recode the status quo

A BOLD AND BALANCED PATH TO A SUSTAINABLE PAYMENT MODEL FOR GENE THERAPIES

It is bluebird bio’s goal to create a sustainable model to pay for one-time gene therapies so that patients, health systems and society can realize the therapy’s potential lifelong value.

we are committed to value-based payments over time, focused on direct clinical benefit for the patient.

We propose sharing risk with health care systems to create a sustainable model.

We are willing to put as much as 80 percent of the price at risk.

After an initial payment of 20 percent, annual milestone payments would be made only if the treatment works, defined by easy-to-measure outcomes that assess meaningful patient benefit.

A one-time treatment intended to have lifelong benefit, annual milestone payments would be capped at 5 years of equal installments.

Fair value tied to direct patient benefit: living longer and quality of life improvements. Savings associated with treatment prior to therapy would be returned to health systems and society.

this model will help achieve a goal shared by both bluebird and health care systems: MAXIMIZING PATIENT ACCESS & SYSTEM AFFORDABILITY