Value Added Medicines
What value repurposed medicines might bring to hospital pharmacists
Satellite symposium
EAHP Congress, Cannes
22 March 2017

Value Added Medicines Group Membership
Pressure on EU budgets
Reduction of healthcare spending

Average annual growth in pharmaceutical expenditure\(^1\) per capita, in real terms, 2005-09 and 2009-13 (or nearest periods)

New approaches are needed
If we want to preserve universal health coverage

Global spending on new brand medicines has more than doubled in 2014 and is 2.6% of global pharmaceutical spending

Source: OECD Health at Glance, 2015

Source: IMS Health, R&D Focus, May 2015; MIDAS, Q4 2014, constant USD
Healthcare system efficiency
Finding new ways to deliver better health & access

20-40% of healthcare spending are allocated to unnecessary or non cost-effective services

- Price escalation and budget constraints
- Underuse of cheaper options
- Suboptimal use of drugs
- Need for improvement in identification of cost-effective drugs

50% of patients face challenges with medication adherence


Future opportunities
Delivering better health & sustainable access

Suboptimal use of drugs represent opportunities to rethink and optimise current health delivery systems as well as reinvent current therapies

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Value added medicines
Rethink, reinvent & optimise medicines

DEFINITION
Medicines based on known molecules that address healthcare needs and deliver relevant improvements for patients, healthcare professionals and/or payers

IMPROVEMENTS
- New therapeutic uses
- Better efficacy
- Better safety
- Better tolerability
- Better ease of use
- Better way of administration

HOW
- DRUG REPOSITIONING: Finding new indications
- DRUG REFORMULATION: New delivery system
- COMPLEX COMBINATION: New regimens or adding technology

Benefits for healthcare community

PATIENTS
- Better adherence and quality of life

HEALTHCARE PROFESSIONALS
- Improved safety and efficiency
- Increased treatment options

PAYERS
- Improved budget efficiency

RESEARCHERS
- Innovation throughout a molecule’s lifecycle

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Our Mission

Bring innovation continuously throughout a molecule’s lifecycle, particularly those molecules no longer protected by patent.

New Indication  Extended release  Patches  Implants  Ready-to-use formulations  Devices

However, to combine new technologies with known molecules requires considerable R&D investment and effort.

The ambition of the Value Added Medicines Group is to play a leading role in unlocking untapped research potential, focusing on existing molecules, by establishing a sustainable market model that incentivises R&D and access to value added medicines in Europe to patients who need it.

Call for action

From cost focus to outcomes focus

- Stakholders already recognize the benefit of value added medicines
- Open pathways for value added medicines
  Adapt HTA and P&R pathways so that benefits can be shown and rewarded appropriately
- Industry proactive approach
  Work together with all concerned stakeholdersto discuss and develop innovative ways to generate required evidence & communicate on benefits
Policy makers, payers, patients and healthcare professionals and our sector group need to work together to address the barriers.

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**Agenda**

**VALUE ADDED MEDICINES**

What value repurposed medicines might bring to hospital pharmacists

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<tr>
<th>Time</th>
<th>Topic</th>
<th>Speaker</th>
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<tbody>
<tr>
<td>16:15 – 16:30</td>
<td>Introduction to value added medicines</td>
<td>Christoph Stoller</td>
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<tr>
<td>16:30 – 16:55</td>
<td>Importance of continuous innovation – Perspective of a healthcare professional</td>
<td>Stephan Krähenbühl</td>
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<td>16:55 – 17:25</td>
<td>Valued added medicines: relevance for hospital pharmacists and how to ensure their availability</td>
<td>Minodora Văculescu</td>
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<td>17:25 – 17:45</td>
<td>Expert discussion</td>
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<td>Stephan Krähenbühl</td>
<td>Minidora Voiculescu</td>
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<td>University Hospital Basel, Switzerland</td>
<td>Medical Advisor, Fresenius Kabi, Germany</td>
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