

Value Added Medicines

What Value Could They Bring to the Society?



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Value Added Medicines

A Key Opportunity for the Society

Value Added Medicines



Patients



Health care providers

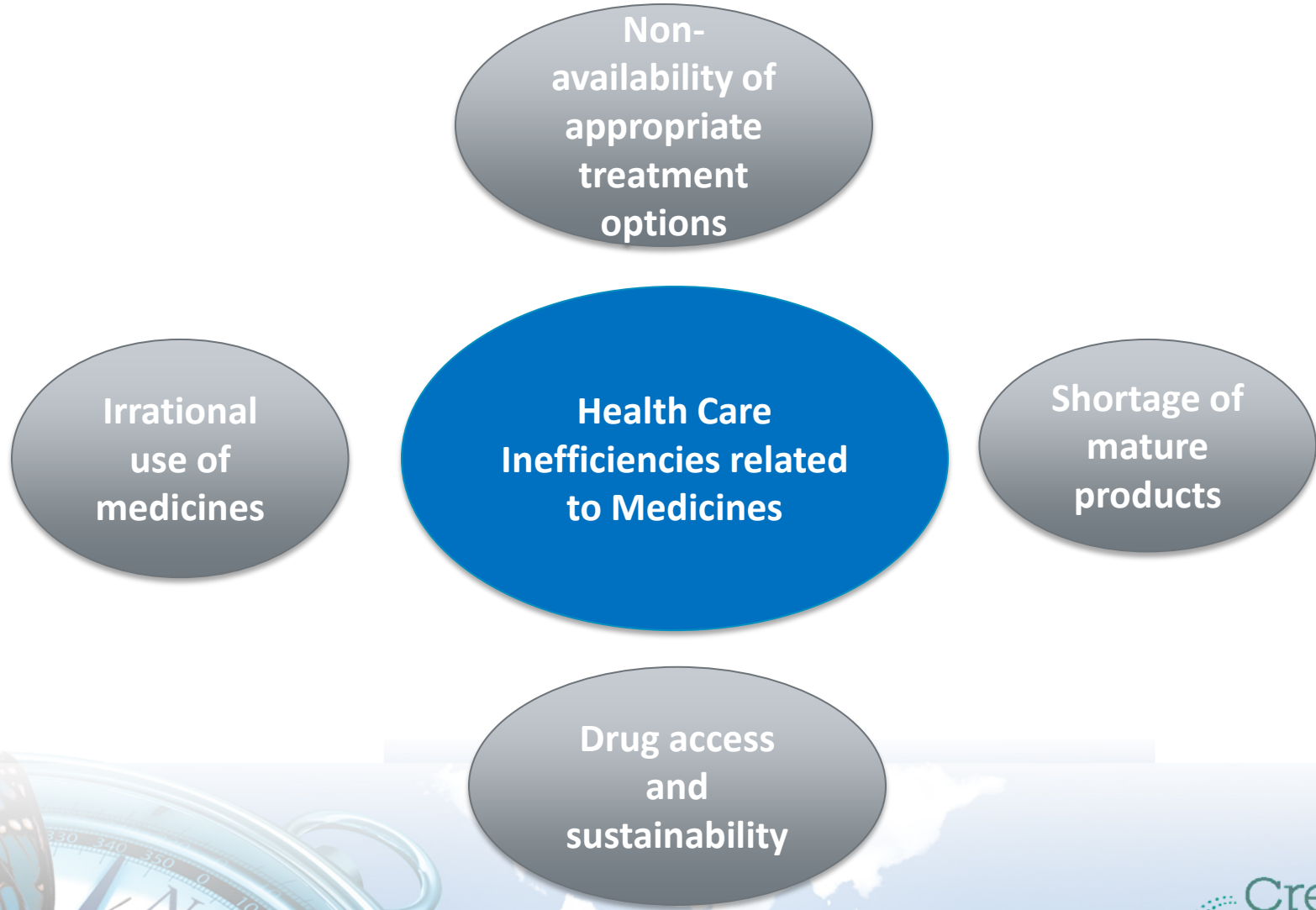


Payers

Opportunity for the society to address a number of drug related health care inefficiencies but also an opportunity to deliver better health to patients, enhance health care system efficiency, as well as to contribute to the sustainability of the health care systems

Value Added Medicines

Opportunity to Address Health Care System Inefficiencies



Value Added Medicines

Opportunity to Address Health Care System Inefficiencies

Irrational
use of
medicines

Irrational use of medicines is considered as wasteful and harmful for both the individual and the population by the World Health Organization¹

- Polypharmacy when the use of multiple drugs is not medically necessary
- Lack of treatment coordination (duplication of prescriptions)
- Non-conformance with prescribing guidelines
- Prescribing inefficiency
- Poor treatment adherence
- Off-label use of medicines
- Drug wastage (*e.g. vial wastage with inappropriate volume size or tablet wastage with inappropriate pack size*)

Source:

(1) WHO. The world medicines situation 2011, Rational use of medicines (2011)

Value Added Medicines

Opportunity to Address Health Care System Inefficiencies

Irrational
use of
medicines

Value added medicines could contribute to address irrational use of medicines

New drug formulations or
drug combinations



- Could contribute to improve adherence issues of already available therapies

Drug repositioning but also
drug reformulations for
specific patient groups



- Could contribute to limit off-label use of medicines

New and appropriate drug
packaging and vial
conditioning



- Could contribute to limit drug wastage

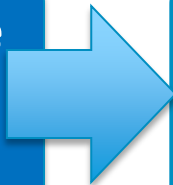
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Opportunity to Address Health Care System Inefficiencies

Non-availability of appropriate treatment options

Unmet medical needs reported in some therapeutic areas and for specific patient subgroups

Decline in innovative approaches in some therapeutic areas



- High unmet needs and poorly serviced populations in some therapeutic areas (*e.g. antibiotherapy*)

Lack of tailored therapies to patient needs



- May lead to inadequate clinical practice such as off-label use



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Opportunity to Address Health Care System Inefficiencies

Non-availability of appropriate treatment options

Value added medicines could contribute to address the non-availability of appropriate treatment options

New tailored therapeutic alternatives



- Represent an opportunity to tailor and expand access of well-known therapies to particular patient subgroups' needs

New therapeutic options in areas of unmet medical needs



- Could contribute to the faster development of new therapeutic options in areas of unmet medical needs benefiting from the knowledge gained from the previous drug development
- It may also happen through the evolution of scientific knowledge

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Opportunity to Address Health Care System Inefficiencies

Shortage of
mature
products

Value added medicines could contribute to address the shortage of mature products

New market
attractiveness of old
medicines



- Provide opportunity to create new market attractiveness of mature products which may avoid product shortage in some countries



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Opportunity to Address Health Care System Inefficiencies

Drug access & sustainability

Value added medicines could contribute to improve drug access and increase health care system sustainability

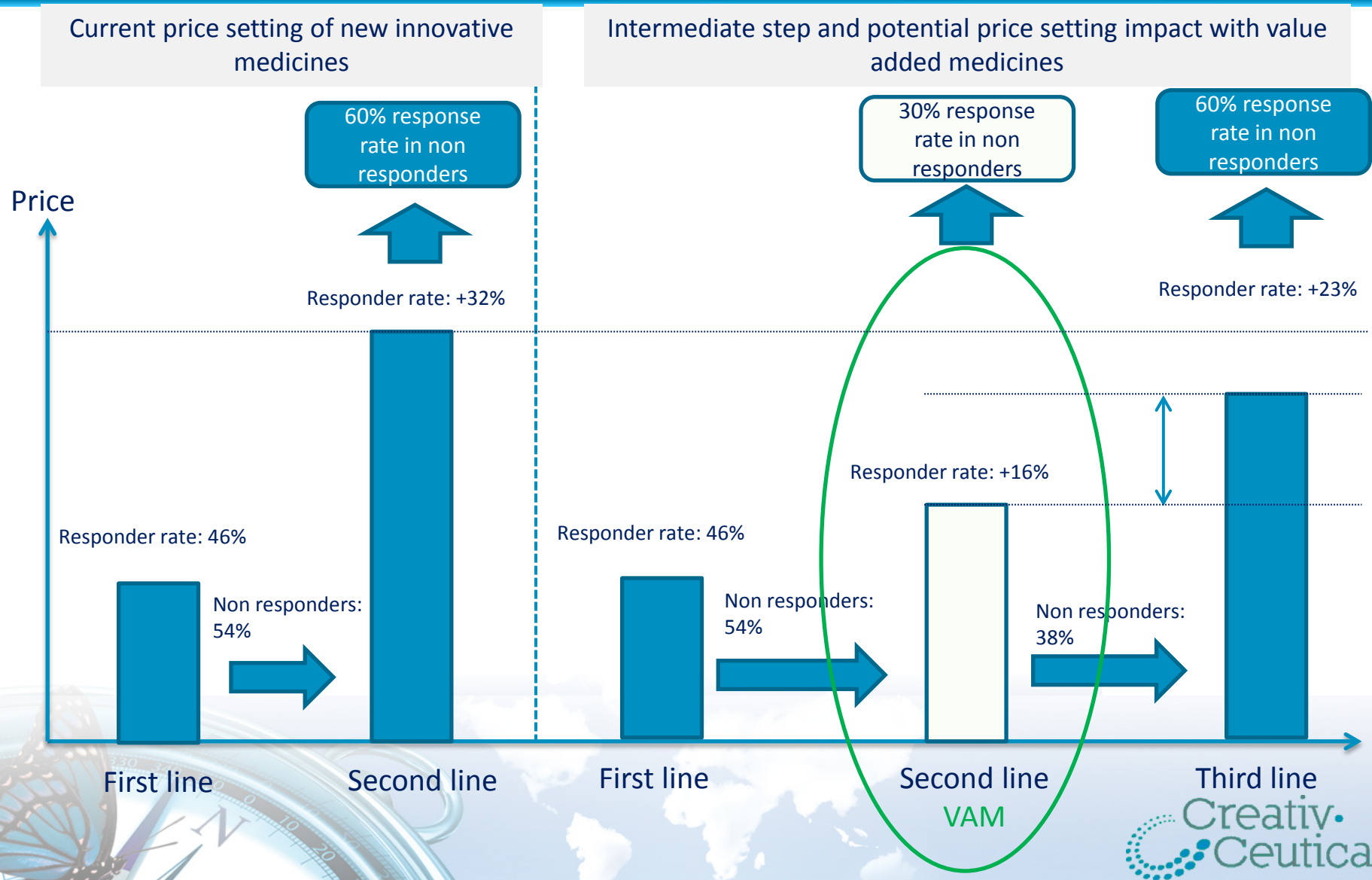
Broader patient access to tailored treatment



- Opportunity to create an intermediate step before switching to costly products (see below), thus improving the affordability and limiting geographical access inequity
- Opportunity to provide new drug formulations for hospital-only medicines which could be used in out-patient settings, thus improving access in remote rural areas

Value Added Medicines

Opportunity to Create an Intermediate Step before Escalation to Expensive Products



Value Added Medicines

Opportunity to Improve Health Care System Efficiencies

Opportunity to better address health care provision and organisation



- Value added medicines could contribute to a reduction and re-allocation in healthcare use

Improvement of usual therapies to meet patient needs



- Value added medicines could contribute to improve patient convenience of use and satisfaction with healthcare
- This might further participate to enhance patient compliance/adherence, especially for patients treated for chronic diseases



Thank You



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