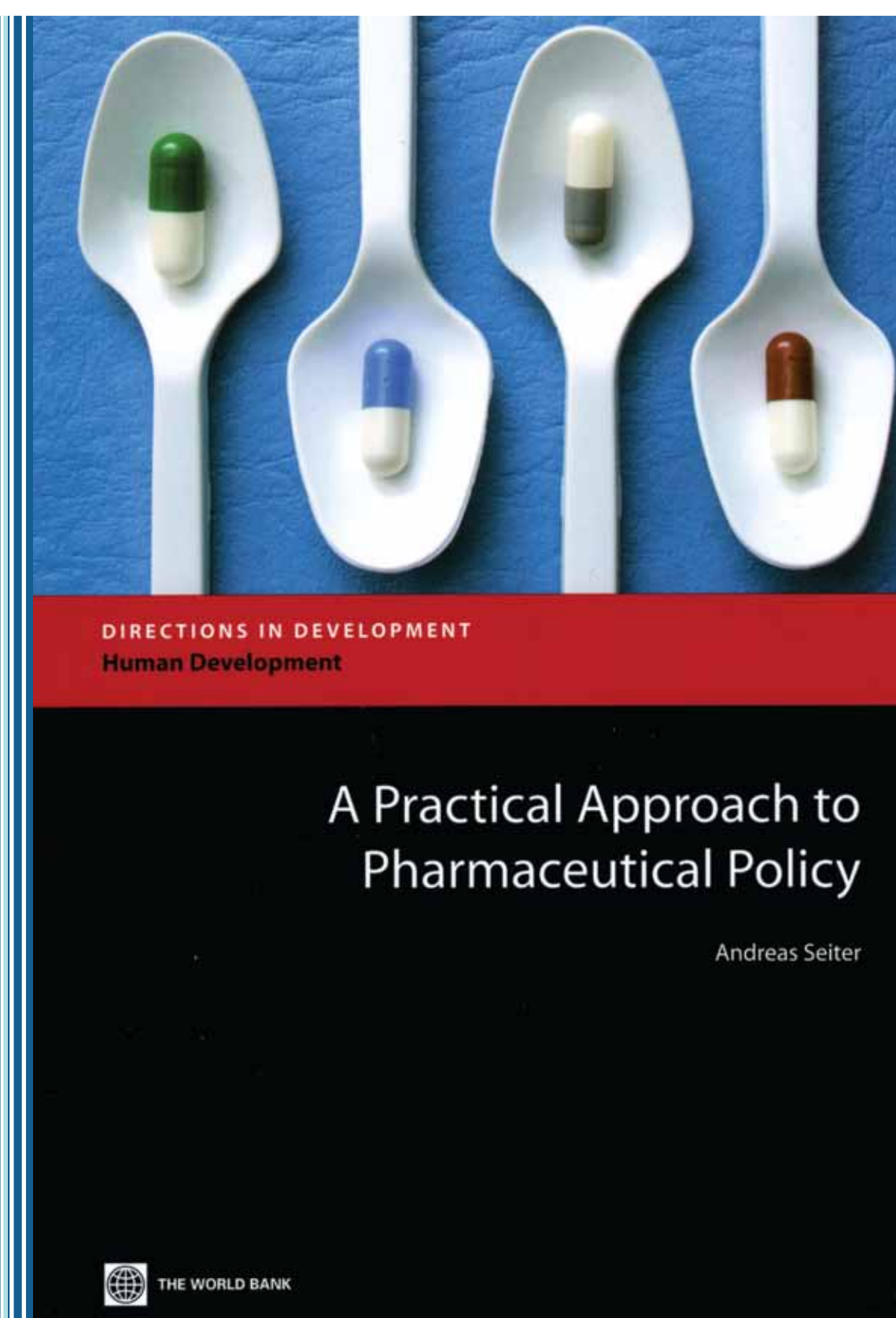


# A Practical Approach to Pharmaceutical Policy

by Andreas Seiter

Providing access to safe, effective medicines is a major challenge for many health systems in low- and middle-income countries. This book offers policy makers a hands-on approach, tested in the World Bank's field work in many countries, for assessing the pharmaceutical sector, recognizing typical "patterns of dysfunction" and developing strategies to quickly deal with the most urgent problems while at the same time building a platform for sustainable long term policy.



**CHAIR: Phil Hay**

*Communications Advisor  
Human Development Network  
World Bank*

**AUTHOR: Andreas Seiter**

*Senior Health Specialist  
Human Development Network  
World Bank*

**PANELISTS: Cristian Baeza**

*Sector Director  
Health, Nutrition and Population  
Human Development Network  
World Bank*

**Jeff Sturchio**

*CEO, Global Health Council  
Former President, The Merck Company Foundation*

**Monday  
August 2, 2010  
12:00-1:30 PM**

*Light lunch will be served*

**Auditorium J1-050**

World Bank J Building  
18th Street and Pennsylvania Ave.  
Washington, DC

**RSVP [infoshopevents@worldbank.org](mailto:infoshopevents@worldbank.org)**