

The Challenges of Working in Europe

**4th European Healthcare
Deciders Forum
London School of Economics
18 November 2011**

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President, European Brain Council
President, European Federation of Neurological Associations
Patron, European Parkinson's Disease Association**

The WHO global burden of disease

Measure of lost health –
(disability-adjusted life years)

35% is Brain
Disease

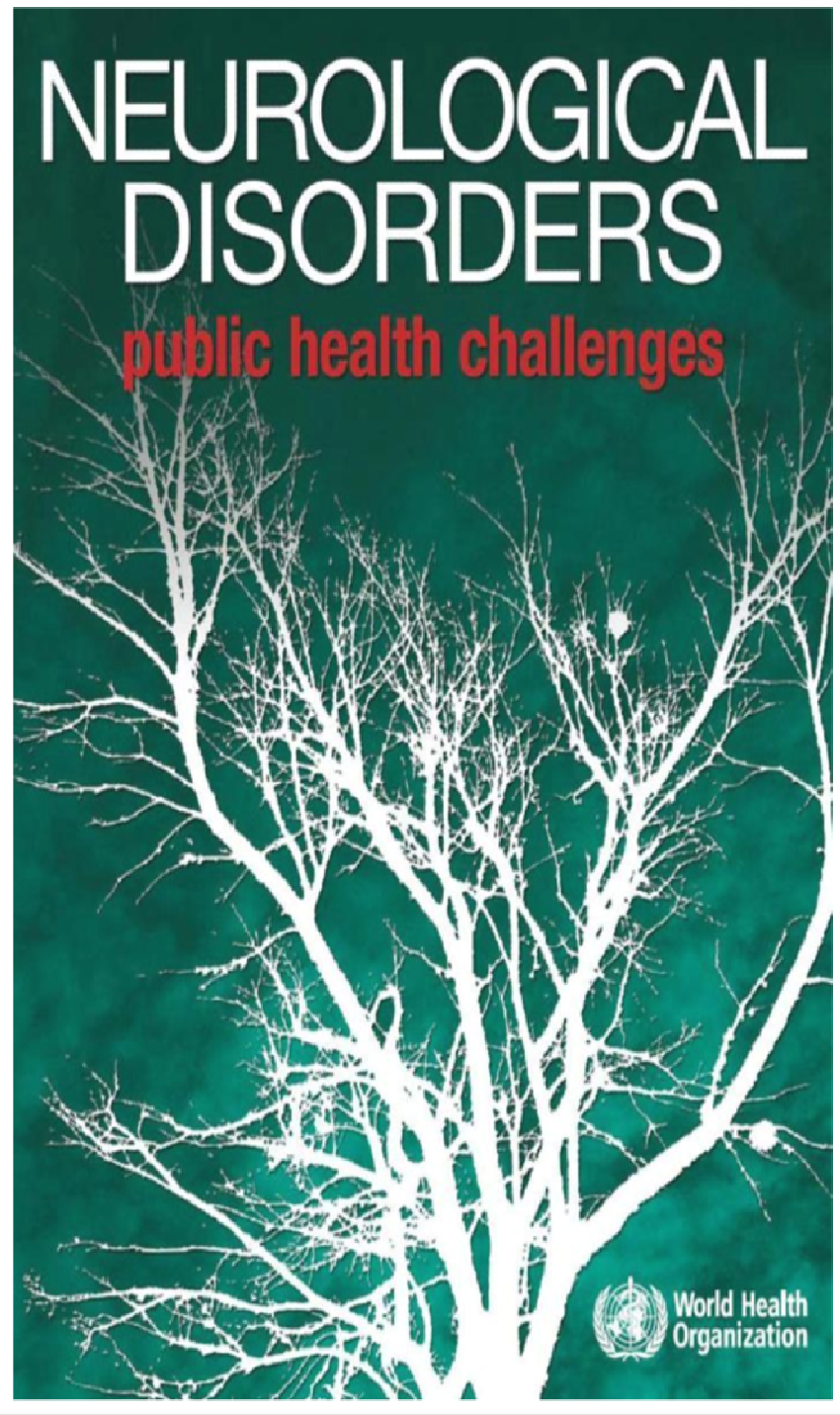
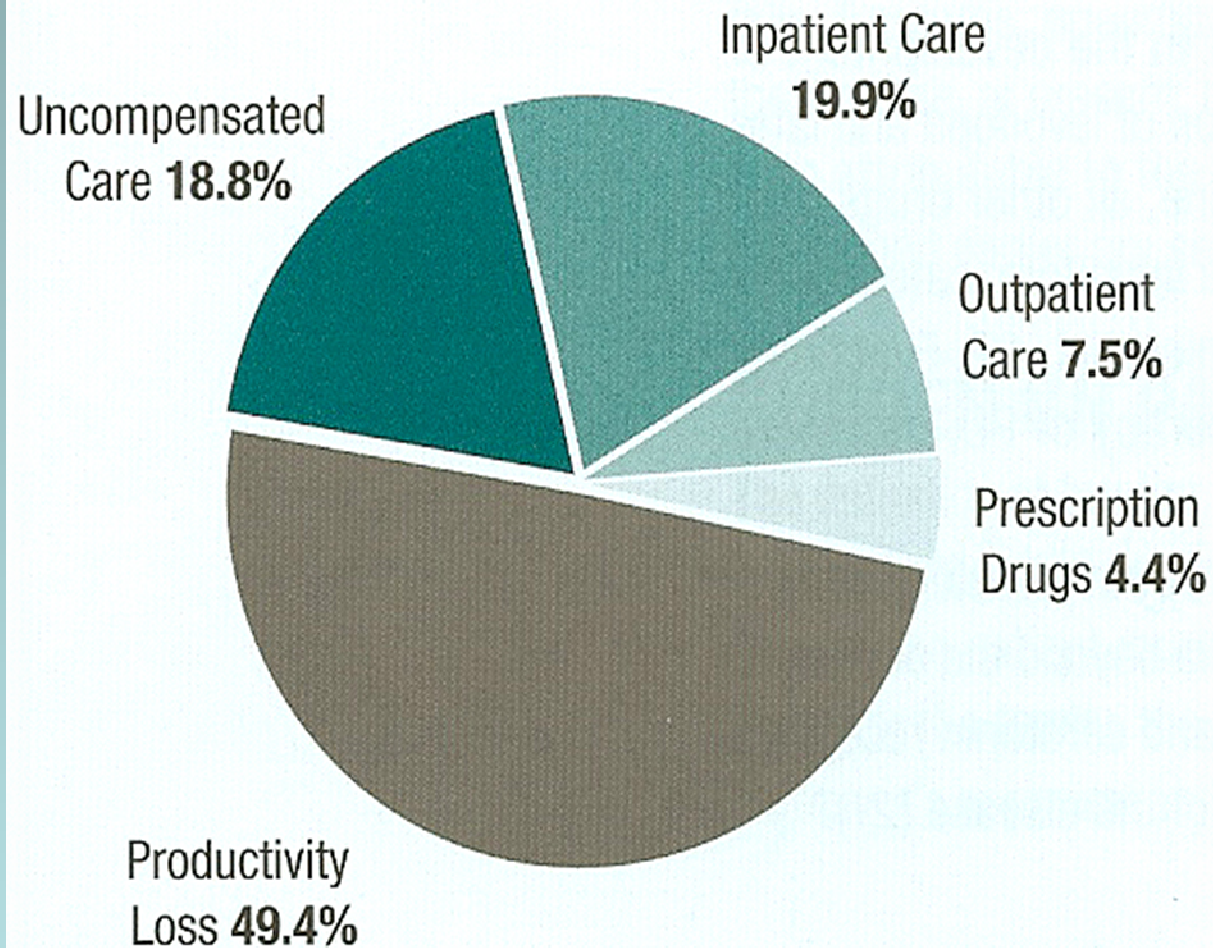


Figure 3.8.1 Cost distribution in Parkinson's disease



Source: (23).

The Cost of Parkinson's

Neurological Disorders
Public Health challenges
WHO 2007



The world is
living longer

a baby girl born in Japan has a 50/50
chance of living 100 years

The role of women



Carers

In the 1920's, a couple in their 80's had 44 female relatives

- *14 of these did not work outside the home environment*

In the year 2000, a couple in their mid 70's had 13 female relatives

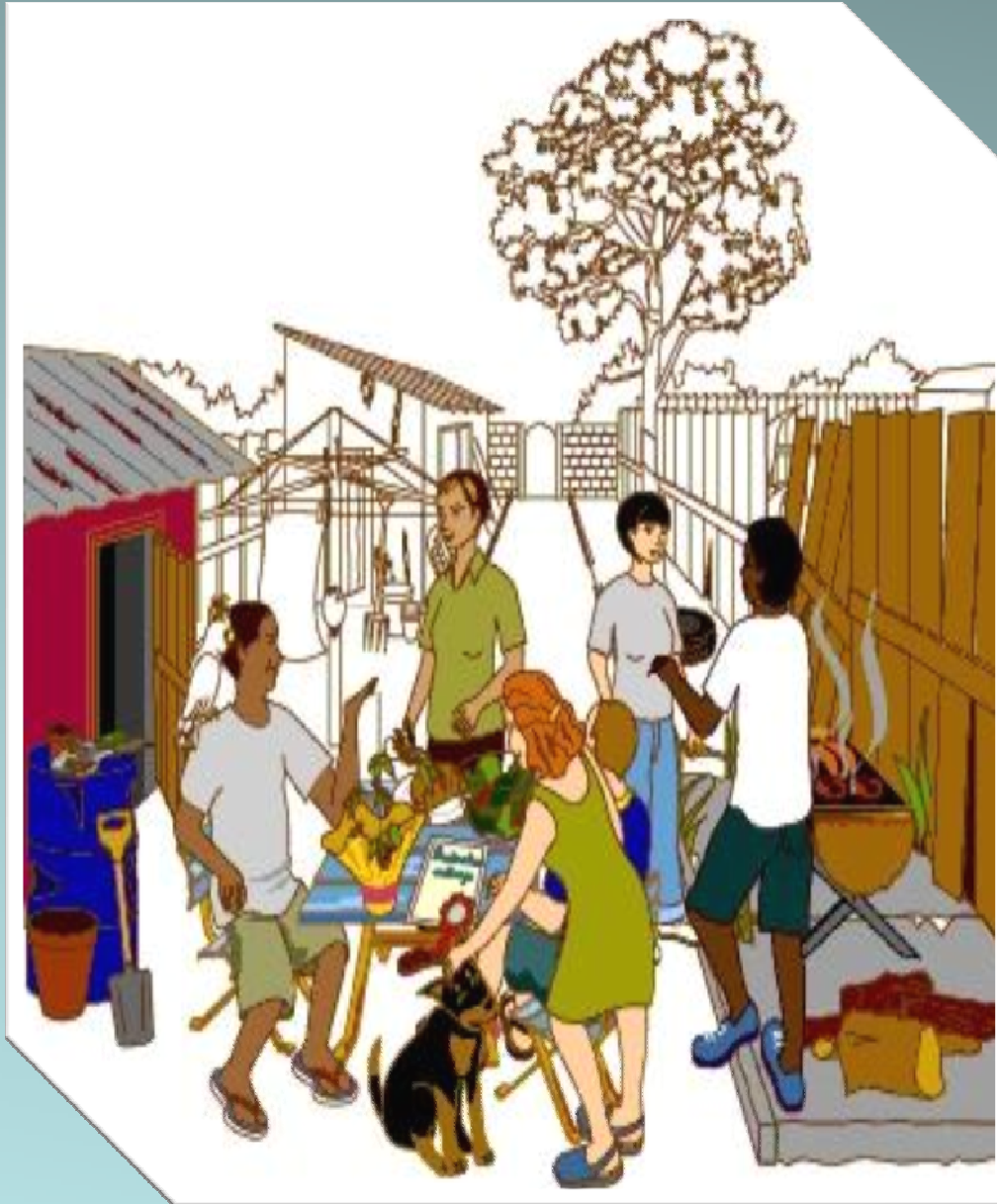
- *3 of these did not work outside the home environment*

What is the situation in 2011?



Polypharmacy



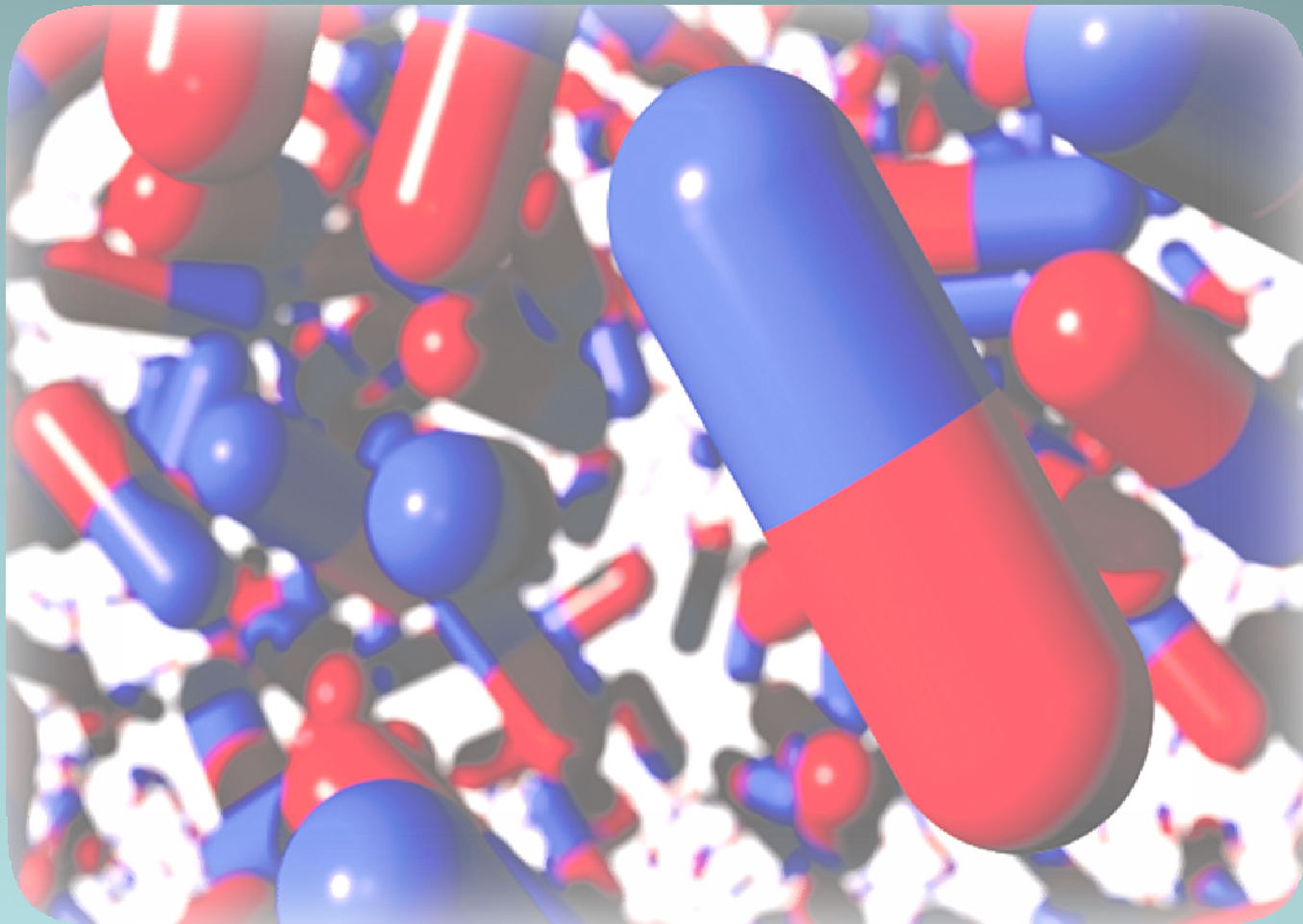


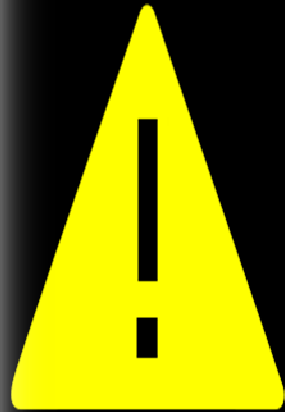
Provision of
'culturally
relevant
care'

Time with the doctor



Access to medication





WARNING

Counterfeit medicines

2008 '*Project Medifake*' European Customs initiative discovers...

- 3 million packs captured over two months
- 4 MHRA batch recalls in 2007
- EAASM found 62% of medicines bought from internet to be fake or substandard (Counterfeit Superhighway - 2008)

*EU Legislation anticipated - this will
tighten supply chain*

The Regulator and The Payer



Dr Thomas Lönngren

Former Chief Executive Officer
European Medicines Agency
(EMA)



Sir Michael Rawlings

Chairman
National Institute of Health
& Clinical Excellence (NICE)

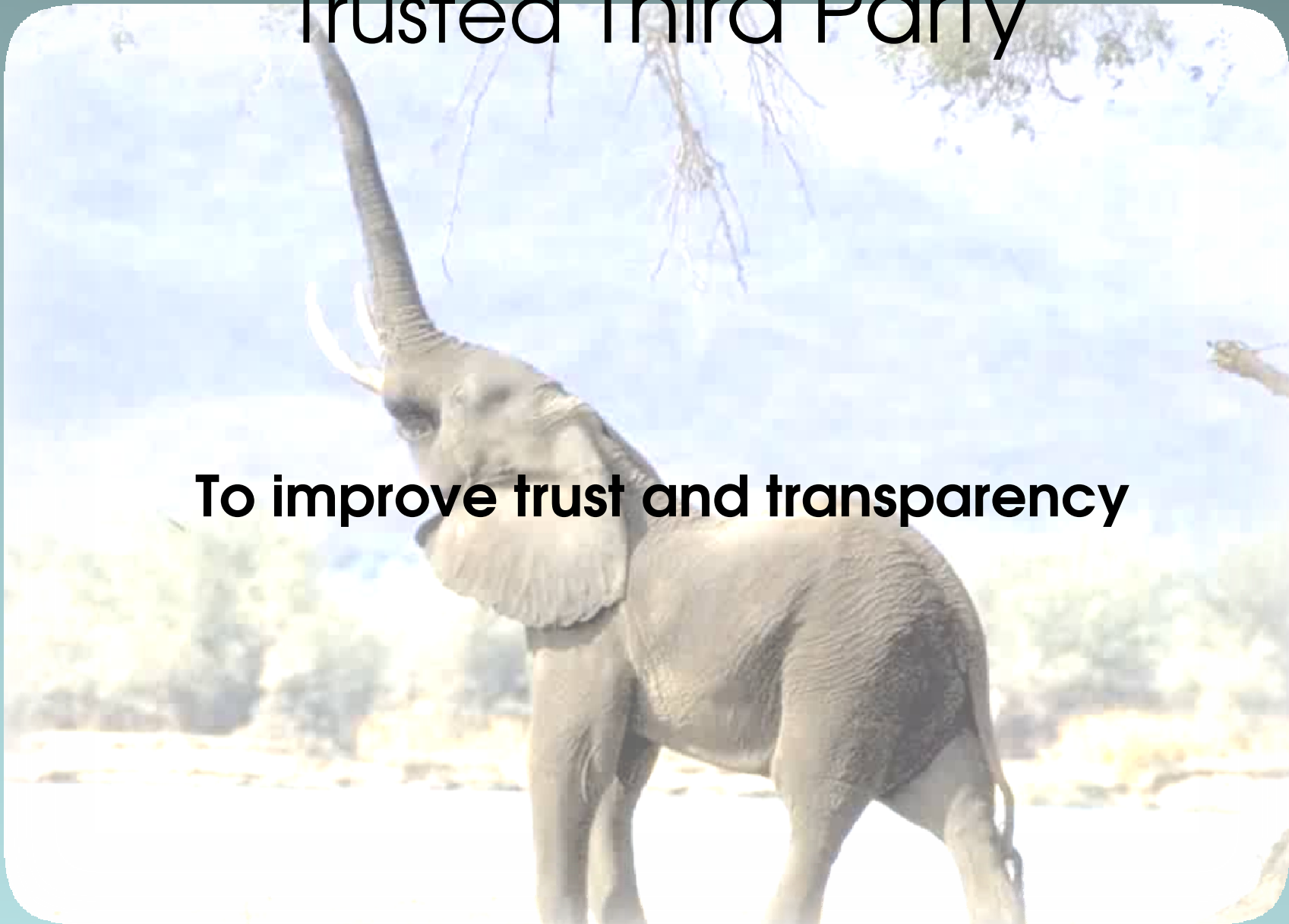


Solutions
NEXT EXIT ↗

A green rectangular highway sign with a white border is mounted on a metal structure. The sign features the word "Solutions" in a large, bold, white sans-serif font. Below it, the words "NEXT EXIT" are written in a smaller, white sans-serif font, followed by a white arrow pointing diagonally upwards and to the right. The sign is set against a background of a clear blue sky with some light, wispy clouds. The entire image is framed by a light blue border with rounded corners.

Trusted Third Party

To improve trust and transparency



Safety versus innovation



"I am already in an unsafe world, a little more unsafeness doesn't worry me" Albert Jovell, Barcelona

New approach to clinical trials

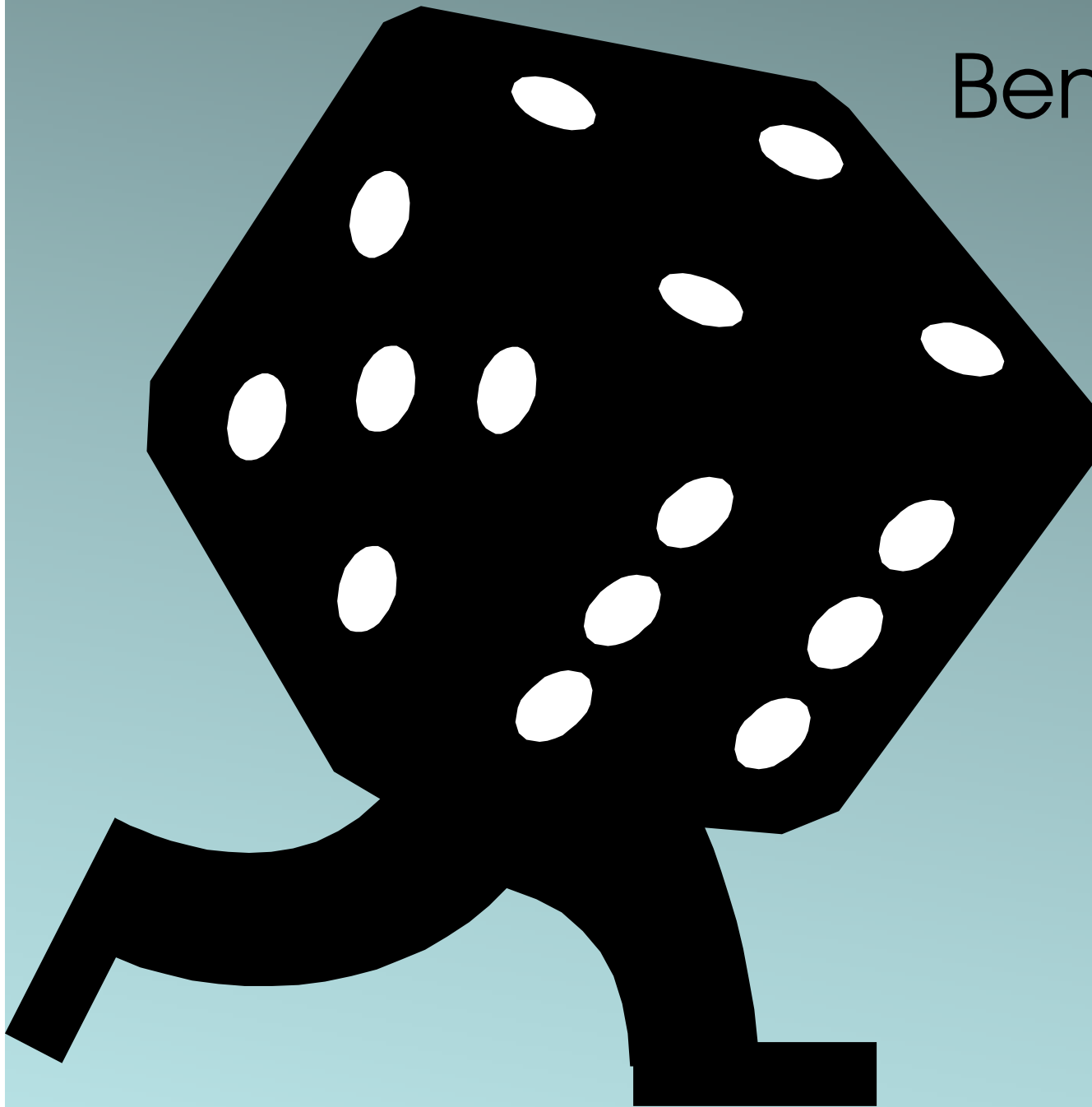


Patient Reported Outcomes

Develop a measurement for neurological disorders in partnership with academia, clinicians, patients and their families



Benefit/Risk



Engagement with the Payers

- ☐ Ageing
- ☐ Infertility
- ☐ Sexual health
- ☐ Smoking
- ☐ Drug addiction
- ☐ Alcohol
- ☐ Obesity

60% of NHS budget is spent on lifestyle issues

HTA Summer School for patient groups

Collaboration between
EFNA and London School
of Economics:

- September 2009
- May 2010
- June 2010
- September 2010
- June 2011
- September 2011



Working for people living with brain disorders

Patient Experience Network National Awards 2010

Access to Information: **LSE** Ranked Second Place

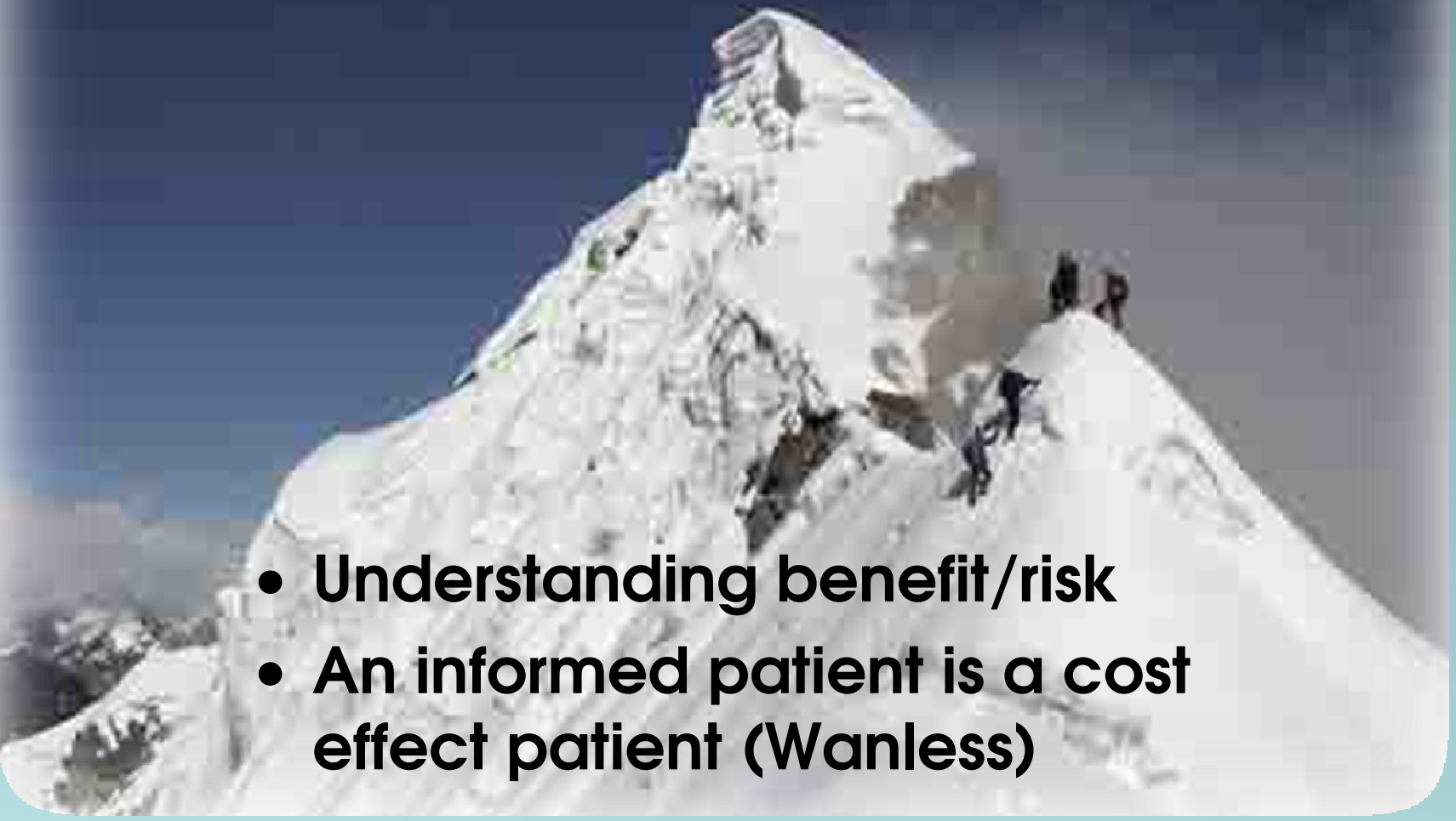
| Criteria | Your Score | Description | Winner's Score |
|-----------------|------------|--|----------------|
| Innovation | 220 | Demonstrates a very high level of innovation and ambition, well above that expected in their sector | 190 |
| Transferability | 244 | Is easily transferable as a complete programme to other organisations/ settings with little or no adaptation required. | 180 |

'The new world require more and more decision making to be evidence based by those as close to patient care / the patient as an entity themselves. The use of material to get patients to take such responsibility is the right way forwards.'

Extract from Benchmark Scores and Judges' remarks

Engagement with Society

Societal responsibility

- 
- **Understanding benefit/risk**
 - **An informed patient is a cost effect patient (Wanless)**

The Patient's journey

Information is needed from:

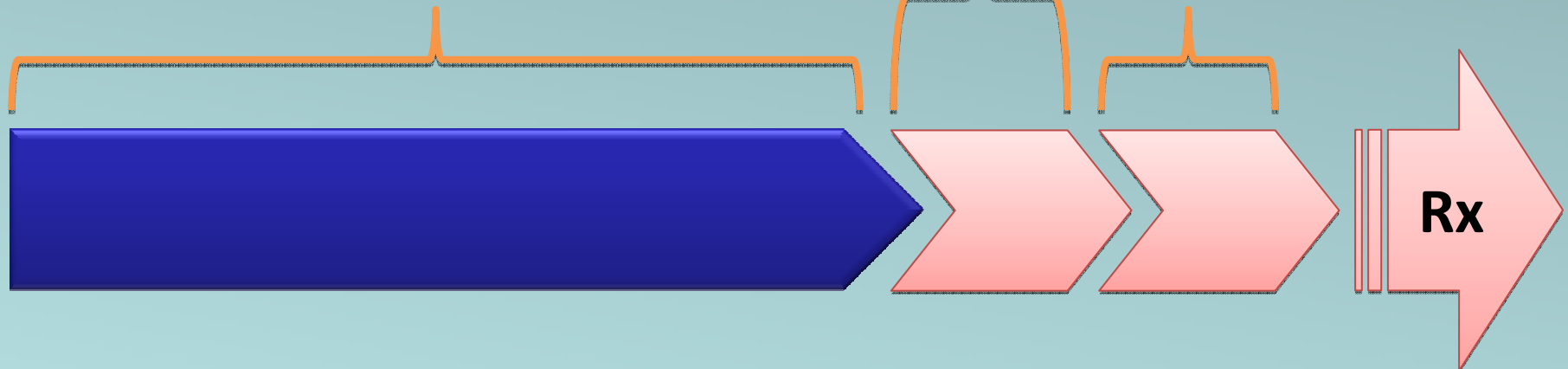
- ☐ Clinician – about the disease
- ☐ Industry – about the medication
- ☐ Patient NGOs – about fellow travellers

From the bench to the bedside

New drug application &
review
~ 2 years

Preclinical & clinical development
~ 8 years

HTA review ~ 2
years



Threats = confusion



The Patient Academy at LSE

- Partners
 - London School of Economics
 - EFNA
 - Spanish Patients' University
 - Lund University
- Objectives
 - Patient-centered training
 - Patient-centered research

The Bigger Picture



- 'The European Year of the Brain'
- When? Hopefully 2014
- Why?
- Increase the profile of all brain diseases in every member state
- Increase funding for brain research through the framework programmes and in the member states
- It will achieve partnership between science and society

The Biggest Threat



Competition



'It is not the strongest of the species that survives nor the most intelligent that survives. It is the one that is most adaptable to change'

Charles Darwin
1809 - 1882

Partnership is the only way

