

#BIOS23

Social media toolkit

19th

**Biosimilar Medicines
Conference**

**LEONARDO ROYAL HOTEL
AMSTERDAM, 25-26 MAY 2023**

**THE FUTURE IS BIOLOGIC: STRENGTHENING BIOSIMILAR
POLICY FOR BETTER HEALTH IN EUROPE**

#BIOS23

The Future is Biologic: Strengthening Biosimilar Policy for Better Health in Europe

#BIOS23

#BIOS23 is happening in Amsterdam this year!

We will discuss the role of biosimilar medicines as a key pillar of healthcare system stability and resilience and discuss the possibilities given by competition.

The **19th Biosimilar Medicines Conference** will provide a platform for patients and healthcare professionals (HCPs), policy makers, regulators and payers to highlight the value and opportunity for biosimilar policy to enhance treatment quality, healthcare efficiency and support re-investment in prevention, early detection and diagnosis.



CLICK ON THE VISUALS TO ACCESS THE EDITABLE VERSION

Ahead of the event, take a look at its content and help us spread the word!

If you wish to engage with #BIOS23, you can:

- Register through our [event](#) page
- Follow us on our Social Media accounts.
 - **Twitter:** [@medicinesforEU](#)
 - **LinkedIn:** [Medicines for Europe](#)
- Use the main hashtags **#BIOS23** and **#BiosimilarMedicines**
- Share the following links in your posts:
 - [Event page](#)
 - [Biosimilar Medicines sector group](#)
 - [Registration link](#)

Regarding content, you can share details from this toolkit (messages, visuals, links) and in addition, we encourage you to always personalise your communication.

Social Media posts: suggestions

The regulatory experience with #BiosimilarMedicines applications points to a need for an evolution of the biosimilar framework.

To learn more about the role of the #EUPharma Legislation, join #BIOS23!

📅 25-26 May, NL

👉 <https://bit.ly/401UpME>

The #EUPharma Legislation supports an evolution of #BiosimilarMedicines 📝 frameworks in Europe. But how exactly?

REGISTER for #BIOS23, 25-26 May, to learn more

<https://bit.ly/401UpME>

Regulatory convergence among global jurisdictions appears central to adapt early to new challenges that #BiosimilarMedicines may meet.

Join the discussion at #BIOS23, 25-26 May in Amsterdam NL, to learn more

<https://bit.ly/401UpME>

Do you want to learn more on Collaborative regulatory Initiatives and regulatory convergence?

Don't miss #BIOS23 in Amsterdam, 25-26 May 📅

👉 <https://bit.ly/401UpME>

#BiosimilarMedicines 📝 represent a specific focus area to optimise procurement policies as a recent study from the @EUcommission_EN showed <https://bit.ly/3Fuy7uq>

To be discussed at #BIOS23, taking place in Amsterdam, May 25-26

<https://bit.ly/401UpME>

How can #BiosimilarMedicines ensure long-term healthy competition in the field of biologics?

REGISTER for #BIOS23 and get a complete overview on the topic in Amsterdam NL, May 25-26

<https://bit.ly/401UpME>

At #BIOS23 we will discuss the future of biologics and the role that #BiosimilarMedicines play in increasing timely access to them across Europe.

Register now and join Medicines for Europe, Amsterdam, May 25-26

<https://bit.ly/401UpME>

Join EU and global experts from the biosimilar field at #BIOS23, Amsterdam May 25-26, and discover how to untap the value of #BiosimilarMedicines for the entire healthcare community.

Register below

👉 <https://bit.ly/401UpME>

Connecting guidelines and their implementation in the clinical practice is at the heart of delivering #BiosimilarMedicines value for patients.

Join us in Amsterdam, May 25-26 for #BIOS23 to discover more

👉 <https://bit.ly/401UpME>

The biologic loss of exclusivities for the next decade represents an unprecedented opportunity for #BiosimilarMedicines developers and patients with Non-Communicable Diseases.

Register for #BIOS23 to learn more

NLAmsterdam, May 25-26

<https://bit.ly/401UpME>

What can #BiosimilarMedicines do for patients living with Non-Communicable Diseases? We will discuss opportunities with business leaders at #BIOS23 in Amsterdam, May 25-26

<https://bit.ly/401UpME>

International collaborative schemes drive convergence, via aligned positions or training opportunities. What does the landscape look like for #BiosimilarMedicines? 📄

REGISTER for #BIOS23, 25-26 May, to discover more

<https://bit.ly/401UpME>

What #BiosimilarMedicines can do for patients living with #rheumatoidarthritis, #cancer, #diabetes, #IBD and other Non-Communicable Diseases?

Find more in our infographics

📄 <https://bit.ly/40ho1W2>

📄 <https://bit.ly/3z4zQmV>

And register for #BIOS23 May 25-26

<https://bit.ly/401UpME>

Some additional resources

- [Reading list](#)
- [Integrated approaches IBD](#) - Infographic
- [Diabetes](#) – Infographic
- [Filling the Gap](#) – Report on Cancer care
- [Key facts and figures](#)
- [Upcoming] [Biosimilar Market Review](#)

The image is a collage of promotional materials for the 19th Biosimilar Medicines Conference. At the top, two banners for the conference are displayed. The left banner says "19th Biosimilar Medicines Conference, LEONARDO ROYAL HOTEL, AMSTERDAM, 25-26 MAY 2023" and includes the slogan "THE FUTURE IS BIOLOGIC-STRENGTHENING BIOSIMILAR POLICY FOR BETTER HEALTH IN EUROPE" and a "Register now" button. The right banner says "19th Biosimilar Medicines Conference, LEONARDO ROYAL HOTEL, AMSTERDAM, 25-26 MAY 2023" and includes the slogan "THE FUTURE IS BIOLOGIC-STRENGTHENING BIOSIMILAR POLICY FOR BETTER HEALTH IN EUROPE" and a "Join us!" button. Below the banners are two infographics. The first is titled "Integrated approaches" and focuses on IBD treatment. The second is titled "Diabetes" and focuses on off-patent medicines. At the bottom is a large infographic titled "KEY FACTS AND FIGURES BIOSIMILAR MEDICINES".

Integrated approaches
Investing in efficient IBD treatment, enabling innovation in patient care delivery

Diabetes
Off-patent medicines can start a virtuous circle of high-quality treatments and better prevention

Biological medicines are a major contributor to easing the economic burden of IBD

Almost 1 in 3 inflammatory bowel disease patients eligible for biological therapy are not receiving it







3/4 of diabetes-related care costs are due to preventable complications




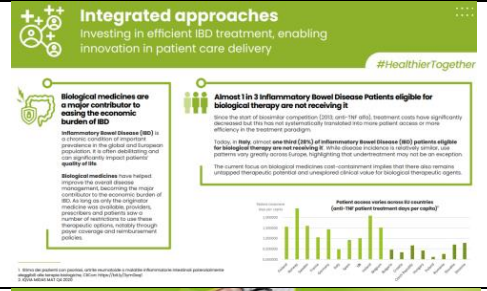


Off-patent medicines: Improving access to medication

KEY FACTS AND FIGURES BIOSIMILAR MEDICINES



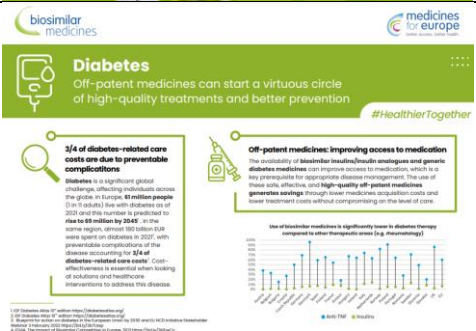

- **Market value of biosimilar medicines in Europe +15% in 2020**
- **+20,000 new UK biosimilar products reimbursed within 1st quarter of 2021**
- **Since biosimilar medicines have been marketed, reimbursement savings have reached over **€1.5 billion** in Europe (2011-2021)**
- **A promising opportunity for generic medicines: Multiple **€1.5 billion** market will open by competition between 2024-2025**
- **Biosimilars available for generic treatment from that point on to reduce the number of patients by **€2-10 billion** each year in Europe**
- **Biosimilar medicines: Significant savings for patients with over **14%** volume share of the biosimilar market in Europe**
- **A promising opportunity for generics: over **300 new biologics** will be launched, opening to biosimilar competition by 2025**
- **Europe remains the global leader with over **50%** of the biosimilar sales**

Medicines for Europe Social Media Plan

| Date | Text | Visual |
|-------|---|--|
| 28/03 | <p>SAVE THE DATE! 25-26 May 📅</p> <p>#BIOS23 is coming to Amsterdam! NL</p> <p>Visit our website for more details</p> <p>👉 https://bit.ly/401UpME 👈</p> |  <p>19th Biosimilar Medicines Conference LEONARDO ROYAL HOTEL AMSTERDAM, 25-26 MAY 2023</p> <p>THE FUTURE IS BIOLOGIC: STRENGTHENING BIOSIMILAR POLICY FOR BETTER HEALTH IN EUROPE</p> <p>#BIOS23</p> <p>Register now</p> |
| 4/04 | <p>Is the #EUPharma Legislation review ready to support the evolution of the #BiosimilarMedicines regulatory process?</p> <p>Register to BIOS23, 25-26 May, NL, and join the discussion</p> <p>👉 https://bit.ly/401UpME</p> |  <p>19th Biosimilar Medicines Conference LEONARDO ROYAL HOTEL AMSTERDAM, 25-26 MAY 2023</p> <p>THE FUTURE IS BIOLOGIC: STRENGTHENING BIOSIMILAR POLICY FOR BETTER HEALTH IN EUROPE</p> <p>#BIOS23</p> <p>Join us!</p> |
| 6/04 | <p>International collaborative schemes can foster alignment, how do we prioritise regulatory convergence on emerging biosimilar topics?</p> <p>To discover more on the topic, join us at #BIOS23 🇳🇱, 25-26 May, Amsterdam</p> <p>https://bit.ly/42hlaxU</p> |  <p>19th Biosimilar Medicines Conference LEONARDO ROYAL HOTEL AMSTERDAM, 25-26 MAY 2023</p> <p>THE FUTURE IS BIOLOGIC: STRENGTHENING BIOSIMILAR POLICY FOR BETTER HEALTH IN EUROPE</p> <p>#BIOS23</p> <p>Register now</p> |
| 10/04 | <p>A recent study from the @EUcommission_EN https://bit.ly/3Fuy7uq on public procurement shows how #BiosimilarMedicines 🇳🇱 are a great target to optimise policies.</p> <p>Join us in Amsterdam, May 25-26, for BIOS23 to discover more</p> <p>https://bit.ly/3yTKZXv</p> |  <p>19th Biosimilar Medicines Conference LEONARDO ROYAL HOTEL AMSTERDAM, 25-26 MAY 2023</p> <p>THE FUTURE IS BIOLOGIC: STRENGTHENING BIOSIMILAR POLICY FOR BETTER HEALTH IN EUROPE</p> <p>#BIOS23</p> <p>Join us!</p> |
| 12/04 | <p>#BiosimilarMedicines are instrumental in delivering value to the healthcare systems by bringing healthy competition.</p> <p>This has many advantages for patients and we will discuss them during #BIOS23, 25-26 May in Amsterdam.</p> <p>REGISTER NOW</p> <p>👉 https://bit.ly/401UpME</p> |  <p>19th Biosimilar Medicines Conference LEONARDO ROYAL HOTEL AMSTERDAM, 25-26 MAY 2023</p> <p>THE FUTURE IS BIOLOGIC: STRENGTHENING BIOSIMILAR POLICY FOR BETTER HEALTH IN EUROPE</p> <p>#BIOS23</p> <p>Register now</p> |
| 15/04 | <p>#IBD is among those conditions that can be treated using #BiosimilarMedicines, however, access to biologic therapies remain unequitable across the EU.</p> <p>We will discuss this in Amsterdam, May 25-26, during #BIOS23 🇳🇱</p> <p>Register now!</p> <p>https://bit.ly/42hlaxU</p> |  <p>Integrated approaches Investing in efficient IBD treatment, enabling innovation in patient care delivery</p> <p>#HealthierTogether</p> <p>Biological medicines are a major contributor to easing the economic burden of IBD In a recent study, the economic burden of inflammatory bowel disease (IBD) in industrialized countries is estimated to be around 1.5% of GDP. This is a significant burden, particularly in countries with high life expectancy and high healthcare costs. Biological medicines have helped improve the overall disease management, becoming the major contributors to the economic burden of IBD. This is due to the higher medicine use, including biologics, antibodies and biologics, and the higher number of medications used. These therapeutic options, mainly through improved management and maintenance policies.</p> <p>Almost 1 in 3 Inflammatory Bowel Disease Patients eligible for biological therapy are not receiving it Given the high burden of disease, access to IBD treatment is a major public health challenge. However, this has not yet been fully translated into more patient access or more efficiency in the treatment process.</p> <p>Today, in Italy, almost one third (30%) of Inflammatory Bowel Disease (IBD) patients eligible for biological therapy are not receiving it. This is due to various reasons, including limited patient awareness, highlighting that understanding this need is an essential step towards more patient access and improved clinical value for biological therapeutic agents.</p> <p>Higher patient access across EU countries (only 1st patient treatment day per country)</p> <p>1. Source: the authors' own analysis, with the methodology described in the accompanying research paper published in <i>Journal of Clinical Pharmacy and Therapeutics</i>.</p> |

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| <p>17/04</p> | <p>As #BiosimilarMedicines can improve lives for patients living with inflammatory diseases. Revision of treatment guidelines can lead to considerable expansion of the number of eligible patients. Register for #BIOS23 and join the discussion in Amsterdam, May 25-26 📅 https://bit.ly/401UpME</p> |  |
| <p>20/04</p> | <p>#BiosimilarMedicines 🧪 represent an opportunity to ease the burden related to Non-Communicable Diseases for many patients. At #BIOS23 business leaders will share their vision. Join them in Amsterdam, May 25-26 https://bit.ly/42hlaxU</p> |  |
| <p>24/04</p> | <p>Join the roundtable at #BIOS23 to discuss the future of #BiosimilarMedicines and their role in tackling Non-Communicable Diseases. Register now and meet us in Amsterdam NL, 25-26 May 📅 👉 https://bit.ly/401UpME</p> |  |
| <p>27/04</p> | <p>DYK that almost 1 in 3 Inflammatory Bowel Disease Patients eligible for biological therapy in Italy are not receiving it? https://bit.ly/40ho1W2 Join BIOS23 to discover more! https://bit.ly/401UpME</p> |  |
| <p>29/04</p> | <p>How can we overcome known feasibility challenges in the regulatory process for #BiosimilarMedicines? 🧪 We will highlight meaningful changes in the #EUPharma Legislation review at #BIOS23, join us! https://bit.ly/3yTKZxv</p> |  |
| <p>2/05</p> | <p>Many are the benefits that #BiosimilarMedicines can bring to patients and the whole healthcare community. https://bit.ly/3yMTiEg Join #BIOS23 to discover them all! https://bit.ly/42hlaxU</p> |  |



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| <p>5/05</p> | <p>More use of #BiosimilarMedicines can improve patient access to oncology medicines while also improving healthcare budget sustainability https://bit.ly/3ZVPn4a Discover this and all the benefits for patients at #BIOS23 https://bit.ly/3yTKZxv</p> |  |
| <p>11/05</p> | <p>Two weeks from now we will be in Amsterdam for #BIOS23! Don't miss the opportunity to get all the latest news from the #BiosimilarMedicines world Check the programme and register! https://bit.ly/400FmCH</p> |  |
| <p>16/05</p> | <p>The availability of #biosimilar insulins can improve access to medication for patients living with diabetes https://bit.ly/3z4zQmV We will discuss the benefits of #BiosimilarMedicines for patients living with #NCD at #BIOS23, join us! https://bit.ly/401UpME</p> |  |
| <p>19/05</p> | <p>There is still time to register for #BIOS23! Find all the latest news on our website and meet us in Amsterdam, 25-26 May https://bit.ly/401UpME</p> |  |

We would like to thank you for your interest in engaging with **#BIOS23**. For any inquiries referring to the content of the Biosimilar Medicines Conference BIOS23 or ways to communicate about it, please contact **Marta** (mpratico@medicinesforeurope.com).