



Combined

Social Media Toolkit

4th
Value Added Medicines
Conference

GIVING MEDICINES A NEW LIFE

30 November 2022

&

#VAMweek

28 November - 2 December 2022

 value added
medicines



VAMweek & VAM Conference

Combined Social Media Toolkit

The **#VAMweek** is back this November!

This year, for its second edition, our online campaign will aim to raise awareness of Value Added Medicines (VAMs) among healthcare professionals, patients, policy makers and all those who want to know more about the benefits of VAMs for the healthcare community.

We have chosen a topic for each day of the **#VAMweek** as follows:

- **28/11** – VAMs: Giving medicines a new life
- **29/11** – VAMs: challenges vs opportunities
- **30/11** – Conference Day (Intro: The path towards more accessible off-patent innovation)
- **01/12** – Joining forces to address unmet medical need through repurposing
- **02/12** – Old meets new: untapping the potential of continuous innovation in the pharmaceutical sector

Inside this initiative, we are going to host the **4th Value Added Medicines Conference** on 30 November, in Brussels. The event, entitled “**Giving medicines a new life**”, is an opportunity to shine a light on the opportunities presented by VAMs and the possibilities they offer to reduce unmet medical needs for patients.

The event will set the scene for a dialogue with a wide range of experts in the healthcare community sharing best practices and discussing patient access to continuous innovation, especially in view of the upcoming EU Pharmaceutical Legislation revision.



www.medicinesforeurope.com

value added medicines
better access. better health.

4th Value Added Medicines Conference

Thon Hotel EU, Brussels

30 NOVEMBER 2022 - #VAM2022



HOW TO GET INVOLVED

To participate in the **#VAMweek** or to promote the **VAM Conference** you can use any of the content of this Toolkit, visuals and/or text. You can also retweet, share, like or comment on Medicines for Europe posts or share your own content.

If you would like to engage with #VAM week, you can

- Register through our event page
- Follow us on our Social Media accounts.
 - Twitter: [@medicinesforEU](#)
 - LinkedIn: [Medicines for Europe](#)
- Use the main hashtags **#VAMweek**, **#VAM22** and **#ValueAddedMeds**
- Share any of following links in your posts:
 - [Event page](#)
 - [Registration link](#)
 - [#HealthierTogether - Neurological diseases](#)
 - [#HealthierTogether - respiratory diseases](#)
 - [Report: Advancing Medicines Repurposing on the EU](#)
 - [Podcast: Episode 01 \(at the bottom of the page\)](#)

Please find the editable version of the infographics [here](#).





Social Media Messages: #VAMweek

- **28/11 – VAMs: Giving medicines a new life**

Resources: [Adherence to therapy infographic](#) – [VAM Advantages Infographic](#)

DYK that #ValueAddedMeds can improve patients' lives through:

- 🎯 #Repurposing by finding new indications for existing molecules
- 🔧 #Reformulation of existing medicines
- 🧩 #Combination of existing medicines with others or with devices?

Join the #VAMweek for more

#ValueAddedMeds can bring benefits to patients and to the whole healthcare community as they can reduce the use of healthcare resources and improve cost-effectiveness.

Join the #VAMweek for more about the benefits of #VAMs

- **29/11 – VAMs: challenges vs opportunities**

Resources: [White Paper](#) – [White Paper One-Pager](#) – [White Paper visual](#) - [VAM hurdles](#)

The EU #PharmaStrategy represents a great opportunity to address unmet health needs and improve access to medicines.

Join the #VamWeek and discover why it's important for #ValueAddedMeds to be recognised as a separate group of medicines to improve patients' lives

For #ValueAddedMeds to realise untapped medicines potential we need to:

- ✍️ Design a fit for purpose regulatory framework
- 💡 Recognise VAM as a category of innovation
- 🏥 Define value for healthcare systems

Follow the #VAMweek to discover more

- **30/11 – Conference day: The path towards more accessible off-patent innovation**

Resources: [2021 Online summit report](#) – [VAM advantages](#)


During last #VAM conference we explored paths towards more affordable innovation in the form of #ValueAddedMeds.

This year #VAMweek is the best opportunity to continue the conversation.

Follow the hashtag!

We need a framework to identify fair, structured, and predictable ways to determine the value of a medicine to drive continuous innovation on off-patent molecules.

Join the #VAMweek to discover the path towards more accessible off-patent innovation for #ValueAddedMeds 💡



- **01/12** – Joining forces to address unmet medical need through repurposing

Resources: [Advancing medicines repurposing in the EU](#) - [Neurological diseases infographic](#)

#MedsRepurposing is the possibility of finding a new indication for an existing medicine. This means that it could deliver faster and more cost-effective treatments for patients in need.

Don't miss all the updates on #Repurposing: follow the #VAMweek

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

Neurological conditions are often the most difficult for which to develop effective and safe new therapies, but with #Repurposing 🎯 we can provide new opportunities for patients by cutting costs & time for development

Follow the #VAMweek to discover more

<https://bit.ly/3Mb5Wml>

- **02/12** Old meets new: tapping the potential of continuous innovation in the pharmaceutical sector

Resources: [2021 Online summit report](#) - [Respiratory diseases infographic](#) - [VAM benefits](#)

#Digital VAMs can be a valuable tool to enable patients to better understand their treatment and become confident in the management of their therapy.

Follow the hashtag #VAMweek to discover the benefits of #ValueAddedMeds when linked to devices

- Higher quality of care
- Improved #access to treatment
- Better understanding of patients' needs
- Simpler therapy management

These are some of the advantages of #digital #VAMs.

Join the #VAMweek to get a more complete overview

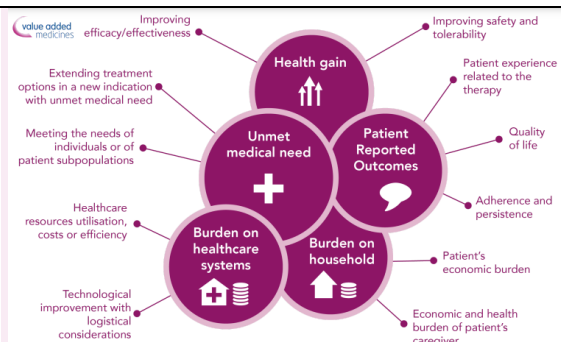
Medicines for Europe's Social Media Plan for the #VAMweek

VAMweek Day 1

#ValueAddedmeds can offer a new life to medicines through improvements such as

- Better efficacy, safety & tolerability
- Improved administration
- New therapeutic uses

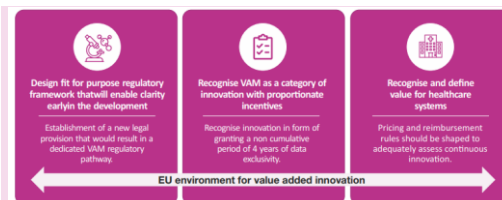
Join the #VAMweek to discover more about the advantages of #VAMs
<https://bit.ly/3e2QSed>



VAMweek Day 2

#ValueAddedMeds are a category of innovation and can bring benefits to the whole healthcare community!

Join the #VAMweek and discover our tips for a simplified regulatory pathway for #VAMs
<https://bit.ly/3V4iEYs>



VAMweek Day 3

Today during the #VAM Conference we will explore how #ValueAddedMeds have the potential to deliver timely and effective solutions to unmet medical needs. Read our PR

PR preview

VAMweek Day 4

#Repurposing can significantly bring down times & costs of medicines development, providing new opportunities for patients whose conditions might be overlooked. We will explore more on this strategy during the #VAMweek, join us! 💡
<https://bit.ly/3ycFSSj>

+
As part of the @Remedi4All consortium we support #MedsRepurposing 🎯 as one

of the main strategies for sustainable health systems and better #access to treatment.
#R4A

<https://remedi4all.org/>

**VAMweek
Day 5**

#ValueAddedMeds through combination with #digital devices can support patients with their therapies +
Discover all the benefits of #DigitalVAMs by following the #VAMweek!

Higher
quality
of
care

Improved access
to treatment

Better
understanding
of patients' needs

Reduced
burden
through
simpler
therapy
management

value added
medicines



Social Media Messages: VAM Conference

Feel free to use any message from the following list inspired by the VAM Conference sessions

General Messages

30/11: Save the date! @MedicinesforEU's #VAM Conference is coming!

At the same time stay tuned and join the #VAMweek, the online campaign where everything about #ValueAddedMeds will be shared online

30/11: Get ready for the #VAM Conference organised by @MedicinesforEU.

This represents a great opportunity to listen to the latest updates from the #ValueAddedMeds world.

Registration is open!

Register for the upcoming #VAM Conference!

On 30 November, a wide range of experts in the healthcare community will meet in Brussels to discuss the opportunities for #ValueAddedMeds.

We are a few months into the #PharmaLegislation review and if you would like to better understand what role #ValueAddedMeds can play for patients, register for the #VAM Conference by @MedicinesforEU & join the #VAMweek for all the updates!

Healthcare needs of today: How can VAMs address some of the key challenges?

How can #VAMs address some of today's healthcare needs?

Register for the Medicines for Europe VAM Conference, 30 November

And join the #VAMweek 29/11 – 02/12 to get all the latest news on #ValueAddedMeds

30/11: Register for the VAM Conference and explore together the opportunities that #ValueAddedMeds can bring to healthcare systems, by addressing treatment challenges for patients. Don't miss the #VAMweek 29/11 – 02/12 to discover more on #VAMs


Advancing Medicines Repurposing: A golden opportunity yet to come to fruition

#MedsRepurposing represents a golden opportunity to tackle unmet medical needs. To untap all its potential, it's time to build a policy environment that facilitates continuous innovation in well-established molecules.

30/11: Register for #VAM22 to discover more.

30/11: In Brussels, Medicines for Europe's #VAM22 is the event to discuss #MedsRepurposing to explore how to advance the European repurposing ecosystem.

Register now and join the #VAMweek campaign to get all the updates



Value added Medicines: How to capture their value for society?

The @MedicinesforEU #VAM22 is the perfect platform to learn more about the benefits of #ValueAddedMeds and the policies needed to untap their full potential for patients.
30/11, LIVE in BXL – Register now!

We need a policy framework that can encourage and capture the potential that #ValueAddedMeds can bring to healthcare.
Follow the discussion at the upcoming @MedicinesforEU's #VAM22, LIVE in Brussels.
Don't miss it!

How VAMs can deliver more accessible off-patent innovation in Europe

The #PharmaLegislation review can incentivise the development of #ValueAddedMeds to address unmet healthcare needs.

This will be discussed at the @MedicinesforEU's #VAM22 Conference.
Don't miss the opportunity to join the conversation!

We need more incentives for #ValueAddedMeds that can support patients with regard to their unmet needs. What role will the #PharmaStrategy review play to grant #access to treatment and #innovation?

Learn more during the #VAMweek and at #VAM22

Visuals

You can download the visuals for both #VAMweek & #VAM22 from [this link](#) or by clicking on any of the pictures below.

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Register now!

#VAM22 30 NOVEMBER 2022 – THON HOTEL EU, BRUSSELS

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value added medicines

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02/12 Old meets new: tapping the potential of continuous innovation in the pharmaceutical sector

Join the #VAMweek








#HealthierTogether




Repurposing has been equally promising as de novo drug discovery in the field of neurodegeneration and more specifically for Parkinson's disease.

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Medicines for Europe's VAM Conference Social Media Plan

| Date | Text | Visual |
|-------|--|--------|
| 7/10 | <p>Save the date!</p> <p>On 30/11 our #VAM22 Conference will take place in Brussels.</p> <p>We will discuss #MedsRepurposing, continuous innovation and more.</p> <p>Discover more on our website</p> | |
| 11/10 | <p>The #VAMweek is back!</p> <p>From 28/11 to 02/12 we will share on our social media profiles all that refers to #ValueAddedMeds.</p> <p>Don't miss it and don't forget to register for our upcoming event: the #VAM Conference, live in Brussels on Nov 30</p> <p>https://bit.ly/3BxT4lv</p> | |
| 14/10 | <p>Among the benefits of #ValueAddedMeds there is the possibility of increasing therapy adherence for patients.</p> <p>But how can we capture their value for society?</p> <p>To learn, don't miss the upcoming #VAM22 that we are holding in BXL, 30 November</p> <p>#AccessforAll</p> <p>https://bit.ly/3BxT4lv</p> | |
| 18/10 | <p>As part of the @Remedi4all consortium, we are going to dedicate an entire panel to the opportunities set by #Repurposing during our #VAM22 Conference.</p> <p>Don't miss the opportunity to join the discussion</p> <p>Brussels 30/11</p> <p>https://bit.ly/3LzIG2A</p> <p>#R4ALL #HorizonEU</p> | |
| 21/10 | <p>30/11 join us in Brussels to assess the current frameworks across Europe for VAMs.</p> <p>We will explore challenges and improvements to make #ValueAddedMeds' value acknowledged.</p> <p>Register below</p> <p>https://bit.ly/3BxT4lv</p> <p>#VAM22</p> | |
| 25/10 | <p>Adherence to treatment regimens can be challenging but this can be greatly improved thanks to the opportunities provided by #ValueAddedMeds.</p> <p>Join us on 30/11! We will explore how #VAMs can address some of these challenges</p> | |

| | | |
|-------|---|--|
| | <p>https://bit.ly/3BUV4pq</p> <p>+</p> <p>If you want to discover more about therapy adherence in relation to #ValueAddedMeds, learn more in our infographics dedicated to the @EU_Commission #HealthierTogether initiative</p> <p>Respiratory diseases  https://bit.ly/3SbQKYa</p> <p>Neurological diseases  https://bit.ly/3QW1gl7</p> | |
| 28/10 | <p>One month from now join us for the #VAMweek!</p> <p>Don't miss out on the opportunity to share knowledge and information on #VAMs from 28/11 to 02/12.</p> <p>Also note that on 30/11 we will be hosting #VAM22 in Brussels.</p> <p>Register now! https://bit.ly/3BUV4pq</p> |  |
| 4/11 | <p>#MedsRepurposing has been recognised as pivotal for tackling unmet medical needs. The #VAM Conference will be the occasion to meet the stakeholders involved.</p> <p>30/11, BXL: Join us! https://bit.ly/3xF6gnl</p> <p>& learn more on #Repurposing in our report https://bit.ly/3dwxzJS</p> |  |
| 7/11 | <p>If you are still wondering why a patient-centred approach is needed when it comes to off-patent #innovation, it may be time to hear our podcast</p> <p> https://bit.ly/3BUn9NB</p> <p>or register for #VAM22</p> <p> https://bit.ly/3BW5YtH</p> |  |
| 15/11 | <ul style="list-style-type: none"> ● Innovation ● #MedsRepurposing ● unmet needs <p>These are only 3 of the angles that we will look at during the #VAMweek, an online campaign between 28/11 & 02/12 that will explore all about #ValueAddedMeds</p> <p>Join us https://bit.ly/3RXkJTU</p> <p>+</p> <p>During the same week, we will hold #VAM22 in Brussels, where we will discuss the latest updates on the topic.</p> <p>Register now https://www.medicinesforeurope.com/events/vam2022/</p> |  |

| | | |
|---------------------|--|---|
| <p>18/11</p> | <p>#MedsRepurposing can deliver faster & more cost-effective treatments for neurological diseases.</p> <p>We joined the @Remedi4All consortium to push forward this strategy and if you wish to learn more join #VAM22</p> <ul style="list-style-type: none"> ● https://bit.ly/3BWsYtH ● https://bit.ly/3BvdYBP |  |
| <p>23/11</p> | <p>Have you prepared for the #VAMweek? For this online campaign, we will fill our channels with everything on #ValueAddedMeds.</p> <p>It's the perfect time to learn all about these innovative medicines!</p> <p>(Register here for the #VAM22 https://bit.ly/3BWsYtH)</p> |  |
| <p>30/11</p> | <p>We would like to thank all those joining #VAM22.</p> <p>Now, we are looking at the road ahead to build the best ecosystem for #ValueAddedMeds to thrive and help patients</p> <p>https://www.medicinesforeurope.com/value-added-medicines/</p> |  |