

Christoph Stoller

Chair of the Value Added Medicines Group



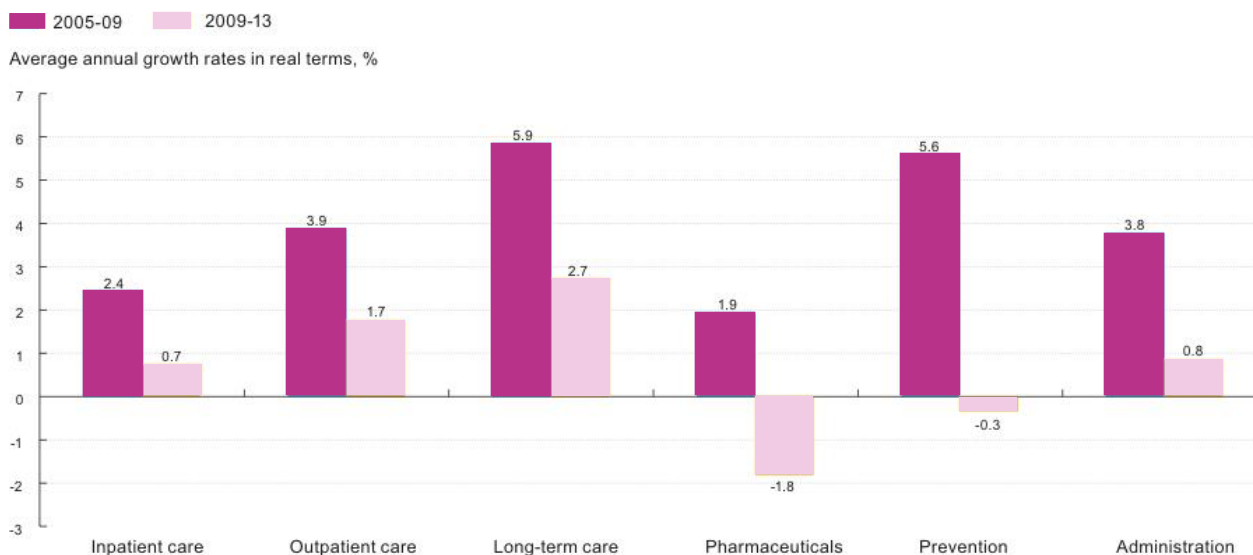
@medicinesforEU

#valueaddedmed

Pressure on EU budgets

Reduction of healthcare spending

Growth rates of health spending for selected functions per capita, OECD average, 2005-2013

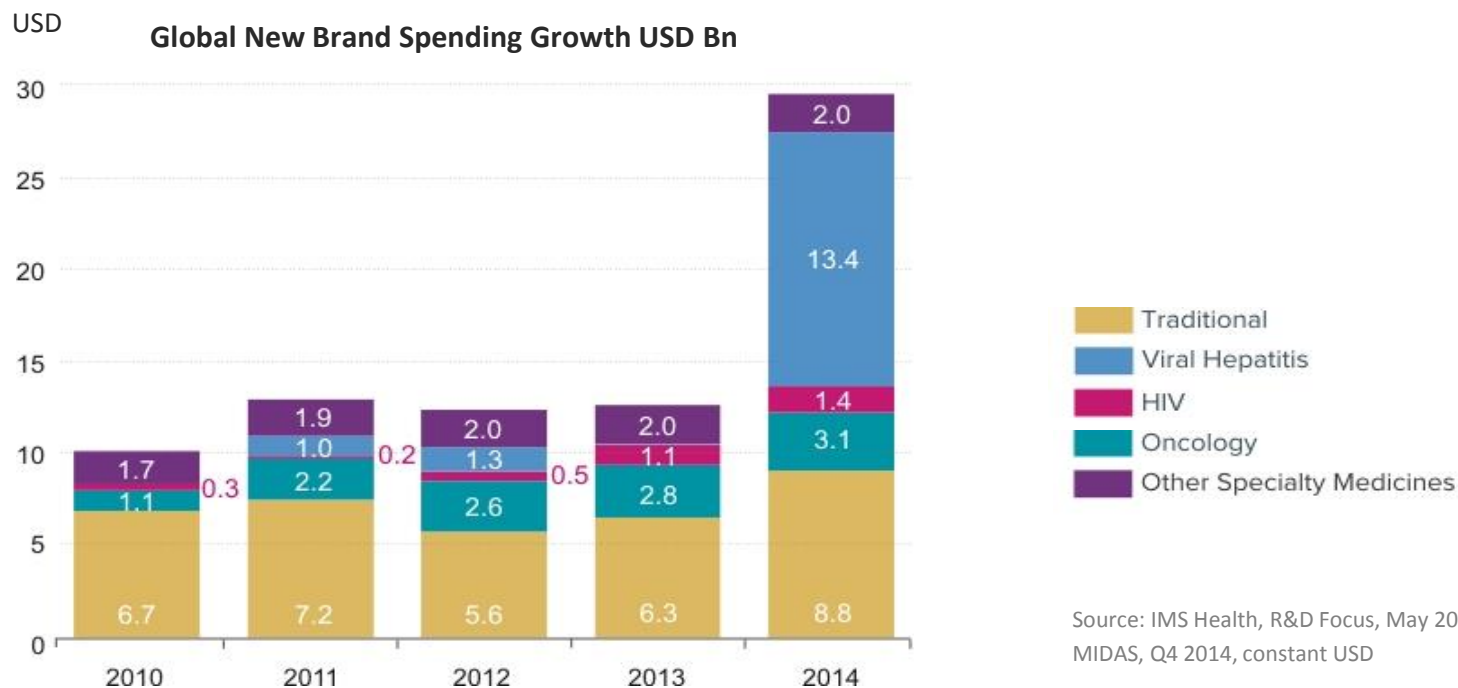


Source: OECD Health at Glance, 2015

Average annual growth in pharmaceutical expenditure¹ per capita, in real terms, 2005-09 and 2009-13 (or nearest periods)

New approaches are needed If we want to preserve universal health coverage

Global spending on new brand medicines has more than doubled in 2014 and is 2.6% of global pharmaceutical spending



Healthcare system efficiency

Finding new ways to deliver better health & access

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

Price
escalation
and budget
constraints

Underuse
of cheaper
options

Suboptimal
use of
drugs

Need for
improvement in
identification of
cost-effective
drugs



 **50%**
OF PATIENTS
FACE CHALLENGES WITH MEDICATION ADHERENCE

IMPACT OF
NON-ADHERENCE



DISEASE
WORSENING



THERAPEUTIC
ESCALATION



EXTRA COSTS
PER YEAR

125 BN €

Suboptimal use of drugs represent opportunities to rethink and optimise current health delivery systems as well as reinvent current therapies

Value added medicines

Rethink, reinvent & optimise medicines

DEFINITION

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

IMPROVEMENTS

New
therapeutic
uses

Better
efficacy

Better
safety

Better
tolerability

Better
ease of
use

Better
way of
administration

HOW



DRUG REPOSITIONING
Finding new indications



DRUG REFORMULATION
New delivery system



COMPLEX COMBINATION
New regimens
or adding technology

Benefits for healthcare community

PATIENTS



BETTER
ADHERENCE AND
QUALITY OF LIFE

HEALTHCARE PROFESSIONALS



IMPROVED SAFETY
AND EFFICIENCY

PAYERS



IMPROVED
BUDGET
EFFICIENCY

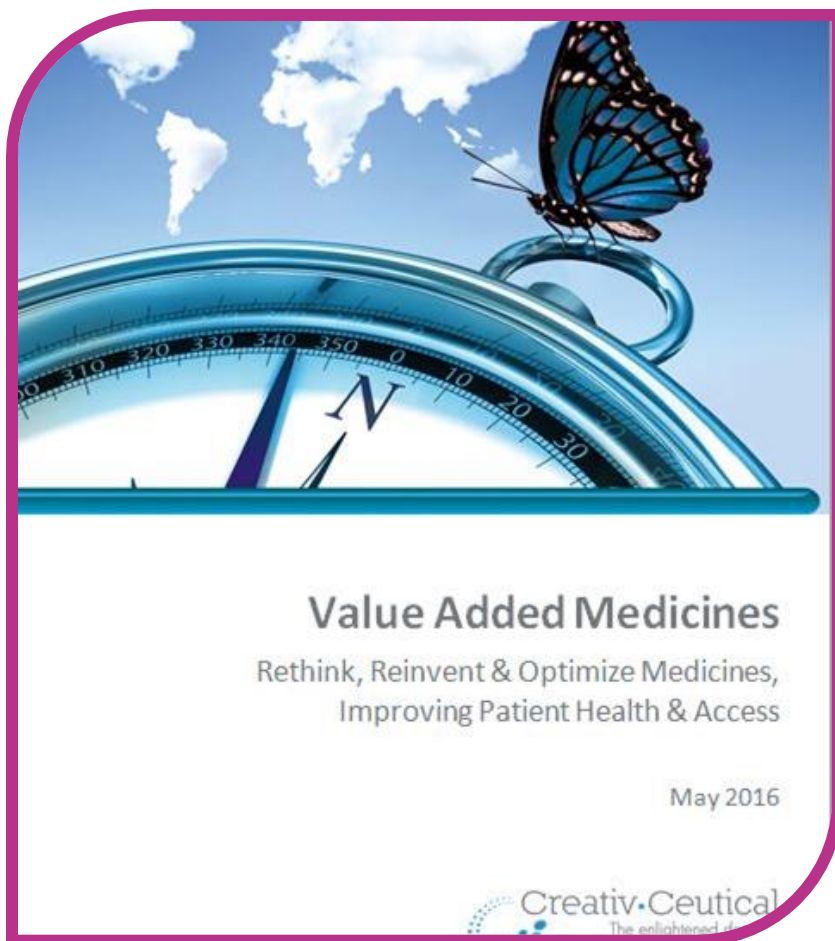
RESEARCHERS



INNOVATION THROUGHOUT
A MOLECULE'S LIFECYCLE

Call for action

From cost focus to outcomes focus



- Stakeholders already recognize the benefit of value added medicines
- **Open pathways for value added medicines**
Adapt HTA and P&R pathways so that benefits can be shown and rewarded appropriately
- **Industry proactive approach**
Work together with all concerned stakeholders to discuss and develop innovative ways to generate required evidence & communicate on benefits

Partnership

Improving well-being, keeping people healthy & delivering the most efficient care

Policy makers, payers, patients and healthcare professionals and our sector group need to work together to address the barriers

Thank you



@medicinesforeurope

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Value Added Medicines Group

Structure of Medicines for Europe



Membership

