

Specific

From the pharmaceutical companies' perspective, the costs of developing and marketing a drug is exorbitant; the cost of making a drug are usually minimal. Thus, pharmaceutical companies contribute billions of dollars of medications globally each year.

Could society and the pharmaceutical companies work together in a different way to better mitigate the needs of the underserved? Might pharmaceutical companies be paid or underwritten for their philanthropy?

Could the parameters of a specific disease state be identified and that population's medication needs extrapolated? Could those needs then be targeted to meet that demand? If pharmaceutical companies could be assured that medicines they donated would only go to indigent populations, and not to those that could afford their medications, might they be incentivized and funded by state and/or federal government to make those medications at cost (perhaps plus some subsidy) to completely provide for the medication needs of that population?

