

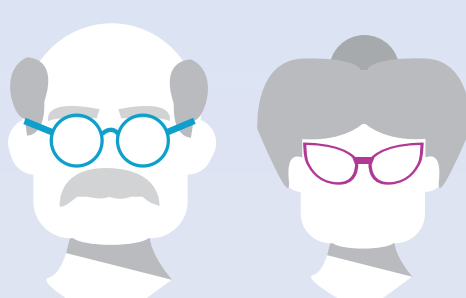


# INCREASING ACCESS TO MEDICINES

## EUROPE'S HEALTHCARE SYSTEMS FACE MAJOR CHALLENGES



**Austerity** measures and weak growth



**Ageing** population



New, **expensive** treatments

**Generic, biosimilar and value added medicines are endorsed by EU institutions.**

**However, not enough is being done to encourage their use.**



Europeans aged **65+** set to rise by **45 million** between 2015 and 2050 <sup>1</sup> increasing healthcare needs <sup>1</sup>

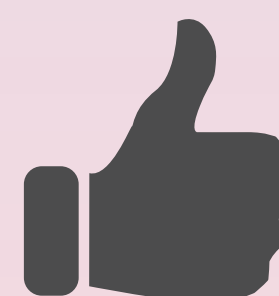


**Increasing cost of new innovative medicines:** Global spending on new medicines doubled in 2014 to almost **29 BN USD** <sup>2</sup>

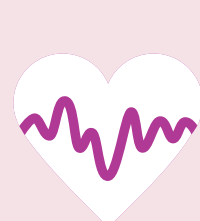


**Pressure on healthcare systems:** **increased stress** on accident and emergency wards

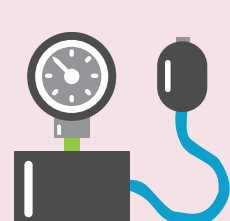
## GENERIC, BIOSIMILAR AND VALUE ADDED MEDICINES: MAKING HEALTHCARE SUSTAINABLE



### Generic medicines



Cardiovascular



Hypertension



Diabetes



Depression



Mental disorder



Gastro-intestinal



Epilepsy

**Twice as many patients were able to be treated** with no increase in the drugs bill thanks to **generic medicines** <sup>3</sup>



Without generic medicines this access would have cost an extra **€100 BN** every year <sup>3</sup>

### Biosimilar medicines



The introduction of biosimilar medicines enables **more patients to access treatment** (up to 100% more) <sup>4</sup>

### Value added medicines

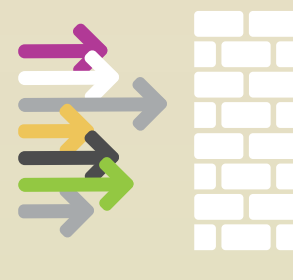


Value added medicines help improve **efficiency of care** and bring innovation to large patient populations

## GOVERNMENTS SHOULD ACT



Put generic, biosimilar and value added medicines at the centre of healthcare policies



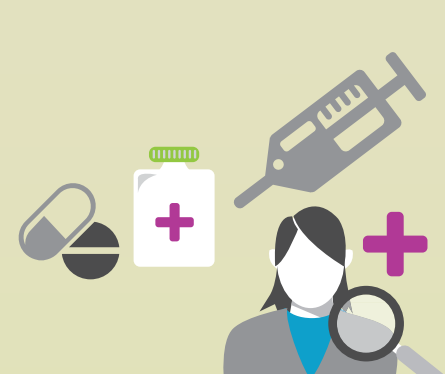
Remove barriers to **competition** in pharmaceuticals



**Incentivise** doctors, patients and pharmacists to use medicines cost effectively



**Awareness and education** by health authorities [e.g. French government campaign for generic medicines] <sup>5</sup>



Stimulate access to generic, biosimilar and value added medicines through **sustainable pricing policies**

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