

# DID YOU KNOW?

- All patients are individuals, and therefore what works for one may not work as well for another.
- While the majority of existing treatments deliver significant benefit to a large number of patients, some treatments may need to be adapted to match specific patients' needs.
- By answering patient's unmet needs, we want to open new horizons for those who are currently looking forward to a better quality of life with their treatment.
- Value added medicines sector group wishes to contribute to improve patient experience and enhance satisfaction through improvement of their usual therapies. This further contributes to enhancing patient compliance and adherence, especially for patients treated for chronic diseases.



IMPACT OF NON-ADHERENCE



# DID YOU KNOW?

## VALUE ADDED SECTOR GROUP

- 1 Many stakeholders believe innovation only leads to generating new molecules, while innovation can come from other areas as well. There is significant untapped potential in Europe to optimise existing therapies to best meet the needs of patients, healthcare professionals and payers and address remaining healthcare inefficiencies.
- 2 Enhanced customisation of existing therapies to address existing patient or healthcare needs can lead to better outcomes for the entire healthcare community.
- 3 Our ambition is to optimise, rethink and reinvent existing medicines, to provide European patient access to incremental innovation of existing therapies, delivering considerable outcomes for patients, payers and/or healthcare professionals over existing alternatives.
- 4 Our mission is to establish, in collaboration with patients, payers and healthcare professionals, a sustainable market model that incentivises R&D and access to value added medicines in Europe.



# WHAT WE CAN DO FOR YOU



Better adherence to treatment

**Benefit 1.** All patients differ and what works for one may not work as well for another. We want to empower patients to feel better with their treatment.



Reduced sub-optimal use of medicines

**Benefit 2.** We can tailor treatment to specific patient subgroups needs and therefore reduce suboptimal use of medicines which can lead to therapeutic failure and disease exacerbation.



Fewer medical visits

**Benefit 3.** We want to provide more flexibility in therapy choices to target better outcomes for patients, whose needs remain unaddressed and unmet by existing therapies. Allowing for a more tailor-made, patient centric approach, increasing patient and professional satisfaction.



Fewer medication errors

**Benefit 4.** We can reduce side effects, improve modes of administration, deliver new dosage forms or easier to handle medicines. Patients can be treated more effectively.



Lower treatment cost

**Benefit 5.** We want to reduce suboptimal use of drugs to prevent therapeutic escalation, improve the cost-effectiveness of existing treatments by increasing quality of life and satisfaction, and therefore contribute to the efficiency and sustainability of the healthcare system.



value added medicines

a medicines for europe sector group