

# LAUNCH KIT

MEDICINES FOR EUROPE LAUNCH – MARCH 2016



# Medicines for Europe launch kit

## Contents

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### Press Release

EGA becomes Medicines for Europe .....	4
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### About us

About Medicines for Europe .....	6
The Generic Medicines Group .....	6
The Biosimilar Medicines Group .....	6
The Value Added Medicines Group .....	6

### Mission & Vision: our 5 Pillars

Providing sustainable access to high quality medicines for all European patients.....	8
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### Who we are

Medicines for Europe .....	9
From EGA to Medicines for Europe .....	9
Our 5 pillars: vision.....	10

### About: Our new name, visual identity and positioning

# Press release

## EGA becomes Medicines for Europe

*For Immediate Release*

Date of release: Brussels, March 10, 2016

**Medicines for Europe** is the new name of EGA as of today. Representing the pharmaceutical companies supplying the largest share of medicines across Europe, **Medicines for Europe** is the voice of the generic, biosimilar and value added medicines industries in Europe and a leading partner providing better health and better access to all European patients.

The European Generic and Biosimilar Medicines Association is now **Medicines for Europe** *Better access. Better health*. Generic medicines are now the cornerstone of European healthcare, the Biosimilar medicines sector is developing rapidly, and the need and opportunity for Value Added medicines will further transform healthcare. Our industries supply the majority of Europe's prescription medicines which is estimated to grow from the current 62% to 75% in volume over the next 5 years, as the demand for access to high quality medicines for European patients has never been greater. The repositioning of our association as **Medicines for Europe** aims to drive greater healthcare efficiency through better health outcomes while providing solutions for the sustainability of European healthcare systems facing increased demographic demands on healthcare services.

*"Medicines for Europe Better access. Better health reflects our industries' purpose and strategic objectives,"* said **Medicines for Europe** President **Jacek Glinka**. "As an organisation we have been through an incredible journey responding to the changes that have taken place in the pharmaceutical industry and European healthcare environment. I invite stakeholders and policy-makers to engage with us to deliver access to high quality medicines for all Europeans."

**Adrian van den Hoven**, **Medicines for Europe** Director General, added: "**Medicines for Europe** is a great opportunity to build on the EGA's established reputation for partnership with stakeholders and authorities to deliver access to high quality medicines for patients, its commitment to the highest levels of quality, and to bringing even more value to pharmaceuticals while bridging the sustainability of healthcare with a competitive pharmaceutical manufacturing industry."

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## About Medicines for Europe

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**Medicines for Europe** (formerly EGA) represents the generic, biosimilar and value added medicines industries across Europe. Its vision is to provide sustainable access to high quality medicines for Europe, based on 5 important pillars: patients, quality, value, sustainability and partnership. Its members employ 190,000 direct employees at over 400 manufacturing and R&D sites in Europe, and invest up to 17% of turnover invested in R&D.

**Medicines for Europe** member companies across Europe are both increasing access to medicines and driving improved health outcomes. They play a key role in creating sustainable European healthcare systems by continuing to provide high quality, effective generic medicines, whilst also innovating to create new biosimilar medicines and bringing to market value added medicines, which deliver better health outcomes, greater efficiency and/or improved safety in the hospital setting for patients.

For more information please follow us at [www.medicinesforeurope.com](http://www.medicinesforeurope.com) and on Twitter [@medicinesforEU](https://twitter.com/medicinesforEU).

# About us



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## The Generic Medicines Group

The Generic Medicines Group is a sector group of **Medicines for Europe**, representing the generic medicines developers and manufacturers, which provide high-quality cost-competitive medicines to millions of patients in Europe and around the world. Generic medicines account today for 67% of all prescribed medicines but for only 29% of the pharmaceutical expenditure, or 2-4% of total healthcare costs, in Europe. Without generic medicines, European payers would have had to pay €100 billion more in 2014 to get the same level of access to treatment as we have today. The generic medicines industry has increased access to medicines by over 100% in 7 key therapeutic areas without increasing the overall treatment cost.



## The Biosimilar Medicines Group

The Biosimilar Medicines Group is a sector group of **Medicines for Europe** representing the leading companies developing, manufacturing and/or marketing biosimilar medicines across Europe. With more than 10 years of positive patient treatment experience and 20 products successfully launched, biosimilar medicines provide today a huge opportunity to deliver significantly improved access to gold standard treatments for millions of European patients in both chronic and acute care. Our members bring competition to the biological medicines market, thereby increasing access to highly innovative treatments to patients, in Europe and around the world, and supporting the sustainability of the European healthcare systems.



## The Value Added Medicines Group

The Value Added Medicines Group is a sector group of **Medicines for Europe** which aims at optimizing, rethinking and reinventing medicines based on known molecules and by bringing untapped innovation to improve care delivery. The Value Added Medicines Group adopts a complementary perspective compared to the other **Medicines**

**for Europe** sector groups: by tackling the targeted portion of patients' needs that remain unmet to this day, delivering additional improvement to the healthcare community as a whole.

# Mission & Vision: Our 5 Pillars

Providing sustainable access to high quality medicines for all European patients

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Patients

1



- **Patient access** to medicines significantly increases when generic, biosimilar and value added medicines enter the market.
- Our members portfolio covers 80% of therapy areas, and supplies the majority of all prescribed medicines in Europe

Quality

2



- Generic, biosimilar and value added medicines are developed and manufactured according to **stringent EU regulatory requirements**.
- Our members advocate the enforcement of high quality standards around the world.

Value

3



- Generic, biosimilar and value added medicines deliver **better value** to patients and healthcare systems.
- Our members provide an invaluable service to patient health and support **sustainable healthcare systems**.

Sustainability

4



- Over **1 0,000 skilled, high value direct jobs** in over **0 sites in Europe** produce your essential medicines.
- Our member companies are innovating: **up to 17% of turnover invested in R&D**.
- Our industries export to over 100 countries worldwide.

Partnership

5



- **Medicines for Europe** works in close collaboration with the EU Institutions, governments, patient groups, healthcare professionals and other stakeholders to enhance public health in Europe.

# Who we are

## Medicines for Europe

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**Medicines for Europe** represents the pharmaceutical companies supplying the largest share of medicines across Europe and is the voice of the generic, biosimilar and value added industries. As a leading partner for better healthcare, we aim to increase the health and wellbeing of all Europeans through better access to high quality medicines. Medicines for Europe members' portfolio cover 80% of therapy areas, and in so doing, safeguards the sustainability of Europe's healthcare systems for future generations.

## From EGA to Medicines for Europe

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**Medicines for Europe** began over 20 years ago as the European Generics Medicines Association (EGA) with the goal of representing the emerging generic medicines industry, and later growing to include biosimilar medicines to its portfolio. As the pharmaceutical industry and the healthcare environment within which it operates have evolved, so has our association.

When the EGA was first launched back in 1993, generic alternatives to branded medicines made up a fraction of the market. As more of these medicines came off-patent, and the benefits and value of generics to both patients and healthcare providers became clearer, so the provision of generic medicines has increased dramatically.

Our members provide the essential medicines that European patients, healthcare professionals and healthcare systems rely on to treat the most acute and chronic diseases ailments covering a wide range of diseases from cardiovascular, to diabetes and even cancer. Better access to the most effective therapies means millions more patients are getting better and living longer, while healthcare inequalities are being reduced.

We now supply over 67% of all medicines in Europe, and over the last ten years, generic medicines have increased access to medicines by over 100% in [7 key therapeutic areas](#) over the last 10 years. For the treatment of high blood pressure alone, almost 50 million patients are taking generics each day, and 20 million people across Europe are now being treated for diabetes with generics.

Technological advances and innovation have had a massive impact on the pharmaceutical industry, including the development of new and highly innovative biological medicines – a medicine whose active substance is produced by or extracted from a biological source. We have responded to this opportunity with biosimilar medicines – medicines that are highly similar to existing biological medicines, without any clinically meaningful difference in terms of efficacy. With more than 10 years of positive patient and treatment experience in the market, the first biosimilar medicine was approved by the EU in 2006, and the use of biosimilar medicines is expected to result in savings of up to €33.4 billion for 8 EU countries up to 2020.

More recently, we have expanded into value added medicines aimed at optimizing, rethinking and reinventing existing medicines based on known molecules, addressing unmet medical needs of patients through improved care delivery systems. Value added medicines deliver relevant additional improvement for patients, healthcare professionals and/or payers. Benefits include improved efficacy, safety and tolerability profile, better adherence, better quality of life, better convenience of use and/or patient preference. As a novel contribution

to the prevention of therapeutic escalation, the rationale use of medicines and improving equity, value added medicines are expected to be play a key role in improving efficiencies of Europe's health care system.

## Our 5 pillars: vision

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**Patient** access to medicines significantly increases when generic, biosimilar and value added medicines enter the market, which now represents 80% of therapy areas, ensuring the highest levels of **quality**, safety and efficacy is the highest priority for our members. Our industry is fully committed to working with European and national regulators to meet and maintain Europe's stringent regulatory standards and to promote these standards globally. We can proudly say that millions of European patients today have benefited from better access to gold standard therapies as a result of the use of generic and biosimilar medicines today.

Our industry is also creating economic **value** by increasing the supply of medicines through a more competitive market, reducing the pressure on public and private healthcare budgets, and generating new employment, manufacturing and investment opportunities. We are making a very significant direct contribution to the European economy through our 400 European manufacturing sites and the more than 190,000 people employed in high-quality technology jobs. Our members are also investing heavily in R&D – up to 17% of turnover – into generic, biosimilar, and value added medicines.

Generic medicines, and increasingly biosimilar and value added medicines, are fundamental to the **sustainability** of healthcare systems: allowing providers to respond to the long-term challenges of an ageing population, increased incidences of chronic diseases, and budgetary constraints compounded by the high cost of new branded medicines.

Thanks to competition from our members the access of patients to high-quality medicines has doubled over the last ten years with no impact on treatment costs – driving efficiencies and reducing avoidable costs for healthcare systems through improved medical adherence and better patient outcomes. Without generic medicines European healthcare providers would have had to pay an additional €100 billion for medicines in 2014.

With our deep expertise and knowledge, we are committed to working in **partnership** with the healthcare community and policy makers to create better access and better health for all European citizens. Our association is actively engaged in stakeholder and regulatory dialogues – providing objective and accurate information to help improve access to high quality medicines and create a more stable and competitive pharmaceutical markets in Europe.

Generics medicines are now the cornerstone of European healthcare, the biosimilar sector is developing rapidly, and the need for value added medicines is further transforming the industry. These medicines offer an incredible opportunity to further increase the value obtained from healthcare expenditure and safeguard the sustainability of Europe's healthcare systems for generations to come. Translating this potential into better access and better health is the purpose of **Medicines for Europe**.

# About: Our new name, visual identity and positioning

## **Q1: What was the strategic thinking behind the new name and strap-line?**

A1: The name **Medicines for Europe** - provides a clear description of the industry we represent with little to no need for explanation. The use of the preposition “for” implies that it is an organisation which goes beyond medicines, with a focus on the patient, and an overarching goal of access to health for all European citizens – reflecting the full scope of the industry’s vision. With the majority of all prescription medicines taken by patients in Europe, supplied by our members, we believe that the new name clearly supports this growing trend.

Better access. Better health. This is the **Medicines for Europe** descriptor or strapline. This reflects the core aspiration of the organisation and its members both for now and for the long term. It creates a greater sense of purpose and clarity on how the organisation is seeking to position itself towards its stakeholders. It is the purpose we can all stand behind.

## **Q2: What is the thinking behind the new visual identity? How does it communicate our ultimate purpose?**

A2: Our visual identity has been developed to create a more relevant look and feel, a greater connection to our members and their businesses, and to reflect the evolving nature of the landscape in which we operate. An identity which will be instantly recognisable as a **Medicines for Europe** communication, building on the heritage of the organisation and integrating our vision and strategic direction of the industry as a whole.

The symbol is composed of three distinctive interlocking semi-circle forms (referred to as elements), each of which represent the organisations three subgroups. The size and colour of these elements has been selected to symbolically reflect the three subgroups and their place within the organisation structure and evolution. Generic medicines has the longest history and the largest representation within the organisation, and as such it is represented by the largest element of the symbol featured in blue to reflect the EGA heritage. This is followed by the middle sized green element which represents the Biosimilar Medicines Group, and the smaller purple element which represents the new addition to the organisation’s portfolio with the Value Added Medicines Group. The three elements of the symbol come together to reflect a sense of openness and accessibility, with a dynamic form which emphasises a feeling of nurture, care and partnership – working together towards a shared vision for the future. The nature of the symbol design, lends itself to using each elements separately to emphasise distinction and clarity of positioning for each of the subgroups.

## **Q3: Do you think the new brand will really increase the impact of your communications? Will it make any real difference?**

A3: Yes. If the brand will help definitely help us engage more effectively with our stakeholders by communicating our purpose and how we can contribute to patient health and better health outcomes for Europe. The brand will help raise our profile in a very crowded EU space with internal and external audiences and create a renewed sense of purpose for our members as well as the **Medicines for Europe** team.

## **Q4: How does the new brand better reflect our vision and mission today?**

A4: The new brand helps to communicate the full scope of the association’s activities and sectors, its mission and values with the purpose of informing and influencing its stakeholders more effectively on behalf of its members. The positioning also differentiates the association, its scope and purpose compared to other



