value added medicines

a medicines for europe sector group

FACTSHEET

About the Value Added Medicines Group

The Value Added Medicines Group, a sector group within Medicines for Europe, promotes innovation based on known molecules to **address unmet medical needs, optimize healthcare efficiency and ensure sustainability**.

Our members **target remaining gaps in patient care** (e.g. sub-populations, paediatric populations etc.), **delivering tangible improvements** to the healthcare community (e.g. better use of healthcare resources), while **enabling sustainable patient-centric designs**.

What are Value Added Medicines (VAMs)?

VAMs are therapeutic solutions developed based on known molecules, whether chemical or biological, that provide meaningful benefits for patients, healthcare professionals and payers.

Value Added Medicines can be developed through:

Repurposing

New uses discovered for existing molecules to treat different conditions or reach new patient populations

Reformulation

Changes to how a medicine is delivered and absorbed through new dosage forms, routes of administration, or improved release profiles

Combination

Pairing several known molecules together or known molecules with devices or digital tools to improve outcomes

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Examples

Repurposed medicines:

- **Dexamethasone** is an affordable steroid normally used to treat inflammatory conditions and severe autoimmune diseases. It has been repurposed for Covid-19 treatment, showing a reduction in deaths by 1/3 in hospitalised Covid-19 patients receiving mechanical ventilation in intensive care unit[1].

Reformulated medicines

- **Bromocriptine:** from standard-release to quick-release (QR), bromocriptine-QR formulation showed a 39% reduction in the composite cardiovascular endpoint (including cardiovascular death) in type 2 diabetes patients after 1 year of treatment[2].
- **Methotrexate:** the injectable methotrexate form results in rapid and complete absorption, higher serum levels, and less variable exposure than oral dosing for patients with rheumatoid arthritis[3].

Combined medicines (or medicine/device):

- Fixed dose combinations: the **Rosuvastatin/Ezetimibe** combination shows that, in dyslipidaemia patients, it is associated with better adherence, a higher likelihood of achieving lipid goals, and cost savings compared with individual combination therapy, across all cardiovascular risk categories[4].
- Medicine/digital device combinations: a combination inhaler of **Budesonide/Formoterol**, featuring clear dose counting, has been shown to be more effective than the same or higher doses of inhaled corticosteroids alone for patients with asthma[5].

WHY VALUE ADDED MEDICINES MATTER

Value Added Medicines bridge the gap between off-patent molecules and de novo pharmaceutical innovation by:

- Unlocking new value from proven molecules
- Delivering patient-centred innovation
- Supporting healthcare system sustainability
- Improving access to tailored treatments
- Maximising the lifecycle value of existing medicines

[1] Noreen S, Maqbool I, Madni A. Dexamethasone: Therapeutic potential, risks, and future projection during COVID-19 pandemic. Eur J Pharmacol. 2021 Mar5;894:173854. doi: 10.1016/j.ejphar.2021.173854. Epub 2021 Jan 8. PMID: 33428898; PMCID: PMC7836247.

[2] Effect of Bromocriptine-QR (a Quick-Release Formulation of Bromocriptine Mesylate) on Major Adverse Cardiovascular Events in Type 2 Diabetes Subjects, J. Michael Gaziano, MD, MPH, Anthony H. Cincotta, PhD, Aaron Vinik, MD, Lawrence Blonde, MD, Nancy Bohannon, MD, and RichardScranton, MD, MPH. Journal of the American Heart Association, Volume 1, Number 5 https://doi.org/10.1161/JAHA.112.002279

[3] Vena GA, Cassano N, Iannone F. Update on subcutaneous methotrexate for inflammatory arthritis and psoriasis. Ther Clin Risk Manag. 2018 Jan 9;14:105-116. doi: 10.2147/TCRM.S154745. PMID: 29386902; PMCID: PMC5767093.

[4] Alberto Zambon, Evangelos Liberopoulos, Melania Dovizio, Chiara Veronesi, Luca Degli Esposti, Leopoldo Pérez de Isla, A real-world analysis of adherence, biochemical outcomes, and healthcare costs in patients treated with rosuvastatin/ezetimibe as single-pill combination vs. free combination in Italy, European Heart Journal Open, Volume 4, Issue 5, September 2024, oeae074, https://doi.org/10.1093/ehjopen/oeae074

[5] Budesonide/formoterol in the treatment of asthma. Expert Review of Respiratory Medicine, 2010

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The Value Added Medicines Group: Mission, Vision & Objectives

MISSION

In partnership with healthcare stakeholders—including patients, healthcare professionals, payers, academics, NGOs and regulatory authorities—**establish sustainable market models** that incentivize and reward R&D investment and ensure access to Value Added Medicines for European patients.

EU VISION

Provide European patients with **better-tailored products and timely, sustainable access to Value Added Medicines**—delivering significant patient outcomes, supporting healthcare professionals with adapted solutions, and offering payers cost-effective alternatives to existing treatments.

OBJECTIVES

Driven by a strong and dedicated Leadership Team, the Value Added Medicines Group currently focuses on three priority areas for the current mandate:

Support national market access policies

Europe's **market access** remains challenging—national governments are joining forces to deliver better access for citizens

Strengthen VAMs in Europe

Contribute to **EU-level initiatives** for **VAMs to gain stronger recognition** and implementation across member states

Facilitate sustainable engagement and proportionate requirements for VAMs

Current pre-market requirements are not fully adapted to VAMs: **tailored regulatory pathways and standards** are needed to support faster access

Enhance the added value of continuous innovation (VAMs) in Europe

About Medicines for Europe

Medicines for Europe represents the generic, biosimilar and value added medicines industries, helping deliver high-quality, affordable medicines to millions of European patients. Value Added Medicines Group is open to companies and national associations committed to advancing this important healthcare sector.

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