

European Patients Rights Day 2015: *making the healthcare sector sustainable and efficient*

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12 May 2015



EUROPEAN CONTEXT (I)

▮ December 2014:

Council Conclusions *Innovation for the benefit of patients*: “Explore opportunities for cooperation on exchange of information between competent bodies in relation to a **‘life cycle approach’ for innovative medicinal products**, including, where appropriate: early dialogue and scientific advice; Pricing and reimbursement models; Registries for monitoring the effectiveness of therapies and technologies;

▮ February 2015:

“Latvia and the next four Presidencies (LU, NL, SK and MT) invited to continue steering the political discussions issues identified in the Council conclusions that can be clustered in three areas: broad range of aspects in the “pharmaceutical chain”, which can be divided into three areas:

- (1) Market access
- (2) HTA, pricing and reimbursement
- (3) Prices of and expenditures on medicinal products, with the focus on innovative medicines”

EUROPEAN CONTEXT (II)

- European Commission's 2015 Annual Growth Survey:
Modernising social protection systems: "There is a need for (...) accessible health care. Healthcare systems need to be reformed to provide quality health care through efficient structures, including eHealth."
- European Parliament's **Interest group on Access to Healthcare** (launch January 2015) to provide patients' expertise to tackle health inequalities and enhance proper access to high-quality healthcare for all patients

The role and the responsibility of each actor involved in healthcare sector to make it sustainable and efficient: considerations

- **EFPIA considers that** the single market for pharmaceuticals is a concept under construction where a number of principles should guide any novel approach. One of these must be the importance of evaluating and fairly rewarding added value in pharmaceutical innovation
- **EFPIA considers that** in some countries, poor HTA processes run the risk of denying or delaying patient's appropriate access to medical technologies, inefficiently allocating resources, constraining clinical freedom and harming innovation
- **EFPIA considers that** the EU should encourage the adoption of new voluntary measures to improve access to medicines in Europe to ensure that the single market results in fair prices, based on ability to pay, and equal access for all

The role and the responsibility of each actor involved in healthcare sector to make it sustainable and efficient: EFPIA's engagement (I)

- **EFPIA calls for** a stronger willingness from EU Member States to explore how increased cooperation across borders can improve access to medicines for patients, which is the core principle that should guide such initiatives
- **EFPIA calls for** European collaboration on assessments as a way to reduce duplication and to enable greater clarity, higher methodological standards, and improved predictability, along with better and timelier access to medicines

The role and the responsibility of each actor involved in healthcare sector to make it sustainable and efficient: EFPIA's engagement (II)

- **EFPIA calls for** a Life Sciences Strategy covering each aspect of a medicine's journey, from the discovery through to its development all the way to its effective access to patients is linked.
- **EFPIA calls for** proportionate investment in mHealth technology that has a demonstrably positive impact on adherence, outcomes and/or efficiency and can help ensure that any new healthcare investment is well spent. Big data affords significant opportunities to advance patient care. It can help us understand how to better support patients right across the patient journey and deliver truly-personalised care.