Pressure on EU budgets
Reduction of healthcare spending

Growth rates of health spending for selected functions per capita, OECD average, 2005-2013

Source: OECD Health at Glance, 2015

Average annual growth in pharmaceutical expenditure per capita, in real terms, 2005-09 and 2009-13 (or nearest periods)
New approaches are needed
If we want to preserve universal health coverage

Global spending on new brand medicines has more than doubled in 2014 and is 2.6% of
global pharmaceutical spending

Source: IMS Health, R&D Focus, May 2015; MIDAS, Q4 2014, constant USD

Global New Brand Spending Growth USD Bn

Healthcare system efficiency
Finding new ways to deliver better health & access

20-40% of healthcare spending are allocated to unnecessary or non cost-effective services

Suboptimal use of drugs represent opportunities to rethink and optimise current health delivery systems as well as reinvent current therapies.

Value added medicines
Rethink, reinvent & optimise medicines

DEFINITION
Medicines based on known molecules that address healthcare needs and deliver relevant improvements for patients, healthcare professionals and/or payers

IMPROVEMENTS
New therapeutic uses, Better efficacy, Better safety, Better ease of use, Better way of administration

HOW
DRUG REPOSITIONING Finding new indications
DRUG REFORMULATION New delivery system
COMPLEX COMBINATION New regimens or adding technology

patients • quality • value • sustainability • partnership
Benefits for healthcare community

- Patients • Quality • Value • Sustainability • Partnership

Call for action
From cost focus to outcomes focus

- Stakholders already recognize the benefit of value added medicines
- Open pathways for value added medicines
  Adapt HTA and P&R pathways so that benefits can be shown and rewarded appropriately
- Industry proactive approach
  Work together with all concerned stakeholdersto discuss and develop innovative ways to generate required evidence & communicate on benefits

patients • quality • value • sustainability • partnership
**Partnership**

Improving well-being, keeping people healthy & delivering the most efficient care

Policy makers, payers, patients and healthcare professionals and our sector group need to work together to address the barriers

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Thank you

@medicinesforeurope

#valueaddedmed
Value Added Medicines Group

Structure of Medicines for Europe

Membership

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