



VALUE ADDED MEDICINES ONLINE SUMMIT

Empowering the healthcare community by improving existing treatments

23-24-25
February 2021
14:00 - 15:30 CET

value added
medicines
better access. better health.

MEDICINES FOR EUROPE



WEBINARS

Value Added Medicines Online Summit 2021

Empowering the healthcare community by improving existing treatments

The Value Added Medicines Online Summit will gather a wide range of experts in the healthcare community to share best practices and discuss patient access to continuous innovation. There is significant untapped potential in Europe to optimise existing therapies. Innovation in well-established molecules can occur in different forms – such as repurposing medicines for new indications, reformulating to achieve better treatment outcomes or combining two or more substances, or substances with digital services or devices, that can result in significant improvements in medical care. Value Added Medicines can bring important benefits to patients, healthcare professionals, payers and healthcare systems in a sustainable and affordable way, by addressing patient adherence, quality of life and other health outcomes, and a number of medicine-related healthcare inefficiencies. In order to foster innovation that brings relevant benefits to society, we need to consider some fundamental changes to the way innovation is fostered and evaluated.

We invite you to join us in the discussion:

WEBINAR 1 - Re-thinking continuous pharmaceutical innovation in the EU

Tuesday, 23 February 2021 from 14:00 to 15:30 CET

The Covid-19 crisis has clearly highlighted the role and potential of off-patent innovation on sustainable healthcare systems across Europe.

We have seen examples of successful repurposing for Covid-19 treatments, resulting in the use of affordable treatments, such as dexamethasone, that considerably reduced fatalities in hospitalised patients. Optimising healthcare resources by using formulations of medicines that allow care outside of the hospital setting has enabled patients to receive appropriate care while not being exposed to the risk of contracting Covid-19, thereby relieving much needed hospital resources. Novel technological solutions, combining medicines with innovative digital components, have been more needed than ever before and have facilitated better care, monitoring and communication between healthcare professionals and patients.

How could we shape EU environment to support continuous improvements of treatments? How does continuous innovation fit into broader EU agenda to support access to treatment and innovation?

Moderator: Annie Jullien Pannelay, Pharma, Life Sciences Consultant/Public Speaker

Speakers

- **Future Perspective for Value Added Medicines**
Aurelio Arias, Engagement Manager, European Thought Leadership, IQVIA
- **The societal value of repurposing?**
Gauthier Bouche, Director Clinical Research, Anticancer fund
- **EU Pharmaceutical Strategy – re-thinking pharmaceutical innovation**
Helen Lee, Administrator, DG Health and Food Safety, European Commission
- **Favourable EU environment for continuous innovation**
Arun Narayan, Chair of VAM sector group, Medicines for Europe and Head of Global Commercial Development, Viatrix



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WEBINAR 2 - What counts? Evaluation framework for added value of continuous innovation

Wednesday, 24 February 2021 from 14:00 to 15:30 CET

Current assessment frameworks across Europe are not designed to evaluate continuous innovation and consequently fail to capture potential added benefits of VAMs. The mismatch between evidence requirements by decision-makers and the available evidence generated by the manufactures presents a barrier to leverage full societal benefit of VAMs. What value domains could be beneficial to healthcare stakeholders and system? How to evaluate VAM in P&R decisions? Why do we need to adjust the approach when it comes to off-patent innovation?

Moderator: **Anke-Peggy Holtorf**, Founder, Health Outcomes Strategies GmbH

Speakers: **Zoltán Kaló**, Professor of Health Economics, Center for Health Technology Assessment, Semmelweis University and Syreon Research Institute and **Andras Inotai**, Assoc. Professor, Center for Health Technology Assessment, Semmelweis University and Syreon Research Institute

Panellists

- **Tomas Tesar**, Associate Professor, Faculty of Pharmacy, Comenius University Bratislava, Union Health Insurance Fund, Slovakia
- **Frank Ulrich Fricke**, Technische Hochschule Nürnberg, Nürnberg, Germany
- **Donna Walsh**, Executive Director of the European Federation of Neurological Associations (EFNA)
- **Klara Marton**, Vice-Chair VAM sector group, Medicines for Europe and Business Development Director, Egis Pharmaceuticals PLC

WEBINAR 3 - Improving care delivery and health outcomes with digital technologies

Thursday, 25 February 2021 from 14:00 to 15:30 CET

Digital technologies hold great promise in reshaping the way healthcare is delivered and this has become even more evident during the current Covid-19 pandemic, where digital delivery has been instrumental in facilitating care outside of the hospital. Novel technological solutions, combining medicines with innovative digital components, have been more needed than ever before and have facilitated better care, monitoring and communication between healthcare professionals and patients.

How can digital VAMs facilitate and optimise therapy management? Which key enablers are needed for digital VAMs to improve the lives of patients worldwide?

Moderator: **Annie Jullien Pannelay**, Pharma, Life Sciences Consultant/Public Speaker

Panellists

- **The unfinished business: unmet needs from patients' perspective**
Monica Fletcher, OBE - Honorary Research Fellow, Usher Institute, University of Edinburgh, FERS, FQNI, MSc, PGCE, BSc (Hons,) DipN, DipHV
- **View of patients and caregivers on the role of digital health tools during and after the Covid-19 pandemic for managing NCD patients**
Alessandro Monaco, European Innovation Partnership on Active and Healthy Ageing
- **The burden of non-adherence to healthcare**
Job van Boven, Assistant Professor, University of Groningen
- **Use of digital VAM today and future perspectives**
Mark Milton-Edwards, Head of Health Solutions, Digital Health, TEVA



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