開発政策課 佐野圭吾 室長
第2回 9月7日	再生医療の産業化	日本再生医療学会 岡野栄之 理事長 Heartseed 安井季久央 COO 経済産業省 商務・サービュG生物化学産業課 下田裕和 課長
第3回 10月5日	再生医療の普及	日本再生医療学会 八代嘉美 理事 医薬品医療機器総合機構(PMDA) 藤原康弘 理事長 再生医療イノベーションフォーラム 志鷹義嗣 会長 /畠賢一郎 副会長
第4回 11月24日	国民負担のあり方・ 再生医療の価値	日本総合研究所 翁百合 理事長 日本再生医療学会 高橋政代 理事 慶應義塾大学 後藤励 教授 厚生労働省 保険局 医療課 木下栄作 室長
第5回 12月22日	国民の理解向上 国民の参画	日本再生医療学会 森尾友宏 顧問 川崎市議会議員 青木功雄 先生 日本放送協会 籔内潤也 解説委員

■ 座長:事業構想大学院大学 学長 田中里沙

■ 委員:

1.参議院議員 古川俊治 先生
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 3.日本総合研究所 翁百合 理事長
 4.再生医療1/ベーションフォーラム 志鷹義嗣 会長
 5.慶應義塾大学 後藤励 教授

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1. 内閣府: 科学技術・イハ゛ーション推進事務局

健康·医療戦略推進事務局

2. 厚生労働省: 医政局 研究開発政策課

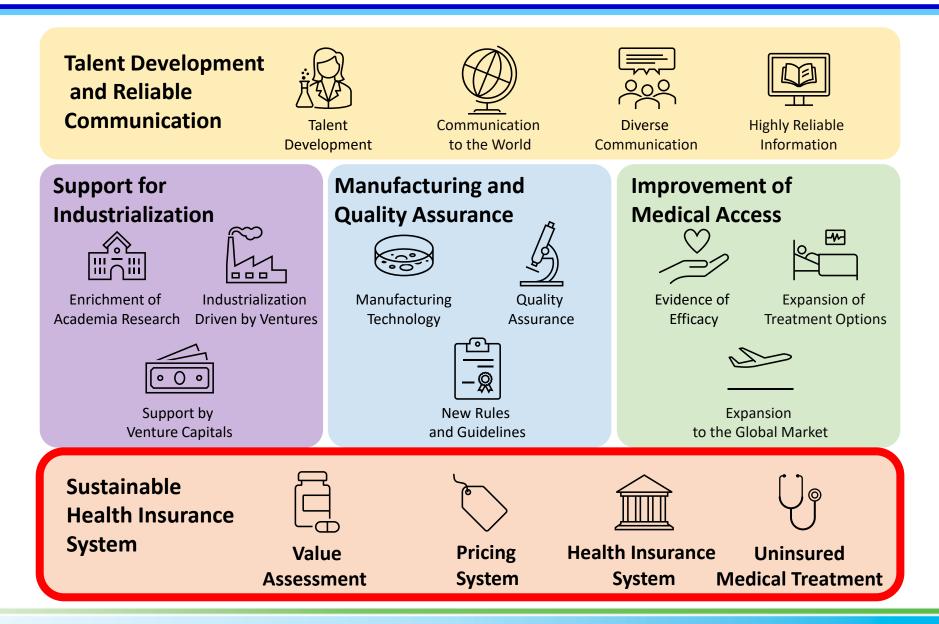
保険局 医療課

医薬局 医療機器審查管理課

- 3. 経済産業省: 商務サービスグループ生物化学産業課
- 4. 文部科学省: 研究振興局 ライフサイエンス課
- 5. PMDA: 再生医療製品等審査部

Discussion summary of the Research Conference





Recommendation summary of the Research Conference

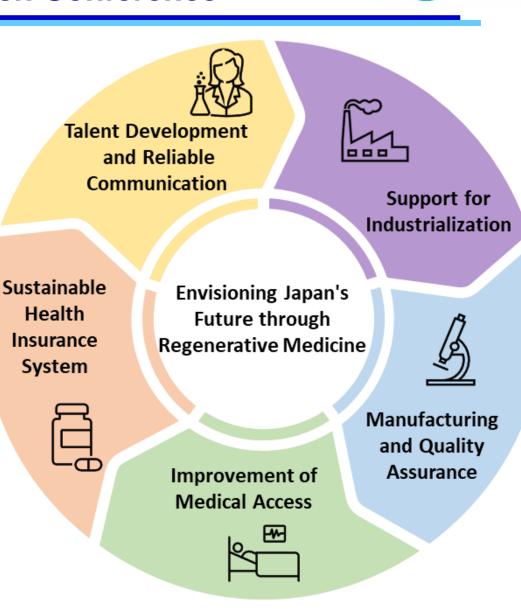


新たな医療保険制度

- 再生医療を提供する 医師の手技料等を診療報酬 として反映する
- Reflect the procedural fees for providing regenerative medicine as reimbursement
- ・ 再生医療等製品の特長・価値を踏まえた価格制度 に向けて、政産官学での議論を継続する

• Continue cross-sectorial discussions toward the realization of a pricing system that reflects the characteristics and value of regenerative medicine products

- 再生医療に関する公的医療保険の適応範囲を 整理し、民間保険の活用や新たな保険外併用 療養費制度を検討する
- Define the scope of reimbursement for regenerative medicine, and consider the use of private insurance and a new type of uninsured combined health care payment system





Self-help, mutual assistance, public assistance



How should we consider appropriate medical prices?





Current issues of Regenerative Medicine (Summary)



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The development of R&D and business environments are fundamental for RM promotion.

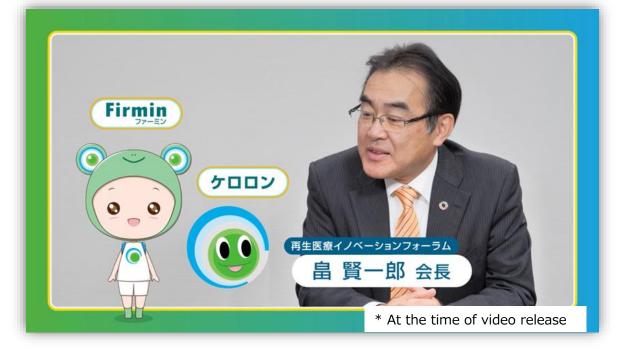
Concerned about the negative impact on product access in JP unless a business environment is improved that allows companies involved in RM to secure profits and invest in R&D.



Thank you very much for your attention.



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APPENDIX

Differences between RM products and Existing Pharmaceuticals



NOTE :Including some problems arising from biopharmaceuticals **Regenerative Medicine** Small molecule / Biologics JP unique local rules (SEIGENKI, Regulations International harmonization by ICH Cartagena) Research and Needs for multiple patents (license fee) • Patents Protected by substance patents Development Lack of specialized human resources HR Abundance • Dependent on donor availability Raw materials No sampling Inter-donor variability Manufacturing Manufacturing Difficulty in large-scale production Easy in large-scale production Control of homogeneity Quality Control of uniformity Heavier burden of quality inspection Transport Distribution Dedicated transportation Normal transportation Medical Limited to specialized hospital Widespread use Depend on the physician's procedure institution Administration Relatively small, incl. rare diseases No. of Patients Relatively large (incl. lifestyle diseases) Autologous CT is personalized therapy

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Conditional and Time-Limited Approval



