

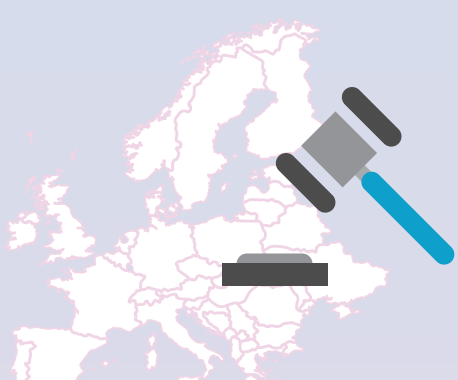


## EUROPEANS NEED MORE EDUCATION AND INFORMATION

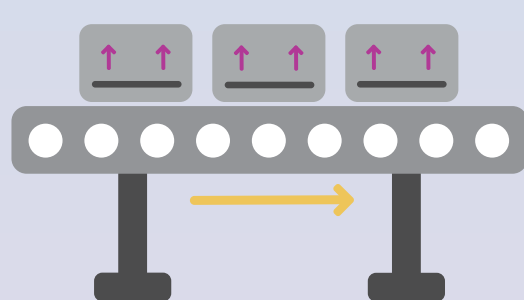
## SAFETY, QUALITY AND EFFICACY



**Europe's generic, biosimilar and value added industries respect**



**High regulatory  
standards** <sup>1, 2</sup>

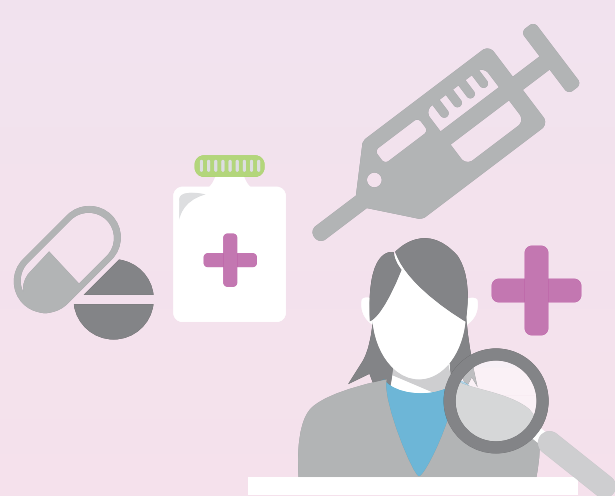


**Stringent** authorization,  
manufacturing and  
monitoring processes <sup>1, 2</sup>



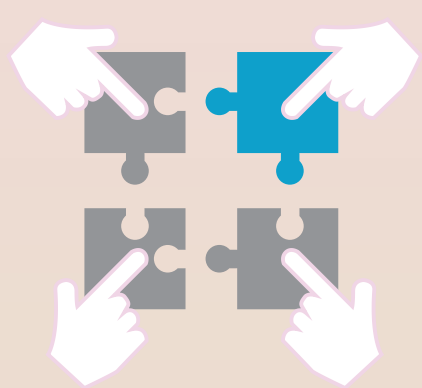
**Same quality, safety  
and efficacy** as original  
brand name and  
patented products <sup>3</sup>

## EVIDENCE MATTERS

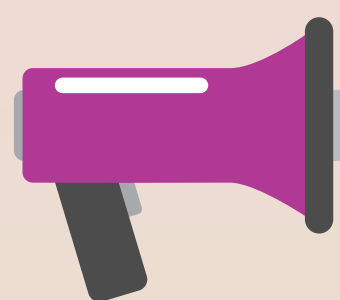


Despite **clear medical and scientific evidence** there is still **misinformation** about the quality and efficacy of generic, biosimilar or value added medicines. This creates doubt in the minds of patients and healthcare providers

## POLICYMAKERS MUST MAKE HEALTHCARE MORE COST-EFFICIENT



**Educate** about  
generic, biosimilar and  
value added medicines



Create incentives to **use  
cost-effective** generic,  
biosimilar and value added  
medicines



**Provide information** to  
doctors, nurses, pharmacists  
and patients <sup>4, 5</sup>



**Government must  
lead by example** [e.g.  
French government  
campaign for generic  
medicines] <sup>6</sup>

## REFERENCES



- 1 / European Medicines Agency, Questions and answers on generic medicines; Available from: [http://www.ema.europa.eu/docs/en\\_GB/document\\_library/Medicine\\_QA/2009/11/WC500012382.pdf](http://www.ema.europa.eu/docs/en_GB/document_library/Medicine_QA/2009/11/WC500012382.pdf)
- 2 / EuropaBio Guide on Biosimilars in Europe, When Science Meets Policy; Available from: <http://www.fdanews.com/ext/resources/files/10-14/10-14-EuropaBio-Guide.pdf?1494374629>
- 3 / British Generic Manufacturers Association, About Generics; Available from: <http://www.britishgenerics.co.uk/about-generics>
- 4 / European Commission initiative improves information for patients on biosimilar medicines; Available from: <http://www.medicinesforeurope.com/news/european-commission-initiative-improves-information-for-patients-on-biosimilar-medicines/>
- 5 / European Commission & European Medicines Agency, Biosimilars in the EU - Information guide for healthcare professional; Available from: <http://www.medicinesforeurope.com/wp-content/uploads/2017/05/HCP-guide-on-Biosimilars.pdf>
- 6 / Ministère des Solidarités et de la Santé, « Devenir générique ça se mérite »; Available from: <http://solidarites-sante.gouv.fr/archives/archives-presse/archives-dossiers-de-presse/article/devenir-generique-ca-se-merite>