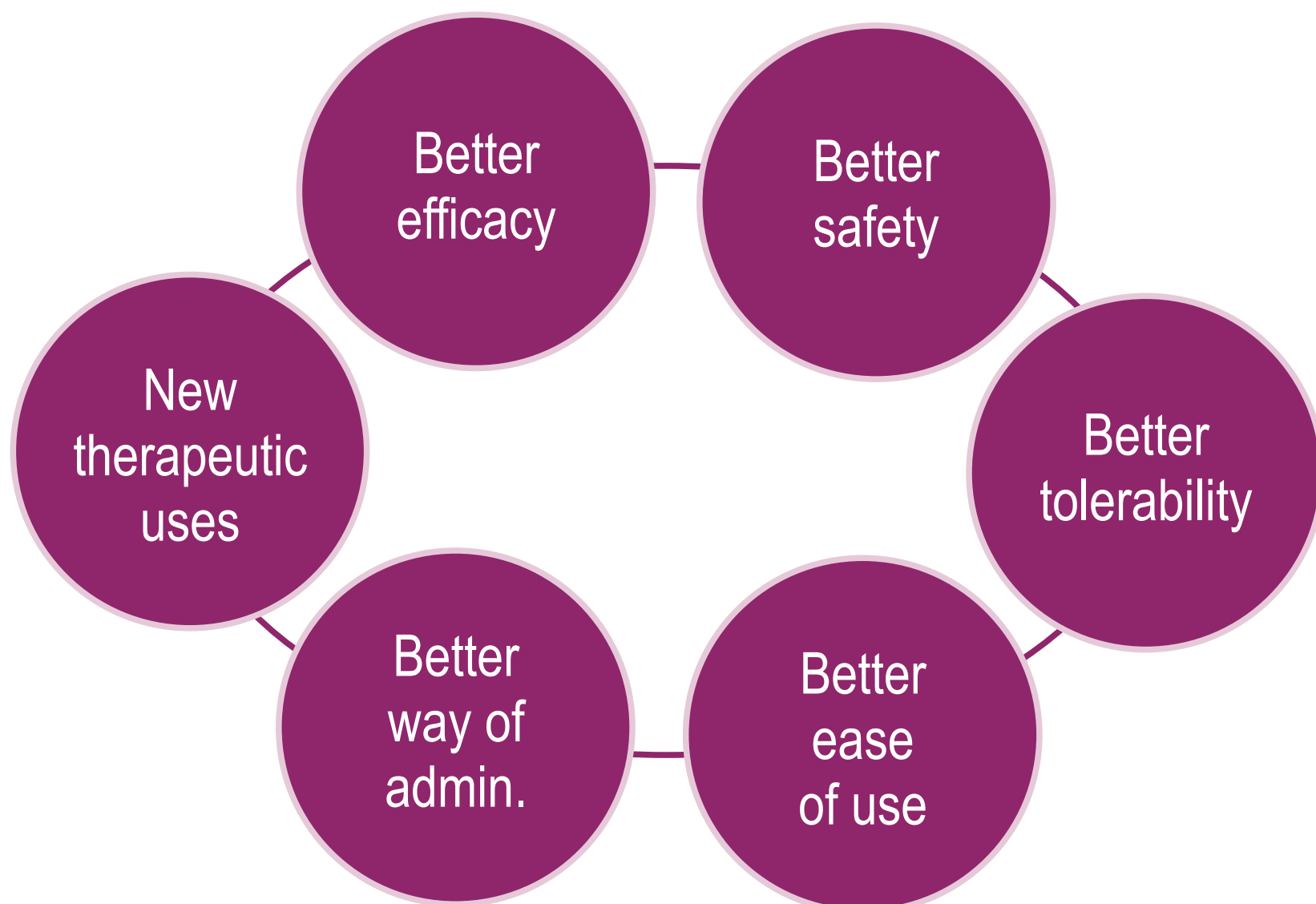
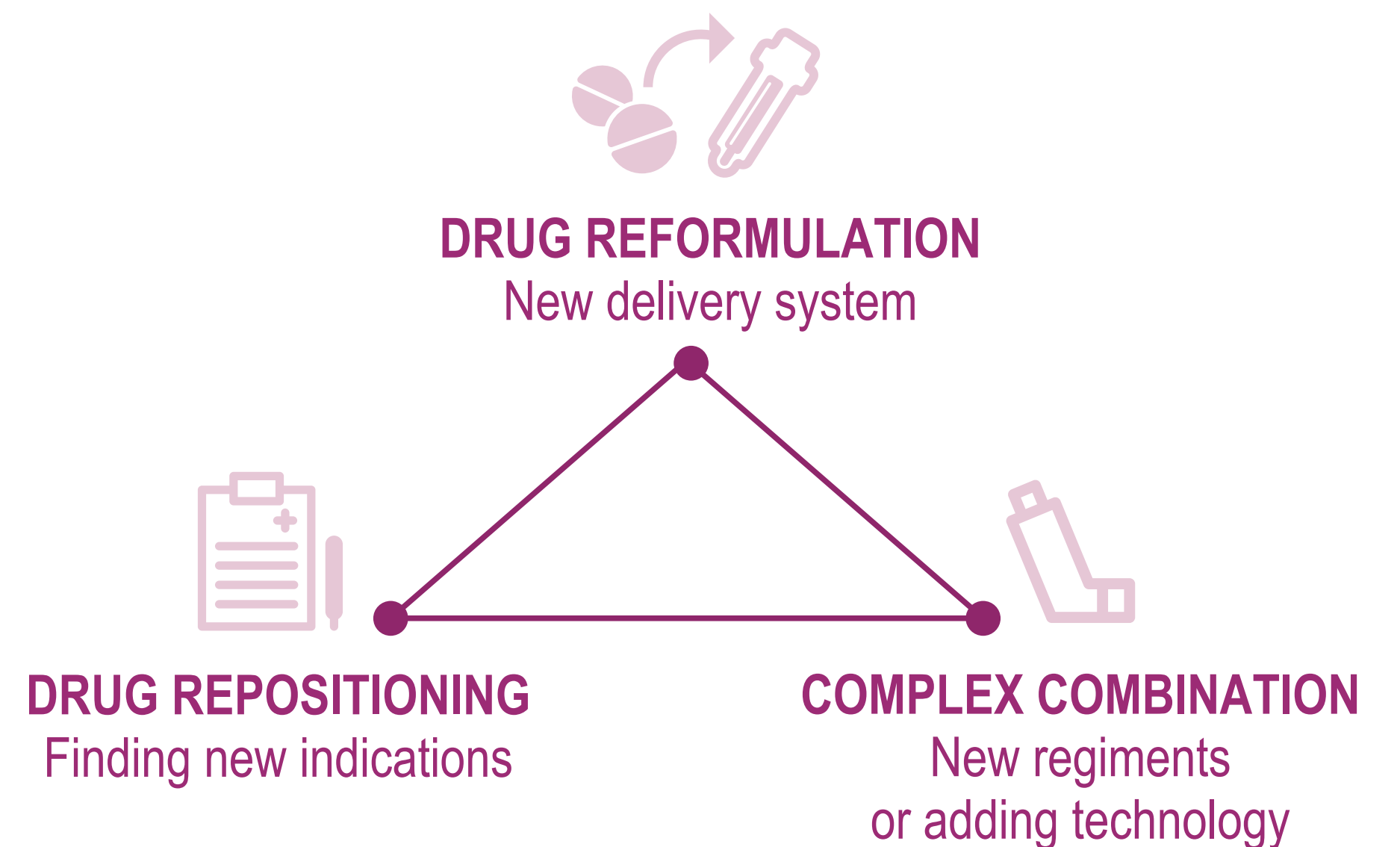


VALUE ADDED MEDICINES are medicines based on known molecules that address healthcare needs and deliver relevant improvements for patients, healthcare professionals and/or payers

IMPROVEMENTS



HOW



BENEFITS FOR HEALTHCARE COMMUNITY



EXAMPLE – RESPIRATORY DISEASES

68 million people suffer from common respiratory diseases such as asthma and COPD in the EU

Low adherence to treatments contributed to poor patient outcomes associated with an increased risk of hospitalisation, medical visits, and administration of antimicrobials or oral corticosteroids

Respiratory diseases are responsible for over **1.35 million annual hospital admissions** leading to an economic burden of **€82 billion** in total (direct and indirect costs)

Value added medicines can enable known and efficacious active substances to deliver on their promises to patients who need them, averting or reducing complications and exacerbations as well as associated costs

CALL FOR PARTNERSHIP

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

Integrate patient experience & expertise

Develop appropriate pathways for market access

Secure trust through multi-stakeholder dialogue

Jointly develop innovative ways to generate required evidence & communicate on benefits