

Giving medicines a new life: EU should foster patients' access to Value Added Medicines

Innovation throughout a medicine's lifecycle is vital to bringing new solutions to address gaps in healthcare

Brussels, 30 November 2022

The added value of innovating on existing medicines may be in finding a new indication, by treating a different disease with the same medicine or treating a specific sub-population, improving efficacy of the treatment, being easier to tolerate, or improving overall adherence.

In Europe, there is significant untapped potential in innovation on existing therapies, providing an opportunity for patients, healthcare providers, payers, industry, and healthcare systems. Re-evaluating the current innovation model should lead to greater focus on ways to stimulate innovation across the lifecycle of medicines, especially on off-patent molecules.

In order to support bringing this kind of value added, sustainable innovation to market and to provide access to patients with unmet needs, we call on the EU to recognise Value Added Medicines in the EU pharmaceutical legislation as a separate group of medicines, having its own dedicated regulatory pathway with proportionate data exclusivity incentives.

The Chair of the Value Added Medicines Sector Group at Medicines for Europe, Arun Narayan (Viatris) commented *"Today, more than ever, there is a need for smart and sustainable healthcare solutions that can effectively address public health needs in a safe, timely and affordable way. Value Added Medicines can deliver in every aspect of these healthcare needs. But the lack of a supportive legislative and regulatory framework in Europe blocks Value Added Medicines from reaching patients. We believe that the revision of the EU pharmaceutical legislation provides a unique opportunity to address this gap and we call for a suitable and robust framework for Value Added Medicines provided for in the new EU pharmaceutical legislation to help address both, the healthcare systems' challenges and the patients' needs."*

Resource hub

The future of value added medicines was discussed at the [VAM22 conference](#) in Brussels on 30 November.

[Factsheet](#) & [White paper](#) – Creating a European ecosystem for safe, timely and affordable patient centric innovation

[Podcast](#) - Value added medicines: a patient-centric approach to healthcare