

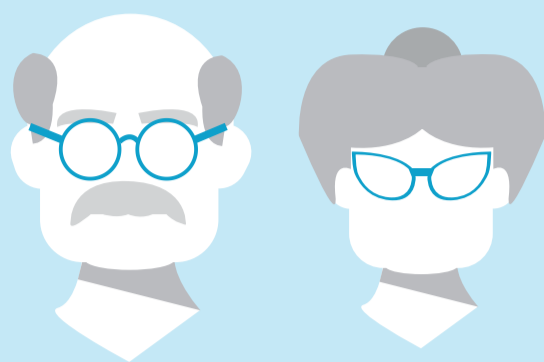


THE COST OF INACTION

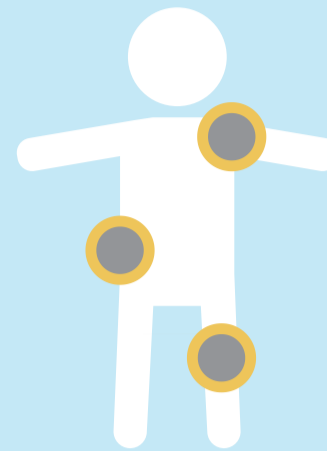
GROWING PRESSURE ON HEALTHCARE SYSTEMS



Europe's ageing population



Europeans aged 65+ set to rise by **at least 45 million** between 2015 and 2050 ¹



50 million EU citizens suffer from **two or more chronic conditions** - most 65 years and over ²

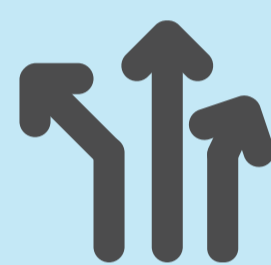


Increasing cost of new innovative medicines
Global spending on new brand medicines **more than doubled in 2014** to almost 29 BN USD ³



Austerity
Healthcare systems are struggling to fund additional healthcare needs

POLICY MAKERS FACE DIFFICULT AND UNPOPULAR CHOICES



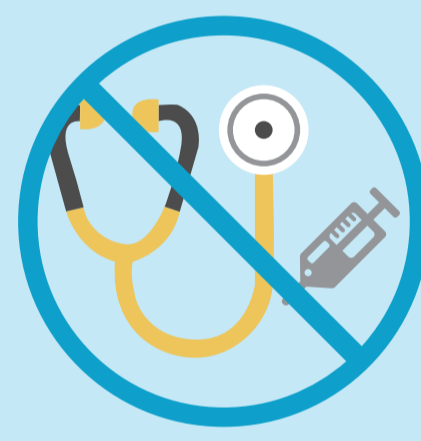
Hospital closures



Increased stress on accident and emergency wards



Cutting prices of generic medicines causing shortages of vital healthcare infrastructure ⁴



Limited access to new high-priced medicines for rare and life threatening conditions

GENERIC MEDICINES MAKE HEALTHCARE SUSTAINABLE



Council of the European Union and European Parliament have recognised the importance of generic, biosimilar and value added medicines for ⁴:



Patient **access** to medicines



Ensuring healthcare **sustainability**



Thanks to **competition** from generic medicines, European payers spent **€100 BN less** on medicines in 2014. ⁵



THE BENEFITS OF GENERIC MEDICINES ARE SO CLEAR; SO WHY DON'T WE EMBRACE THEM?

A healthy generic medicines market is required to optimise the healthcare system

REFERENCES

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- 4 / European Council, Council Conclusions on strengthening the balance in the pharmaceutical systems in the EU and its Member States; Available from: <http://www.consilium.europa.eu/en/press/press-releases/2016/06/17-epsco-conclusions-balance-pharmaceutical-system/>
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