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Pharmaceutical Market Access in Türkiye: Processes, Challenges, and Opportunities

Öznur SEYHUN[1]

ABSTRACT

The primary objective of this study is to provide an analysis of pharmaceutical market access processes in Türkiye by examining approval, pricing, reimbursement, and entry barriers. It addresses the roles of the Turkish Medicines and Medical Devices Agency (TİTCK) and the Social Security Institution (SGK) in access to medicines, presents recommendations for solutions to encountered challenges. Access to pharmaceuticals in Türkiye involves a multi-stage and challenging process, including approval, pricing, and reimbursement steps. Key obstacles include bureaucratic delays, a lack of transparency in pricing processes, and the complexity of reimbursement procedures. Additionally, incentives for local production, alternative reimbursement agreements, and early access programs present significant opportunities to overcome existing limitations. It is crucial for pharmaceutical companies to understand Türkiye's regulatory framework and develop strategic plans. Policymakers might also consider reforms to improve transparency and expedite processes. Such improvements could lead to expansion in Türkiye's pharmaceutical market, quicker patient access to innovative treatments, increased local production, and enhanced independence. This study concludes that if the proposed recommendations are considered, Türkiye's regulatory and reimbursement policies can facilitate faster market access for new drugs, making the Turkish pharmaceutical sector more attractive to both local and global companies.

1 Acıbadem Mehmet Ali Aydınlar University, Faculty of Health Sciences, Istanbul, Türkiye
* Corresponding author: Öznur SEYHUN, oznurseyhun@gmail.com

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INTRODUCTION

Pharmaceutical market access is a multi-stage process involving approval, pricing, inclusion in the reimbursement list, and making a drug accessible to patients. This process includes a structure strategically managed by pharmaceutical companies and overseen by regulatory authorities. In developed countries, market access processes are generally more transparent and structured, whereas in emerging countries, these processes are more complex and fraught with various barriers (Koçkaya & Wertheimer, 2016).

Pharmaceutical companies typically base their pricing strategies on cost-effectiveness analyses and budget impact models in developed markets. Due to higher income levels and regulatory transparency, these markets provide faster access to medicines. In contrast, in emerging markets, particularly in countries like Türkiye, pharmaceutical companies face obstacles such as complex legal regulations, non-transparent pricing processes, and uncertainties in reimbursement mechanisms. Pharmaceutical market access in Türkiye is regulated and overseen by critical stakeholders, such as the Ministry of Health and the Social Security Institution (SGK). The Turkish Medicines and Medical Devices Agency (TİTCK) is responsible for licensing drugs, while SGK makes reimbursement decisions. However, as in other developing countries, the challenges pharmaceutical companies face in this process in Türkiye can prolong market entry times and limit patients' access to innovative drugs (Koçkaya & Wertheimer, 2016).

This study aims to detail the pharmaceutical market access processes, challenges, existing opportunities, and areas for improvement in Türkiye. Additionally, by highlighting the differences between developed and emerging markets, Türkiye's position within these processes will be better understood.

Pharmaceutical Market Access Process in Türkiye

Pharmaceutical market access in Türkiye is conducted within a framework established by regulatory authorities and through a rigorous inspection process coordinated by institutions such as TİTCK and SGK. The method of

making drugs available in the market includes the steps of licensing, pricing, and reimbursement.

Licensing

The first step in the pharmaceutical market access process is licensing. In Türkiye, drug licensing complies with international standards, such as those of the European Medicines Agency (EMA). Initially, TİTCK conducts Good Manufacturing Practices (GMP) inspections at production facilities for both local and imported products, ensuring the quality and safety of these products. Pharmaceutical companies prepare files in the Common Technical Document (CTD) format and submit them to TİTCK during licensing. These files contain detailed information about the drugs' effectiveness, safety, quality, and manufacturing.

License applications to TİTCK are evaluated and concluded within an average of 210 days following the GMP inspection processes, according to regulations in Türkiye. After GMP inspections and file reviews for drug production facilities, licenses are issued for approved products. However, this process can take longer due to complex bureaucratic steps and a lack of transparency (TİTCK, 2021; SGK, 2024; IQVIA, 2024).

Pricing

The drug pricing system in Türkiye is determined by the International Reference Pricing (IRP) method (Econix, 2024). This method is based on the prices of five central reference countries: France, Italy, Spain, Portugal, and Greece. If the drug has no cost in these countries, the prices of EU countries and PIC/S member countries are considered. Türkiye bases its drug prices on the lowest prices from the reference countries (Econix, 2024). According to the 2024 report by ECONiX, Greece, France, and Italy ranked as Türkiye's top three reference countries in 2023. The same report shows that apart from the five official reference countries, Germany and Switzerland are also referenced for original and generic products (Econix, 2024).

While TİTCK fixes drug prices through this reference pricing system, it also applies a fixed exchange rate to control currency fluctuations. The fixed exchange rate policy is implemented by assigning 60% of the previous year's

average Euro/TL rate as the fixed drug rate for the following year (TİTCK, 2021). The pricing system offers a mechanism to balance access to medicines for the public and private sectors. However, pharmaceutical companies indicate that this system creates pressure to lower drug prices, negatively impacting their profit margins (Econix, 2024). Under Decision No. 9063, published in the Official Gazette in 2024, the value of 1 Euro in Turkish Lira increased by 23.5% in October 2024 to a new periodic Euro value of 21.6721 TL (Republic of Türkiye Legal Gazette, 2024).

Studies have shown that lowering the Euro rate in drug pricing adversely affects access to medicines. When a system based on reference pricing models in Europe is applied, the low exchange rate makes economic sustainability in the drug supply chain more challenging, which can cause disruptions, especially in the supply of imported drugs (Organization for Economic Co-operation and Development [OECD], 2021). Additionally, the low Euro rate limits the ability of pharmaceutical companies to introduce innovative and high-cost treatments in markets like Türkiye, further restricting patient access (World Health Organization [WHO], 2018).

Reimbursement Process

Once the drug licensing and pricing procedures are completed, pharmaceutical companies apply to SGK for reimbursement. In this process, pharmaceutical companies must present cost-effectiveness and budget impact analyses. Including drugs in the reimbursement list requires a detailed examination of medical and economic data (IQVIA, 2024).

The Medical and Economic Evaluation Committee (TEDK), formed by SGK, reviews these files to determine the clinical and cost-effectiveness of drugs. TEDK's decisions are submitted to the Reimbursement Committee, and upon final approval, drugs are included in the reimbursement list under the Health Practices Communiqué (SUT) and published in the Official Gazette (IQVIA, 2024).

Challenges in Pharmaceutical Market Access

Complexity of Legal Regulations

Accessing Türkiye's pharmaceutical market requires coordination between institutions such as TİTCK and SGK. However, the lack of transparency and the

bureaucratic steps in these processes can make it difficult for pharmaceutical companies to complete them quickly. Especially in reimbursement applications, preparing and reviewing files can take a long time, becoming both costly and time-consuming for companies (IQVIA, 2024).

Pricing, Mandatory Discounts, and Control of Drug Expenditures

The drug pricing system in Türkiye creates significant price pressure for global pharmaceutical companies. In addition to the fixed 40% discount at the outset of pricing, a 41% public institution discount for original drugs and a 28% discount for generic drugs are applied. These rates can be incredibly restrictive for high-cost or innovative medications in terms of pricing. Consequently, some companies may hesitate to enter the Turkish market or face delays (Econix, 2024).

For 2023, SGK's budget was set at 537 billion TL, with 175.9 billion TL was allocated for drugs, and the remaining 361.1 billion TL was intended for other healthcare services. However, it was observed that the annual budget spent on drugs was 205.3 billion TL (an additional 29.4 billion TL), while 207.2 billion TL was spent on healthcare services (153.9 billion TL less than planned). Drug expenditures accounted for approximately 50% of the budget (Econix, 2024).

In 2022, total healthcare spending amounted to about 607 billion TL, with 76.4% covered by the government and 23.6% by the private sector. Total healthcare expenditure as a percentage of GDP decreased from 4.9% in 2021 to 4% in 2022. The ratio of current healthcare spending to GDP was 4.6% in 2021 and 3.7% in 2022 (Turkish Statistical Institute [TURKSTAT], 2023). As the share of total healthcare spending has declined in recent years, the share of healthcare spending within Türkiye's central budget is also lower than in other sectors. For example, in the 2024 Central Government Budget, 732.5 billion TL was allocated to the Ministry of Health, while 1.092 trillion TL was allocated to the Ministry of National Education. Given discussions about increasing the budget allocated to education to create a healthy society and an educated future generation, it becomes essential to use resources efficiently and allocate them according to proper priorities. This raises questions about the relatively high share (around 50%) of drug expenditures within the overall budget.

Another key topic of recent discussions has been the income-expenditure balance of SGK. It has been emphasized that SGK's income has not been sufficient to cover its expenditures, resulting in a continual deficit. However, analyzing the reasons for this deficit according to specific insurance branches would be a more accurate approach. For instance, in 2023, General Health Insurance premium income was 520.4 billion TL, while SGK's actual expenditure was 412.5 billion TL, resulting in a budget surplus of 107.9 billion TL for General Health Insurance in 2023. This surplus is not unique to 2023; in 2021, there was a budget surplus of 13 billion TL between GHI premium income and expenditures, and in 2022, a surplus of 42 billion TL was recorded. In 2023, this surplus reached 107 billion TL. These figures indicate that SGK's deficits are not due to healthcare expenditures but rather the costs associated with other insurance branches. This reality suggests flexibility regarding the potential for increased healthcare spending (Presidency of Türkiye, Presidency of Strategy and Budget, 2023).

Length of the Reimbursement Process

It can take an average of three years from the initial license application for a drug to be included in the reimbursement list. This process causes significant delays in making drugs available in the market and limits access to innovative treatments. Moreover, the detailed preparation of cost-effectiveness analyses and budget impact analyses requested by SGK can further prolong these processes (Costello Medical Consulting Ltd., 2017; IQVIA, 2024).

The European Federation of Pharmaceutical Industries and Associations (EFPIA) 2023 Waiting to Access Innovative Therapies (WAIT) report highlights significant differences in wait times for new drugs to reach the market following approval, comparing European access times. The report shows the average waiting period (i.e., the time between a drug receiving authorization from the European Medicines Agency (EMA) and its introduction to national markets) and the number of new medications available.

The report lists Germany, Denmark, and Switzerland among the countries with the shortest waiting times for access to new drugs, generally making drugs available within 120 days after approval. However, in Western European countries such as Spain and Italy, this period ranges from 250 to 350 days, with

delays due to additional bureaucratic processes and national reimbursement procedures (Newton et. al., 2024a).

On the other hand, Eastern European countries (e.g., Romania and Bulgaria) show significantly longer waiting periods, typically exceeding 600 days and sometimes taking several years. These delays are attributed to challenges in price negotiations, limited healthcare budgets, and more complex approval processes (Newton et. al., 2024a).

The report also notes that Sweden and the Netherlands have shorter-than-average waiting periods, as transparent and efficient drug evaluation processes characterize their national healthcare systems. Countries like Poland and the Czech Republic are at average levels in terms of waiting time, indicating a need for policy reforms to expedite their drug access processes (Newton et. al., 2024a).

These findings reveal that health inequalities in access to medicines have significant implications for patients and healthcare systems, underscoring the need to address these disparities through improved healthcare policies (Newton et. al., 2024a).

The EFPIA 2023 WAIT report also provides data on total accessibility by approval year (2019-2022). According to the report, drugs approved between 2020 and 2022 were accessible immediately in fewer countries. This situation occurred when the COVID-19 pandemic and economic restrictions strained health systems. Countries such as Germany and Denmark were among those with high accessibility rates, and quickly brought approved drugs to market. In these countries, most drugs approved after 2020 became accessible within 6-12 months.

On the other hand, Eastern European countries (e.g., Romania, Bulgaria, and Slovakia) exhibited lower accessibility rates based on the approval date, with drug market entry typically taking 2 to 3 years or longer. Low accessibility in these countries is attributed to limited healthcare budgets, challenges in price negotiations, and bureaucratic reimbursement procedures (Newton et. al., 2024a).

France and Italy have also shown fluctuations in inaccessibility based on the approval date. Particularly after 2020, the period between drug approval and market availability in these countries remained between 18 and 24 months, mainly due to the complexity of national evaluation and reimbursement processes (Newton et. al., 2024a).

Additionally, certain Northern and Western European countries like Sweden, the Netherlands, and Belgium demonstrated above-average speeds in providing access to approved drugs. These countries typically brought new drugs to market within one year of approval, ensuring patients timely access to innovative treatments (Newton et. al., 2024a).

In summary, the significant variation in accessibility by approval date across different regions in Europe is due to differences in healthcare policies, budget constraints, and regulatory processes. The report suggests that these disparities necessitate a review of national healthcare policies and drug evaluation processes, recommending strategic solutions to reduce inequalities in drug access (Newton et. al., 2024b). When examining accessible product breakdowns, five out of six innovative products in Türkiye are licensed and included in the public reimbursement list. However, one product with restricted access is not licensed, and patients access it via the Overseas Drug List. Although 10% of 167 innovative drugs in Türkiye are not publicly reimbursed, they are accessible through out-of-pocket payments. Previous WAIT surveys indicate that access to innovative treatments in Türkiye was measured at 20% in 2018, but this rate has declined yearly, placing Türkiye at lower ranks among the surveyed countries (Newton et. al., 2024a).

In particular, Türkiye's access rate, which showed a sharp drop to 6% in 2022, fell further to 4% in 2023. In the "Access to Innovative Treatments in Türkiye" section of the WAIT report, detailed data is presented on access rates to innovative orphan drugs approved by EMA between 2019 and 2022 across various countries. During this period, 63 orphan drugs received EMA approval. Among these, only one drug was accessible through public reimbursement in Türkiye in 2023, and it was accessible with limited access through the Overseas Drug List. Compared to other countries, access to orphan drugs in Türkiye is reported to be highly limited (IQVIA, 2024).

Access to medications for rare diseases is a significant issue for patients and the healthcare system. The drugs used in treating these diseases are generally high-cost, and many patients are unable to access needed treatments due to accessibility issues. A study by Sciascia et al. (2023) draws attention to the difficulties of accessing medications for rare diseases. The study findings indicate that delays in treating rare diseases negatively impact patients' quality

of life and require sustainable solutions within the healthcare system. In this context, developing a more comprehensive strategy to improve access to medications for rare diseases is crucial.

Barriers to Access to Orphan Drugs

Access to orphan drugs in Türkiye faces significant challenges due to cost, regulatory hurdles, and limited reimbursement (Alanay & Özbek, 2019). According to the analysis, only 71 out of 105 orphan drugs listed by the European Medicines Agency (EMA) are accessible in Türkiye. Of these, a mere 23 drugs (32%) are licensed, while the remaining 48 (68%) are unlicensed and often require off-label approval processes. This delays availability and imposes additional administrative burdens on physicians and patients (Koçkaya et. al., 2021).

Reimbursement is another critical barrier. Among the 71 accessible drugs, only 34 (48%) are covered by reimbursement. Notably, 17 licensed products (74%) are reimbursed, compared to just 17 unlicensed ones (35%). Patients often face high out-of-pocket expenses for drugs not covered by reimbursement. For example, the average cost of orphan drugs in Türkiye increased from €1,554.21 in 2017 to €3,907.32 in 2019. This rise is partly attributed to the inclusion of high-cost drugs like nusinersen, which is priced at €90,000 per unit (Koçkaya et al., 2021).

These barriers highlight the urgent need for updated national policies and better collaboration between pharmaceutical companies and policymakers to improve affordability and accessibility for patients with rare diseases.

Decrease in Public Health Expenditures

Between 2002 and 2019, Türkiye experienced a notable decline in healthcare expenditures as a percentage of GDP, reflecting shifting national priorities and economic strategies. In 2002, healthcare expenditures accounted for 5.2% of the GDP, but by 2019, this figure had decreased to 4.7%. This trend contrasts with global developments, where healthcare spending generally rises due to factors such as technological advancements and aging populations (Doğuç, 2021).

The decline in Türkiye's healthcare spending is attributed to multiple factors, including structural adjustments and efforts to optimize the allocation

of public resources. Despite this reduction, healthcare needs, driven by an increasing burden of chronic diseases and an aging population, continue to grow. As a result, policymakers face challenges in maintaining access to quality healthcare while addressing financial constraints within the public health system (Doğuç, 2021).

Cultural Barriers and Public Attitudes

Cultural and social attitudes significantly influence public health initiatives, including vaccination programs. In Türkiye, vaccine hesitancy and outright rejection have increased in recent years, with the number of families refusing vaccination surpassing 20,000 by 2018. This hesitancy often stems from deeply rooted cultural and personal beliefs, misinformation, and distrust in medical authorities. For instance, some parents cite religious or philosophical reasons for refusing vaccines, while others express concerns about vaccine safety and side effects despite extensive scientific evidence to the contrary (Yüksel & Topuzoğlu, 2019).

Research highlights that parental attitudes toward vaccination are shaped by various factors, including perceived risks, trust in healthcare providers, and exposure to anti-vaccination messages. In high socioeconomic groups, vaccine hesitancy is more prevalent, driven by fears of societal judgment and misinformation found on digital platforms. Notably, the dissemination of unscientific claims, often amplified through social media and influential public figures, has exacerbated public doubts (Yüksel & Topuzoğlu, 2019).

The challenges posed by vaccine hesitancy serve as a broader example of how cultural barriers and public attitudes can impact the acceptance of other medical treatments and innovations. For instance, reluctance toward new therapies, including gene therapies, advanced biologics, or even routine screenings, often mirrors similar patterns of misinformation and distrust. Addressing these issues requires a multi-pronged strategy: engaging trusted community leaders, promoting health literacy, and countering misinformation through targeted evidence-based communication. By learning from vaccination efforts, policymakers can develop frameworks to anticipate and mitigate resistance to other essential treatments, ensuring equitable access and public trust across the healthcare spectrum.

Opportunities and Areas for Improvement

Incentives for Local Production

Türkiye aims to reduce its dependency on drug imports by promoting local production, creating employment, and enabling technology transfer. The incentives offered to local manufacturers give them priority in licensing and pricing processes. Public institution discount rates for locally produced products are also more favorable. This approach enhances the competitive power of local pharmaceutical companies in Türkiye, contributing to the country's goal of self-sufficiency in the pharmaceutical sector (TİTCK, 2024; Econix, 2024). Companies producing locally can request differentiated prices by providing rationales with cost cards independent of the reference price.

There is a need for more skilled researchers and increased technical capacity in drug development. This figure falls below the OECD average. Relative to Türkiye's R&D potential, the number of centers of excellence for clinical and preclinical development is also insufficient. Although the number of researchers remains low compared to the global knowledge pool, it is increasing rapidly in countries like Türkiye. Between 2008 and 2016, the number of researchers in Türkiye grew by 62%, likely to continue with the country's increasing financial investments in R&D (UNESCO Institute for Statistics, 2019).

Alternative Reimbursement Agreements

Türkiye offers Alternative Reimbursement Agreements (AGÖK), especially for high-cost and innovative drugs. These agreements include flexible models such as risk-sharing, performance-based reimbursement, and budget constraints. Such agreements enable innovative treatments to be introduced more quickly and effectively. For instance, a high-cost oncology drug can be included in the reimbursement list within a deal with SGK based on clinical outcomes or performance data (Koçkaya et al., 2021).

Early Access Programs for Innovative Drugs

Türkiye has programs such as the "Humanitarian Early Access Program" and "Overseas Drug Supply", which allow patients access to innovative treatments earlier in critical situations. Through these programs, pharmaceutical companies can introduce their products to the market before clinical trials

are completed, increasing patient access and strengthening the company's positioning in the Turkish market (Vural et al., 2012; Koçkaya et al., 2021).

Overseas Drug

Patients in Türkiye can access drugs that have not yet received marketing authorization approval or are not included in the reimbursement list through the Patient-Based Drug Sale program. This includes orphan drugs used for rare diseases. These drugs are imported by TİTCK with special approval based on individual patient evaluations.

Digital Health Technologies

Digital health technologies are transforming healthcare, offering opportunities to enhance patient care and streamline clinical workflows. Tools such as wearable sensors enable continuous monitoring, providing real-time data for accurate diagnoses and personalized treatment plans. 3D printing offers innovative solutions in precision medicine by producing customized drug dosages tailored to individual patient needs, particularly for diseases with variable treatment responses. Similarly, robotics and IoT technologies improve efficiency, from enabling minimally invasive surgeries to delivering essential medical supplies in remote areas via drones. These advancements also promise cost reduction and scalability, which are vital for addressing the growing demands on healthcare systems (Awad et al., 2021).

However, challenges remain in integrating these technologies into existing healthcare infrastructures. Data security and privacy concerns are significant, particularly with IoT-connected devices handling sensitive patient information. Additionally, high costs may limit access for low-income populations, exacerbating health inequities. Ethical considerations, including the potential displacement of healthcare jobs by automation, further highlight the need for balanced adoption. Addressing these challenges through robust regulations, equitable policies, and hybrid human-digital models will ensure the full potential of digital health technologies can be realized, benefiting diverse populations globally (Awad et al., 2021).

Improvement in Supply Chain

Efficient supply chain management is pivotal for reducing costs and enhancing the quality of healthcare services. Despite its critical role, the healthcare supply chain lags behind its commercial counterparts in adopting advanced logistics tools and strategies. For instance, inventory turnover rates in healthcare average only 2 compared to 44 in consumer electronics, highlighting inefficiencies that contribute to higher operating costs. Logistics expenses alone account for 38% of healthcare costs, significantly more than industries like retail (5%) or electronics (2%) (Kwon et al., 2016).

Adopting advanced tools such as Vendor Management Inventory (VMI) and Collaborative Planning and Forecasting Replenishment (CPFR) could transform healthcare supply chains. VMI shifts inventory management responsibility to manufacturers, reducing errors and costs while improving service levels. Similarly, CPFR fosters collaboration between manufacturers and providers, optimizing inventory levels and ensuring the timely availability of critical supplies. By embracing such strategies, healthcare systems can reduce waste, lower costs, and reinvest savings into improving patient care and innovation (Kwon et al., 2016).

Efforts to improve supply chain processes, including standardization and lean management principles, are equally essential. Standardized processes eliminate redundancies, enhance transparency, and streamline operations. Lean management focuses on reducing waste across the supply chain, improving efficiency, and freeing up resources for critical healthcare needs. Together, these strategies can modernize the healthcare supply chain, ensuring better patient outcomes and more sustainable operations (Kwon et al., 2016).

CONCLUSION AND RECOMMENDATIONS

Access to the pharmaceutical market in Türkiye is a complex, multi-stage process. Each phase—licensing, pricing, and reimbursement—is a critical step that pharmaceutical companies must manage carefully. Despite the challenges associated with these processes, Türkiye offers numerous opportunities for growth and innovation in the pharmaceutical sector. Local production incentives and alternative reimbursement models are significant steps toward accelerating market entry and improving patient treatment access.

Supporting and encouraging local production can reduce Türkiye's dependency on pharmaceutical imports, thereby strengthening the economy. Additionally, SGK's risk-sharing and performance-based reimbursement models can accelerate market entry for innovative drugs, thereby advancing progress in the healthcare sector.

Improving transparency, reducing bureaucracy, and enhancing coordination among regulatory bodies can help alleviate the obstacles pharmaceutical companies face. These improvements can make Türkiye's pharmaceutical market more competitive and better aligned with international standards. As a result, pharmaceutical companies will be able to enter the Turkish market more quickly, providing patients with earlier access to innovative treatments.

Türkiye is focusing on investment incentives, technology transfer, digitalization in healthcare, and health tourism to attract additional foreign investment. Successful Public-Private Partnership (PPP) projects in Türkiye have led to improved health outcomes. Other countries in the region have the opportunity to replicate elements of government-private sector coalitions and technology exchange programs.

Improvements in the healthcare system can significantly help achieve the goals of various stakeholders. The Ministry of Health's efforts to expedite access to medicines should be evaluated within this context. Facilitating drug access can address unmet needs more rapidly and reach a broader patient base. These improvements enhance the effectiveness of healthcare services and improve patients' quality of life.

The findings of this study, based on industry reports and academic research, provide a solid foundation for the results. For instance, the Association of Research-Based Pharmaceutical Companies (AIFD) reports address the current state of access to medicines and necessary improvements. Additionally, studies on orphan diseases emphasize the importance of personalized healthcare by highlighting patients' distinct genetic and molecular needs (Alanay & Özbek, 2019). These kinds of reports and research offer valuable references for assessing the positive effects of strategic steps to accelerate access to medicines on public health.

Efforts by the Ministry of Health to improve access to medicines must be coordinated with other stakeholders in the sector. These efforts will speed up the resolution of patients' unmet needs and enhance access to healthcare

services. This approach will raise the overall efficiency of the healthcare system and maximize public health benefits.

Making pharmaceutical market access processes in Türkiye more efficient and transparent will help pharmaceutical companies enter the market more quickly, allowing patients to access innovative treatments sooner. The following actions can be taken to achieve this:

1. Enhance Transparency in Regulatory Processes: Institutions such as TİTCK and SGK need to conduct their processes more transparently and expedite them to facilitate the market access process for companies.

2. Strengthen Local Production and R&D Incentives: Providing more incentives for local production and innovative drug development processes in Türkiye will support the growth of the domestic pharmaceutical sector.

3. Expand Alternative Reimbursement Models: In particular, more risk-sharing and performance-based reimbursement models should be applied to high-cost drugs to accelerate the market entry of innovative treatments. Value-based reimbursement methods and practices should be closely monitored in this regard.

4. Leverage Digital Health Technologies in Market Access: Integrating digital health technologies, such as electronic health records and data analytics, can improve the evaluation of treatment outcomes and support performance-based reimbursement agreements. These tools enable more accurate and efficient assessments of innovative treatments, thereby facilitating faster market approvals and reimbursements.

5. Establish a Unified Stakeholder Engagement Framework: A centralized platform to engage stakeholders, including pharmaceutical companies, healthcare providers, patient advocacy groups, and regulators, can streamline discussions on pricing, reimbursement, and access challenges. Regular consultations with these groups will ensure that market access policies align with both industry needs and patient welfare, fostering collaboration and innovation.

In conclusion, making Türkiye's pharmaceutical market access processes more efficient presents significant opportunities for public health and the pharmaceutical sector. Taking advantage of these opportunities can position Türkiye as a stronger and more independent player in the pharmaceutical industry.

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