

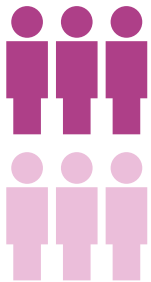


Respiratory diseases

Value Added Medicines help improve therapy adherence to deliver better health outcomes for patients

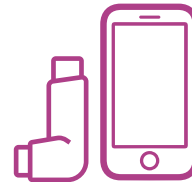


#HealthierTogether



1 in 2 patients face challenges in adhering to their medication regimen

Non-adherence to respiratory disease therapy poses significant challenges worldwide, to both patients and healthcare systems, with around **50%** of patients facing challenges in adhering to their medication regimen. It is associated with poor clinical outcomes and high costs for healthcare systems, with over **125BN** Euros of extra costs per year due to suboptimal use of existing medicines¹. Patients experiencing an asthma exacerbation had **3.5 times** more healthcare costs compared to those who did not².



Value Added Medicines can increase therapy adherence

Value Added Medicines can provide an effective and affordable solution to improve therapy adherence in **asthma** and **COPD patients**. Combining a well-established molecule with an improved device or application can deliver significant **benefits to patients** and better tools to improve the quality of care for healthcare professionals.

These **cost-effective solutions** support therapy adherence through improved feedback, education and reminders and can track therapy adherence patterns with significant granularity. For example, the use of improved inhalers was shown to increase therapy adherence by 20% in a group of asthma patients over **12 weeks**³.

1. Toumi M & Rémuzat C (2016) Value Added Medicines – Rethink, Reinvent & Optimize Medicines, Improving Patient Health & Access

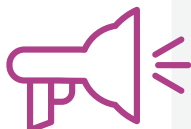
2. Hoskins G, McCowan C, Neville RG, et al. Risk factors and costs associated with an asthma attack. Thorax 2000;55:19-24

3. An audiovisual reminder function improves adherence with inhaled corticosteroid therapy in asthma Charles, Thomas et al. Journal of Allergy and Clinical Immunology, Volume 119, Issue 4, 811 - 816

Solutions



Respiratory diseases



Calls for action

Value Added Medicines can address unmet needs and provide significant improvements for patients and healthcare professionals in various therapy areas, including respiratory diseases.

Value Added Medicines are developed through an approach defined as continuous innovation: making improvements to medicines that have been around for a long time and that are therefore known to be safe and effective. Starting from existing molecules, we can develop **optimised medicines** that are **affordable** and more quickly available to patients.

For more Value Added Medicines to help address unmet medical needs and improve existing therapies, **changes are needed in the EU framework: these medicines should be recognised as a separate category and the investment to develop them appropriately rewarded.**

Want to know more?

-] Value Added Medicines Podcast <https://bit.ly/3N8rjE5>
-] White Paper "Creating a European ecosystem for safe, timely and affordable patient-centric innovation" <https://bit.ly/39o4Bdj>