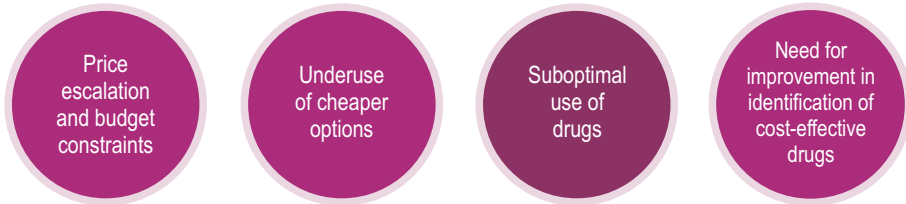


SUBOPTIMAL USE OF DRUGS REPRESENTS OPPORTUNITIES TO RETHINK AND OPTIMISE CURRENT HEALTH DELIVERY SYSTEMS AS WELL AS REINVENT CURRENT THERAPIES

HEALTHCARE INEFFICIENCIES

20-40% of healthcare spending allocated to unnecessary or non cost-effective services



IMPACT OF NON-ADHERENCE



VALUE ADDED MEDICINES

Medicines based on known molecules that address healthcare needs and deliver relevant improvements for patients, healthcare professionals and/or payers



HOW



WHAT'S IN IT FOR...

