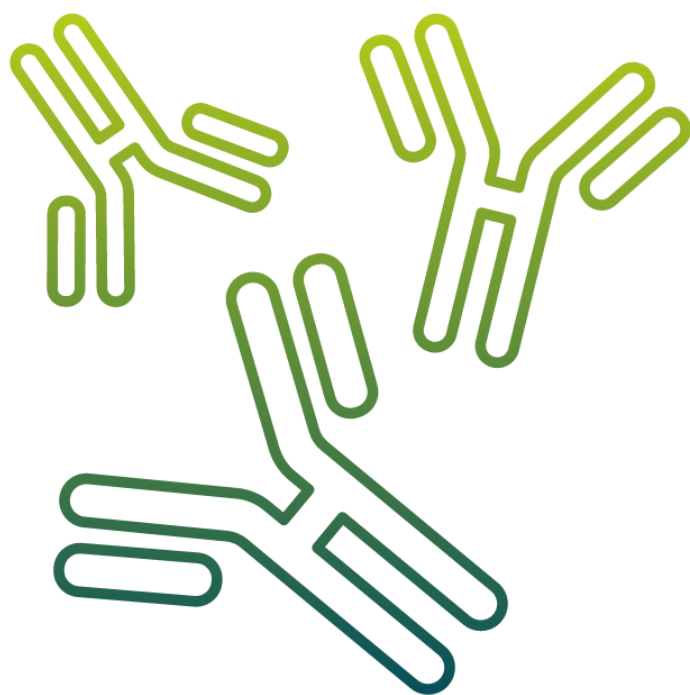


BIOS22

Social media toolkit



18th Biosimilar Medicines Conference

Translating the Pharmaceutical Legislation into Access & Affordability

The 2022 Biosimilar medicines conference BIOS22 will take place in **Brussels**, Belgium, on **6th & 7th October** at the Thon Hotel.

During this in-person event, speakers and panellists will explore how to turn the Pharmaceutical Strategy aim to ensure better access and affordability into concrete biosimilar medicine policy measures. **As we prepare for it, we would like to invite you to share some information on it on social media. Your contribution is key to an effective and broad outreach.**

Biosimilar medicines have a prominent role in delivering access to life-changing biological therapies. Their use enables progress towards more integrated care for patients and has the potential to change care pathways to drive better outcomes. Throughout the conference, debates and exchanges, as well as the presentation of examples and current practices, will foster ideas and data sharing.

The aim of this event is to multiply perspectives on existing challenges and future opportunities for biosimilar medicines policy to drive efficiency and contribute to the transformation of healthcare systems, and to inform the revision of the Pharmaceutical legislation.

Join us and have your say!



About the content: you can share anything coming from this toolkit (messages, visuals, links) but we encourage you to personalise your communication, adding your contribution to the Biosimilar Medicines group thought leadership.

If you want to engage with #BIOS22, you can

- Register through our [event](#) page
- Follow us on our Social Media accounts.
 - **Twitter:** [@medicinesforEU](#)
 - **LinkedIn:** [Medicines for Europe](#)
- Use the main hashtags **#BIOS22** and **#BiosimilarMedicines**
- **Share the following links in your posts:**
 - [Event page](#)
 - [Registration link](#)

Other resources

- [Key BIOS facts and figures](#)
- [HealthierTogether initiative: Diabetes](#)
- [HealthierTogether initiative: Integrated Approaches](#)
- [All infographics on biosimilar medicines](#)
- [Biosimilar Medicines sector group page](#)
- [PowerPoint with editable visuals](#)
- [All PNG visuals](#)

Messages

General Messages

#BIOS22 is back as an in-person event!

Join us in Brussels to discuss how #BiosimilarMedicines can not only enable access to all-important therapies but also unlock more advanced integrated care for patients.

#AccessforAll

<https://bit.ly/3oxZX05>

Register for #BIOS22 and discover more on the role of #BiosimilarMedicines in enabling access to all-important therapies while unlocking more advanced integrated care for patients.

October 6 – 7

#AccessforAll

<https://bit.ly/3oxZX05>

October 6 – 7: Don't miss #BIOS22!

This will be the opportunity to discuss the existing challenges and future opportunities to make #BiosimilarMedicines an efficient resource for more patients.

#AccessforAll

<https://bit.ly/3oxZX05>

Session 1 - OPENING PANEL DISCUSSION - Delivering for patients - Towards an ambitious implementation of the pharmaceutical strategy for Europe

How can the #EUPharmaLegislation impact the uptake of #BiosimilarMedicines to improve access and affordability of important treatment pathways?

We will discuss this at our live event #BIOS22.

Register now

<https://bit.ly/3oxZX05>

What changes in the #EUPharmaLegislation would help to deliver on the #BiosimilarMedicines promise on access, competition, efficiency, and affordability?

Join #BIOS22, live in Brussels Oct 6 -7

Register below

<https://bit.ly/3oxZX05>

Session 2 - The 'no-action' scenario – Taking a close look at the landscape of European access to biological medicines

#BiosimilarMedicines use continues to vary greatly across European countries & therapy areas. How can disparities among different systems be solved through smarter biosimilar use and uptake?

Join #BIOS22 live in Brussels to discover more

<https://bit.ly/3oxZX05>

As Healthcare Systems are recovering from the pandemic, #BiosimilarMedicines can support to contain costs. Biosimilars available for cancer treatment have the potential to reduce treatment costs by €2.4BN each year in Europe.

Join #BIOS22, live in BXL

<https://bit.ly/3oxZX05>

Session 3 - Providing a flexible European regulatory framework for the future: opportunities to advance biosimilar regulation

If you'd like to know more about the EU regulatory framework for #BiosimilarMedicines don't miss the opportunity to join #BIOS22.

Live in Brussels 7 – 8 October

<https://bit.ly/3oxZX05>

How can regulatory science and biosimilar development strategies progress alongside to promote early exchanges between manufacturers and regulators? How can this impact #BiosimilarMedicines' development?

Register now for #BIOS22, 7-8 October

<https://bit.ly/3oxZX05>

Session 4 - Ensuring Access to affordable medicines: How can adapting purchasing and procurement policies contribute to meet evolving health needs?

#BiosimilarMedicines can increase affordable access to treatment. What can adapt purchasing and procurement policies do to meet evolving health needs?

Discover more during #BIOS22, live in Brussels 7-8 October

<https://bit.ly/3oxZX05>

#BiosimilarMedicines can provide access to affordable medicines for many.

As the biosimilar portfolio evolves, how can the European institutions contribute to building a robust and resilient framework?

Register to #BIOS22, live in Brussels 7-8 October

<https://bit.ly/3oxZX05>

Session 5 - Enabling Innovation in healthcare practices: How can biosimilar policies contribute to advancing integrated care services?

The existence of programmes introducing #BiosimilarMedicines have shone a light on how pockets of reforms can significantly impact #access but also care pathways and patient outcomes.

Join the upcoming #BIOS22 live event to discover more

<https://bit.ly/3oxZX05>

Integrated care represents a great solution for efficient healthcare provision & better outcomes. So, when implemented, it can positively impact #access to treatment for patients.

Join us in BXL, October 6 -7 to see the role #BiosimilarMedicines can play

<https://bit.ly/3oxZX05>

**Session 6 - INTERNATIONAL REGULATORS' PANEL - Advancing biologic regulatory science:
How to converge efforts for an efficient and responsive global regulatory framework?**

#BIOS22 is the platform for international regulators shaping biosimilar frameworks to discuss the latest developments in their respective jurisdictions, to understand differences, changes, and challenges.

Don't miss this event and register at

<https://bit.ly/3oxZX05>

#BiosimilarMedicines regulators around the globe are actively shaping & improving regional biosimilar frameworks.

Join #BIOS22 to discover the latest developments and how we can advance on cooperation, convergence & reliance going forward.

Register below

<https://bit.ly/3oxZX05>

Visuals

For the creation of any social media content you can use the pictures available at [this](#) link. It contains PNG visuals and a **PowerPoint** file with the editable version of the visuals that you can use to share content in other languages.




Medicines for Europe

Social media plan

Date	Text	Visual
08/08	<p>#BiosimilarMedicines can improve access and affordability of treatment. The review of the #EUPharmaLegislation is an opportunity to explore measures that can promote the uptake of these important medicines.</p> <p>📍 Join us at #BIOS22 Oct 6 – 7 to discover how https://bit.ly/3bcPB2D</p>	<p>18th Biosimilar Medicines Conference TRANSLATING THE PHARMACEUTICAL LEGISLATION INTO ACCESS & AFFORDABILITY THON HOTEL EU BRUSSELS, 6 - 7 OCTOBER 2022 SESSION 1 Delivering for patients: Towards an ambitious implementation of the pharmaceutical strategy for Europe #BIOS22</p>
11/08	<p>#BiosimilarMedicines play a key role in tackling the burden of #NCDs, including cancer.</p> <p>#DYK that Biosimilars available for cancer treatment have the potential to reduce treatment costs by €2.4BN each year in Europe?</p> <p>#BIOS22 - https://bit.ly/3oxZX05 More info - https://bit.ly/3OxMnEw</p>	<p>18th Biosimilar Medicines Conference TRANSLATING THE PHARMACEUTICAL LEGISLATION INTO ACCESS & AFFORDABILITY THON HOTEL EU BRUSSELS, 6 - 7 OCTOBER 2022 SESSION 2 The In-Action Scenario: Taking a close look at the landscape of European access to biological medicines #BIOS22</p>
17/08	<p>Did you know that since #BiosimilarMedicines have become available, healthcare systems were able to free up some 18BN€ total savings across Europe?</p> <p>Discover more facts on our website & don't forget to register to #BIOS22! Brussels, Oct, 6 – 7 📍 https://bit.ly/3bcPB2D</p>	<p>18th Biosimilar Medicines Conference TRANSLATING THE PHARMACEUTICAL LEGISLATION INTO ACCESS & AFFORDABILITY THON HOTEL EU BRUSSELS, 6 - 7 OCTOBER 2022 #BIOS22</p>
22/08	<p>We need a future-proof European regulatory framework for #BiosimilarMedicines.</p> <p>How can European institutions contribute to build it?</p> <p>We will answer this and other questions at #BIOS22, our live event taking place in Brussels 6 - 7 October 📅 https://bit.ly/3bcPB2D</p>	<p>18th Biosimilar Medicines Conference TRANSLATING THE PHARMACEUTICAL LEGISLATION INTO ACCESS & AFFORDABILITY THON HOTEL EU BRUSSELS, 6 - 7 OCTOBER 2022 SESSION 3 Providing a flexible European regulatory framework for the future: opportunities to advance biosimilar regulation #BIOS22</p>
25/08	<p>Are you getting ready for the #BIOS22 Conference taking place this October, 6 – 7, in Brussels?</p> <p>You can still register at https://bit.ly/3ytqUqe and join us to explore which changes in the #EUPharmaLegislation could help fulfil the #biosimilar promise on access and efficiency.</p>	<p>18th Biosimilar Medicines Conference TRANSLATING THE PHARMACEUTICAL LEGISLATION INTO ACCESS & AFFORDABILITY THON HOTEL EU BRUSSELS, 6 - 7 OCTOBER 2022 Join us in Brussels! #BIOS22</p>

29/08	<p>During Session 4 of #BIOS22 we will explore how adapting purchasing and procurement policies contributes to meeting evolving health needs.</p> <p>📍 Register now and join us in Brussels, October 6-7</p> <p>https://bit.ly/3oxZX05</p> <p>#AccessForAll</p>	 <p>18th Biosimilar Medicines Conference TRANSLATING THE PHARMACEUTICAL LEGISLATION INTO ACCESS & AFFORDABILITY THON HOTEL EU BRUSSELS, 6 - 7 OCTOBER 2022</p> <p>SESSION 4 Ensuring Access to affordable medicines: How can adapting purchasing and procurement policies contribute to meet evolving health needs?</p> <p>#BIOS22</p>
31/08	<p>Where conducive policies are in place, #BiosimilarMedicines help more people get the treatment they need in a timely way, leading to better health.</p> <p><input checked="" type="checkbox"/> Read our blog post https://bit.ly/3nQTygd</p> <p><input checked="" type="checkbox"/> Register to BIOS22 live in Brussels https://bit.ly/3yq2luq</p>	 <p>18th Biosimilar Medicines Conference THON HOTEL EU BRUSSELS, 6 - 7 OCTOBER 2022</p> <p>Join us in Brussels!</p>
05/09	<p>Register to the upcoming #BIOS22 in Brussels to discover the role of #BiosimilarMedicines in delivering on the #EUPharmaStrategy goals.</p> <p><input checked="" type="checkbox"/> Discover more on our website https://bit.ly/3uxhWac</p> <p><input checked="" type="checkbox"/> Register here https://www.medicinesforeurope.com/events/bios22 https://bit.ly/3PFLhHo</p>	 <p>Biosimilar Medicines Virtual Summit 2022: From disruption to care for cancer patients</p> <p>How do biosimilar medicines enable better care for cancer patients? How can educational resources and efforts lead to more patient information needs on biosimilar medicines? How can we improve the way biosimilar medicines are used to treat cancer patients?</p>
9/09	<p>#BiosimilarMedicines increase #access to treatment, improving patient outcomes by enabling integrated care.</p> <p><input checked="" type="checkbox"/> Register to #BIOS22 to join the conversation https://bit.ly/3oxZX05</p> <p><input checked="" type="checkbox"/> Discover more on integrated approaches in healthcare https://bit.ly/3J7p1o9</p> <p>#AccessForAll</p>	 <p>18th Biosimilar Medicines Conference TRANSLATING THE PHARMACEUTICAL LEGISLATION INTO ACCESS & AFFORDABILITY THON HOTEL EU BRUSSELS, 6 - 7 OCTOBER 2022</p> <p>SESSION 5 Enabling innovation in healthcare practices: How can biosimilar policies contribute to advancing integrated care services?</p> <p>#BIOS22</p>
15/09	<p>If you want to know the latest developments in #BiosimilarMedicines 🧪 regulatory frameworks around the world, you should not miss #BIOS22, where international regulators will discuss the most recent advances in regulatory science.</p> <p>Register below https://bit.ly/3oxZX05</p>	 <p>18th Biosimilar Medicines Conference TRANSLATING THE PHARMACEUTICAL LEGISLATION INTO ACCESS & AFFORDABILITY THON HOTEL EU BRUSSELS, 6 - 7 OCTOBER 2022</p> <p>SESSION 6 Advancing biologic regulatory science: How to converge efforts for an efficient and responsive global regulatory framework?</p> <p>#BIOS22</p>
21/09	<p>📍 October 6 – 7: Join #BIOS22 to discuss the impact of the #EUPharmaLegislation revision to realise the potential of #BiosimilarMedicines in delivering better access to important therapies.</p> <p>https://bit.ly/3bcPB2D</p> <p>#AccessForAll</p>	 <p>18th Biosimilar Medicines Conference THON HOTEL EU BRUSSELS, 6 - 7 OCTOBER 2022</p> <p>Join us in Brussels!</p>

29/09	<p>One week from now, we will be at #BIOS22 discussing #BiosimilarMedicines and how they can</p> <ul style="list-style-type: none"> 🧪 deliver access to life-changing biological therapies for cancer & other NCDs 🧪 improve care pathways for EU patients 🧪 advance integrated care services <p>Join us https://bit.ly/3oxZX05</p>	 <p>The poster for the 18th Biosimilar Medicines Conference features a green and white color scheme. It includes the conference title, the theme 'TRANSLATING THE PHARMACEUTICAL LEGISLATION INTO ACCESS & AFFORDABILITY', the location 'THON HOTEL EU BRUSSELS', and the dates '6 - 7 OCTOBER 2022'. A prominent 'Register now' button is shown, along with the hashtag #BIOS22 and a circular inset image of a family.</p>
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We would like to thank you for your interest in engaging with #BIOS22.
For any inquiries referring to the content Biosimilar Medicines Virtual Summit or the way to communicate it, please do not hesitate to contact **Marta P**
(mpratico@medicinesforeurope.com)