



HELLENIC ASSOCIATION OF PHARMACEUTICAL COMPANIES

# Innovative drugs availability in Greece

May 2026

# The study provides insights related to the launch of innovative drugs in Greece

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## Project Objectives

- SfEE's objective was to:
  - Investigate the intention of MAHs to launch innovative products receiving EMA approval from 1/1/2022 until 31/12/2025
  - New indications for products already in the market are not in the study scope
  - Draw conclusions related to the reasons behind these decisions
  - Formulate its strategy based on the above findings

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## Survey Results

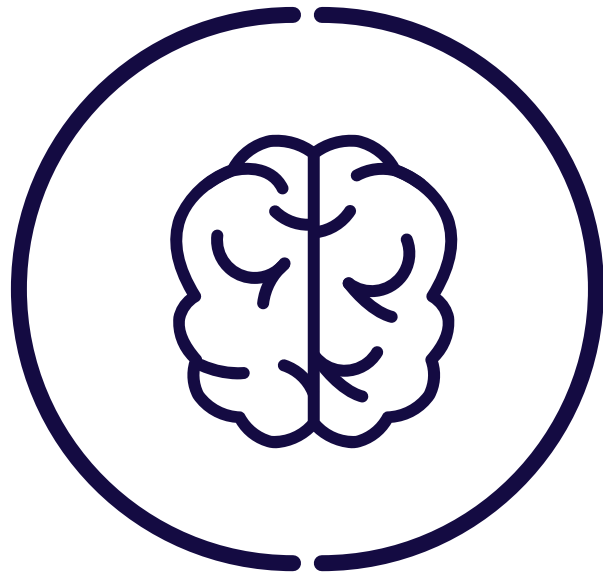
- Data received for 84 out of 214 products

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## Survey identity

- The survey was conducted with the usage of a structured online questionnaire shared with 27 SfEE & EFPIA members
- The study was designed in two pillars:
  1. Identification of products receiving EMA approval from 1/1/2022 until 31/12/2025 and identification of their pricing and reimbursement status in Greece
  2. Investigation of the intention to launch innovative products receiving EMA approval from 1/1/2022 until 31/12/2025
- The fieldwork took place during May 2026 to investigate intention to launch innovative products

# Out of 214 new innovative products that received EMA approval from 2022 to 2025, only 42 (20%) are currently available in Greece



214

New innovative products

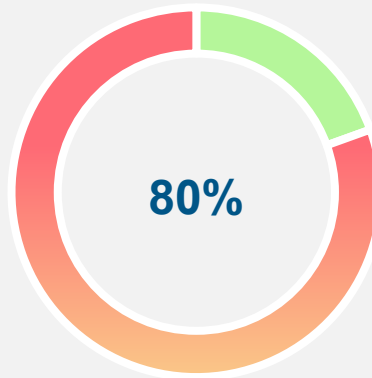
EMA approval from 1/1/2022 until 31/12/2025



42  
Reimbursed

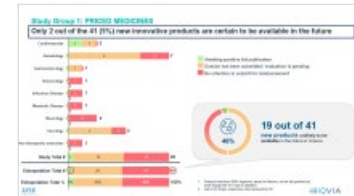


172  
Non-reimbursed



41 Priced in Greece

Study Group 1:



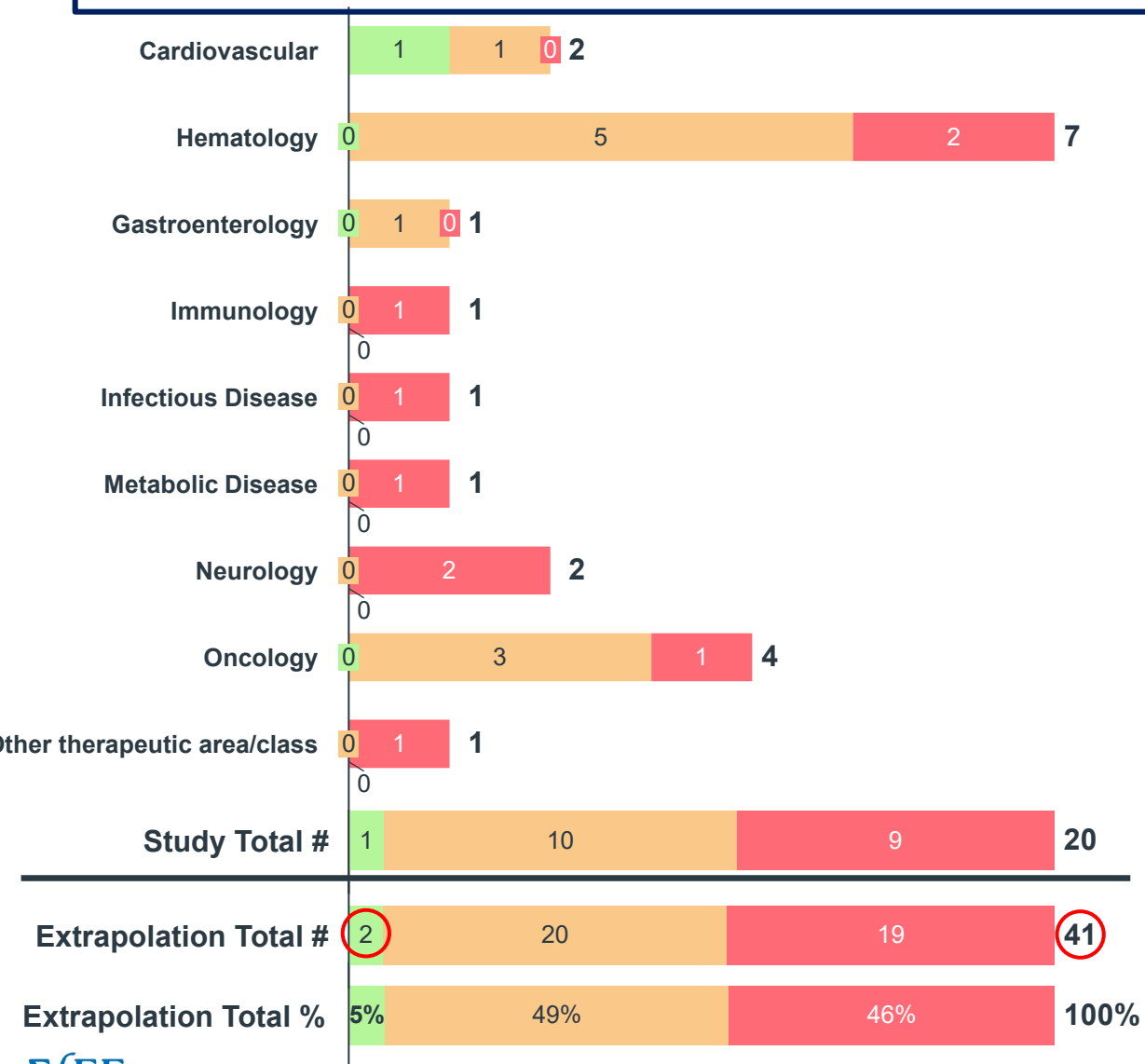
131 Not priced in Greece

Study Group 2:



## Study Group 1: PRICED MEDICINES

Only 2 out of the 41 (5%) new innovative products are certain to be available in the future



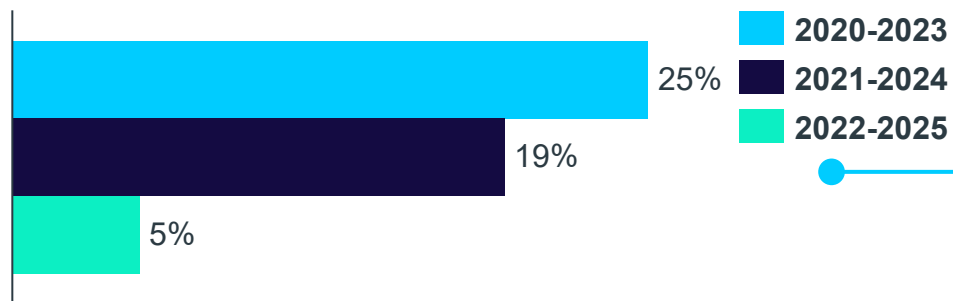
■ Awaiting positive list publication  
■ Dossier has been submitted / evaluation is pending  
■ No intention to submit for reimbursement



1. Products that have EMA Approval, priced in Greece, not on the positive list, even though the 5/11 rule is satisfied
2. Out of 41 drugs, responses were received for 20

# Deteriorating reimbursement intent among priced products signals worsening market attractiveness

% of priced drugs **with** intention to file for re-imbusement



## Conclusions

- ~50% of priced innovative drugs are **not being filed** for **reimbursement** over the past 3 years of the study
- Reimbursement **intent** is **declining**: the share of priced products with intention to file has deteriorated significantly
- Company behavior reflects increased caution and selectivity in pursuing reimbursement in Greece.

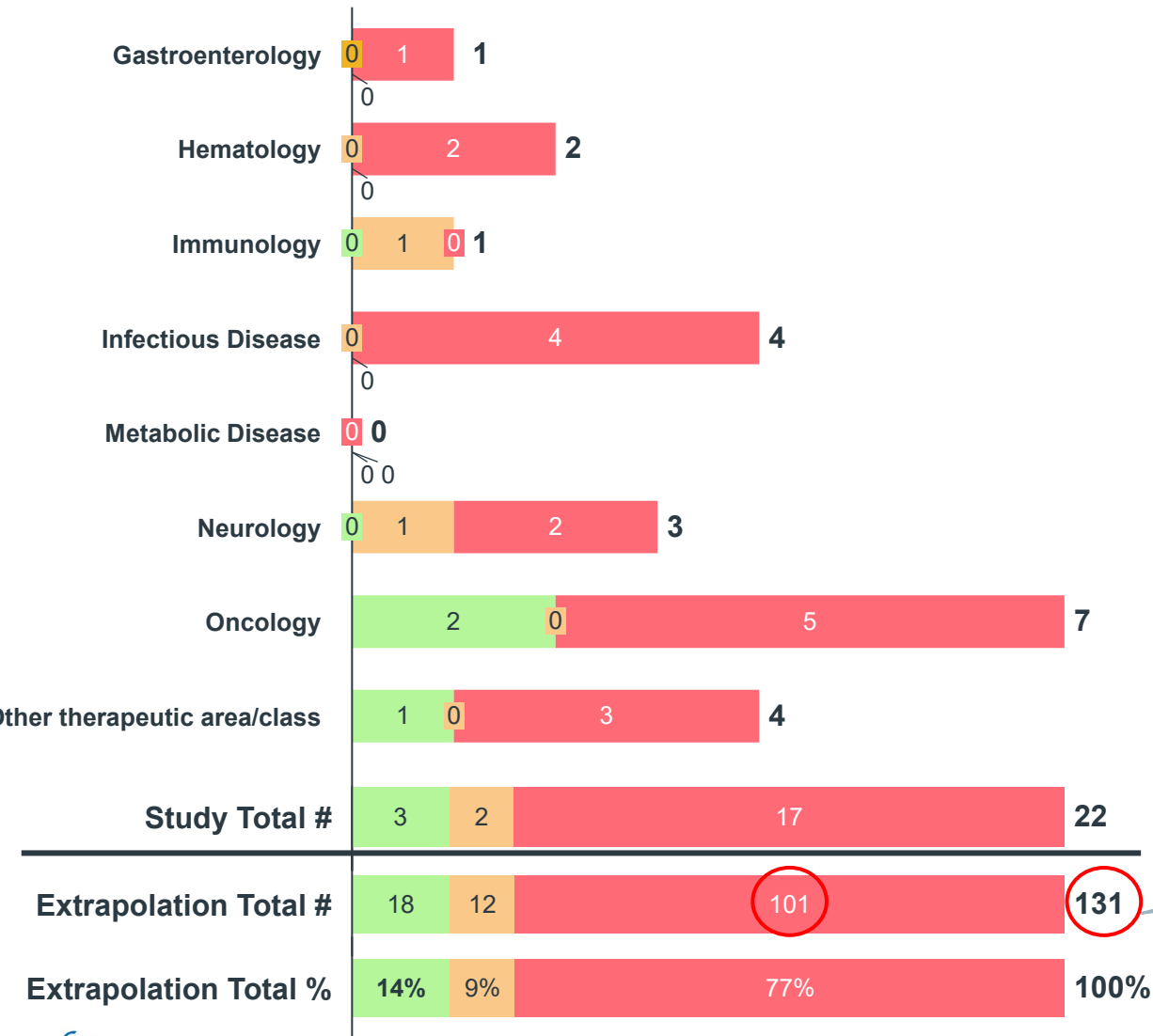
Main underlying drivers are:

- Delaying submission while waiting for a more favorable negotiation/reimbursement environment
- HQ decisions not to proceed with filing in Greece
- Preference for **negative list** entry (out-of-pocket market)

Even when pricing is achieved, reimbursement is no longer a given — highlighting structural disincentives in the Greek access pathway

## Study Group 2: NON-PRICED MEDICINES

101 out of the 131 (77%) new innovative products will not become available in the future



- The drug will be priced
- Decision on pricing application is pending
- It is the parent company's decision not to launch in Greece



1. Products that have EMA Approval, not priced in Greece, even though they are priced in 3 EZ countries
2. Out of 131 drugs, responses were received for 22

# Only 1 out of 5 innovative drugs authorized within the last 4 years are currently available to Greek patients

20%

New innovative products already available



Reimbursed: 42 / 214

1%

New innovative products most likely available



Awaiting positive list publication: 2 / 214

17%

New innovative products less likely available



Drug will be priced, Evaluation pending: 18+20 = 38 / 214

14%

New innovative products the least likely to become available



Application for pricing pending / no intention to submit: 12 + 19 = 31 / 214

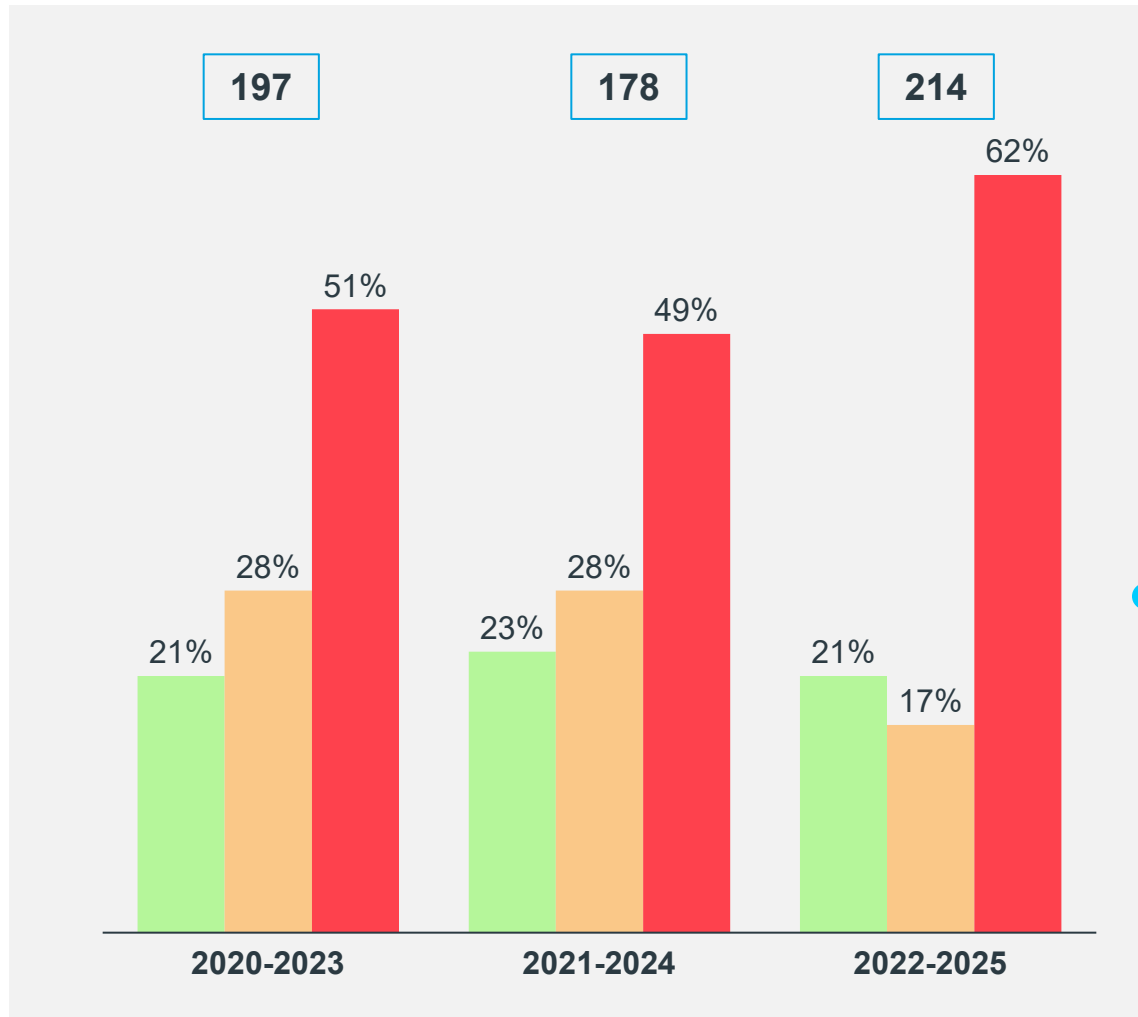
48%

New innovative products will not be available



Company will not launch: 101 / 214

# Access to innovation is deteriorating; fewer launches, lower launch probability, and rising non-launch risk



Will be launched  
Might be launched  
Will not be launched

## Conclusions

- Sustained **low availability**: only ~1 in 5 centrally authorized innovative medicines become available over time
- **Launch likelihood is worsening**: the **probability** of launch falls by ~11 percentage points across the observed periods
- **Non-launch risk is rising**: the probability of not launching at all increases significantly, indicating structural disincentives
- Companies show a consistent tendency to **launch fewer** new innovative products in Greece

Thank you!



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