



# Value Added Medicines: What Value Repurposed Medicines Might Bring to Society?

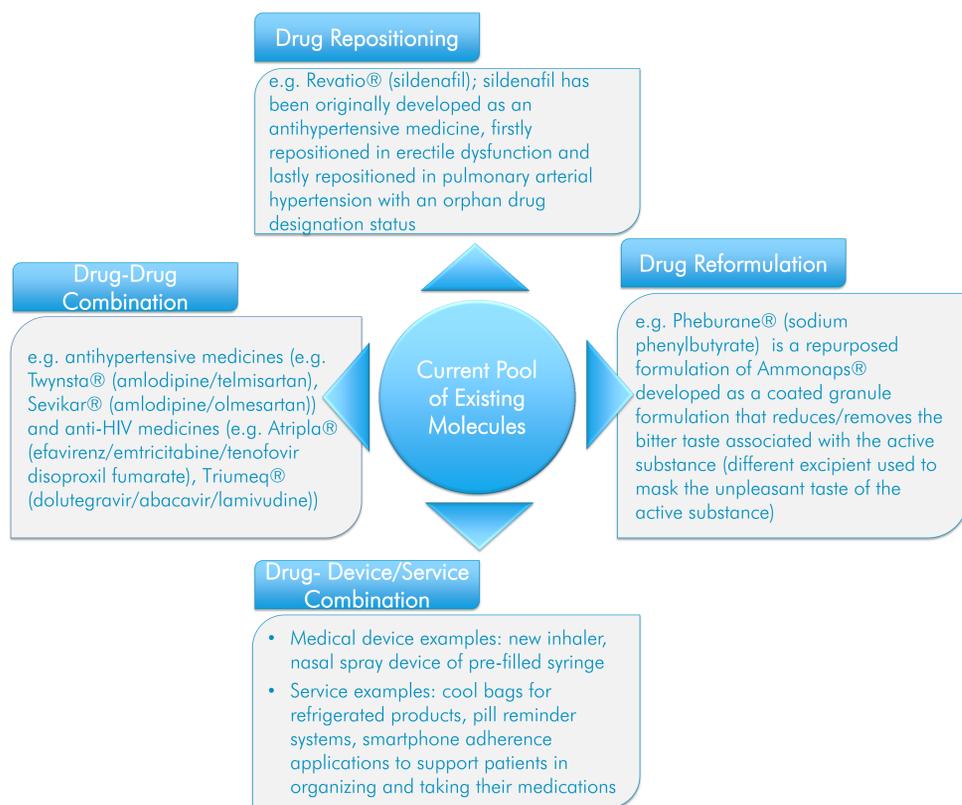
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## BACKGROUND

- Value added medicines are defined as “medicines based on known molecules that address healthcare needs and deliver relevant improvements for patients, healthcare professionals and/or payers” [1].(Figure 1)

Figure 1. Value added medicines concept and examples



## OBJECTIVE

- The objective of this study was to assess from healthcare providers', patients', regulators' and payers' perspective which value drug repurposing might bring to society.

## METHODS

- Primary research was conducted to assess how value added medicines might respond to various stakeholders' and society needs.
  - Twenty European stakeholders among healthcare professionals, regulatory authorities and HTA bodies/payers (Country scope: Austria, Belgium, France, Germany, Italy, Poland, Spain, The Netherlands, Scotland, Sweden) were interviewed using a standardised discussion guide.
  - Patient's perspective was also collected during the first European Patient's Forum – Medicines for Europe Dialogue that took place on 31<sup>st</sup> May 2016 following presentation of key examples of value added medicines.
  - A written survey complemented by a focus group were conducted among representatives of pharmaceutical industry developing medicines in this field.
- Ad hoc literature review was conducted to illustrate, when appropriate, statements of the various stakeholders, especially targeting healthcare inefficiencies related to medicines.

## References

- Medicines for Europe. What is value added medicines. [Internet]. Available from: <http://www.medicinesforeurope.com/value-added-medicines/did-you-know/> (Cited 2016 August 30)



## RESULTS

- Stakeholders' interviews highlighted three main potential benefits for value added medicines:
  - To address some healthcare system inefficiencies related to medicines. (Figure 2)
  - To improve healthcare system efficiency through the opportunity to better address healthcare provision and organisation.
    - Value added medicines could contribute to reduction and re-allocation in healthcare use (e.g. a ready to use chemotherapy which might improve medicine handling and save time for healthcare providers).
  - To contribute to sustainability of healthcare systems through economic advantages.
    - Value added medicines may represent an opportunity to create an intermediate step before switching to costly products as well as to reduce budget impact; Value added medicines might be pushed as a second-line option versus the well-established product, while most innovative therapy might be niched as third-line option, after the value added medicine step, which could have positive budget impact. (Figure 3)

Figure 2. Opportunity of value added medicines to address healthcare inefficiencies

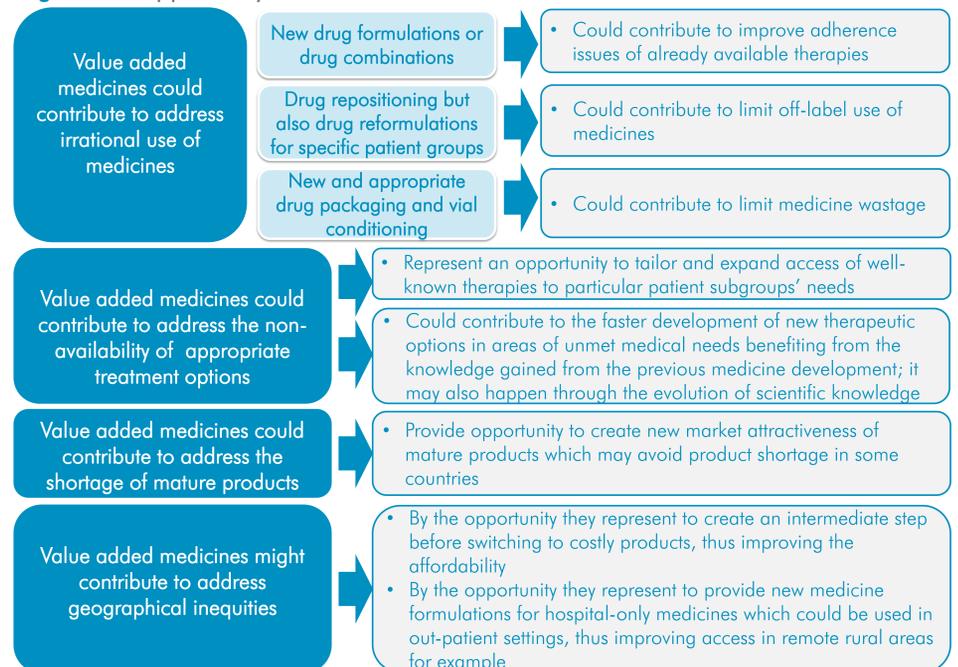
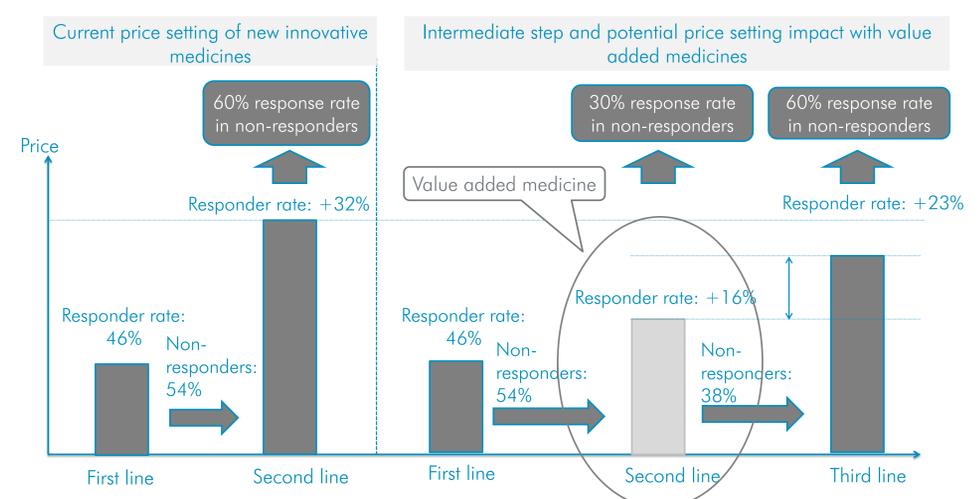


Figure 3. Illustrative representation of intermediate step create by value added medicines and potential price



## CONCLUSIONS

- Value added medicines represent an opportunity for society to address a number of medicine related healthcare inefficiencies and also present an opportunity to deliver better health to patients, to enhance healthcare system efficiency and contribute to the sustainability of the healthcare systems.