

## Understanding Pharma A Primer On How Pharmaceutical Companies Really Work

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November 2014 Understanding the pharmaceutical value chain  
"Primer" is a great mind-bender of a film with some clever style and story touches, but some viewers, including me, get tripped up by its complicated (re: batshit) time travel mechanics.

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Craig Boyle, 69, learned about uncertainties surrounding Medigap the hard way three years ago, after he ran over a fire hose while biking to work in Denver and landed on his head.

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The approach taken in this study enables a clear understanding of the value chain price levels and margins relative to the end user price. It does not, however, reflect differences in absolute price level or absolute amounts received by each stakeholder in the value chain. Understanding the pharmaceutical value chain.

UNDERSTANDING "PRIMER" (in six minutes)  
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