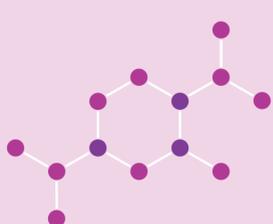




# VALUE ADDED MEDICINES: ENABLE PATIENT-CENTRIC INNOVATION

## HOW CAN VALUE ADDED MEDICINES MAKE A DIFFERENCE?



**Value added medicines** use existing molecules in new and innovative way that address healthcare needs and provide relevant improvements such as increased quality of life or return of value to healthcare systems. Value added medicines deliver meaningful impact to people who need cost-effective, safe and convenient medicines

### VALUE ADDED MEDICINES - A BROAD FAMILY INCLUDING:



Repurposed treatments and medicines



Reformulated medicines



Drug-drug combinations



Device-drug combination (i.e. prefilled syringes)

## HELPING TO IMPROVE EFFICIENCY OF CARE

Value added medicines are particularly effective in treating:



Asthma



Chronic obstructive pulmonary disease (COPD)



Cancer



Neurological conditions



Diabetes

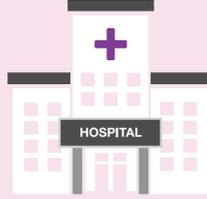


Paediatric conditions

### ASTHMA & COPD



**68 million people** suffer from these diseases



High healthcare and societal costs – **over 1 million annual hospital admissions and costs of €82 billion**<sup>1</sup>



The objective of value added medicines is to **improve patients adherence** and reduce hospital admission

## WHY ARE VALUE ADDED MEDICINES SO IMPORTANT



**Better adherence** to treatment



**Fewer medication errors**



**Reduced sub-optimal use of medicines**



**Fewer medical visits**



**More competition**



**Lower treatment cost**

## TO SEIZE THE OPPORTUNITY GOVERNMENTS SHOULD



**Promote** research and development to provide **better options and access** for large patient populations and help grow the sector



**Encourage** competition to make healthcare systems more sustainable



**Introduce pricing and reimbursement pathways** for value added medicines based on their benefits

### REFERENCES

<sup>1</sup> / European Respiratory Society, European lung white book 2013. Available from <http://www.erswhitebook.org>