

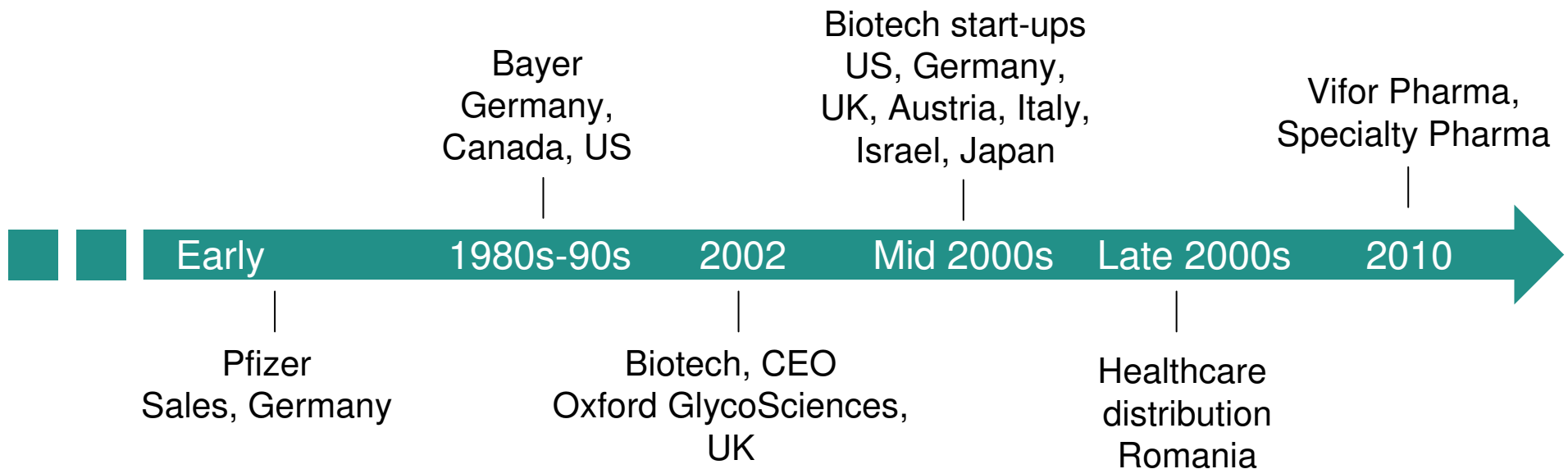
Developing needed medicines: Whose interests count?

An industry perspective from David Ebsworth PhD
CEO Vifor Pharma, Member Executive Board Galenica Group

European Healthcare Deciders Policy Forum
London School of Economics, February 17-18, 2011

What is the pharma industry?

One man's divergent journey:



There are multiple sources of potential innovation


Pharma companies vary in size, scope and ability to finance new drugs

Start-up biotechs
University spin-outs

Specialty
pharma companies

Established
biotech companies

Fully integrated
pharma companies

- 
- Different ability to fund R&D
 - Each needs a clear research strategy
 - Different sources to finance R&D
from seed funding, venture capital,
IPOs or operational cash flow

How do we know what the right medicine is?

Engage with patients and understand their needs



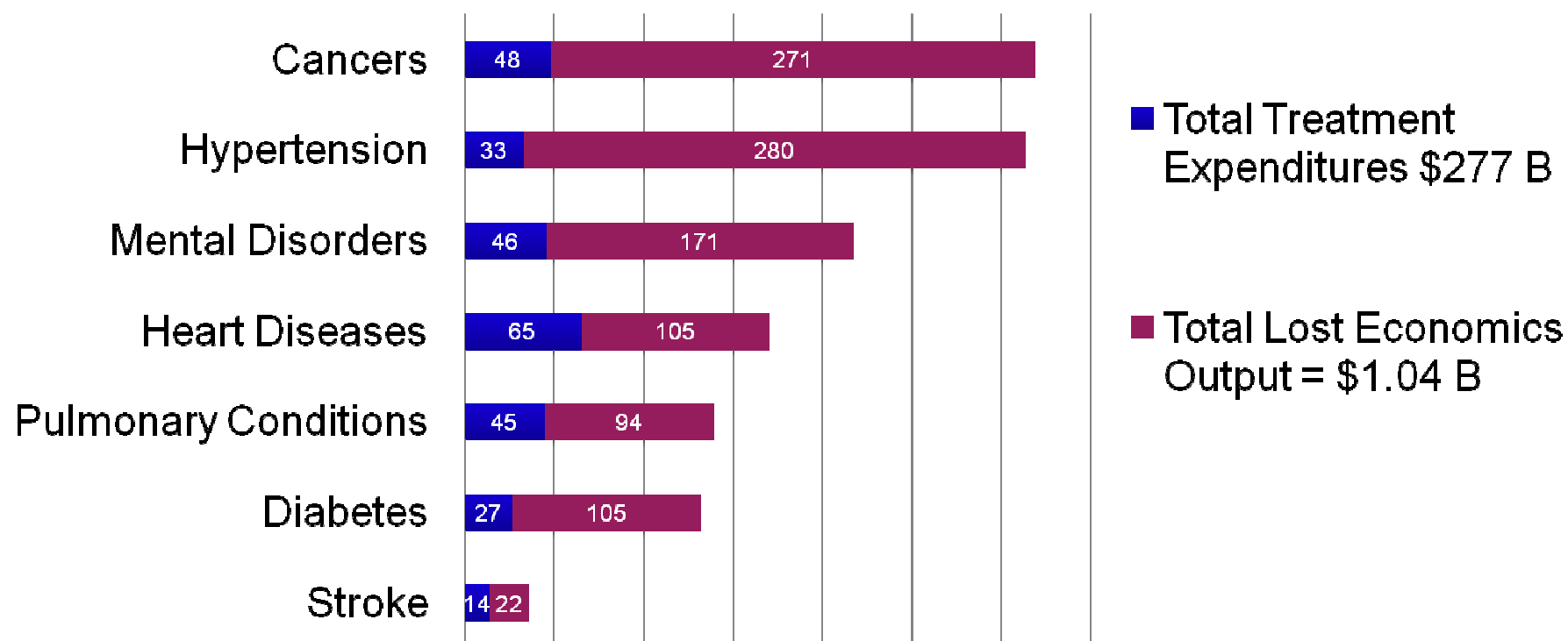
A range of stakeholders in pharmaceutical research



- Patients
- Regulators
- Payers
- Healthcare providers
- Physicians
- Care-givers

How do we know what the right medicine is?

Burden of the disease by key indications in Europe 2009

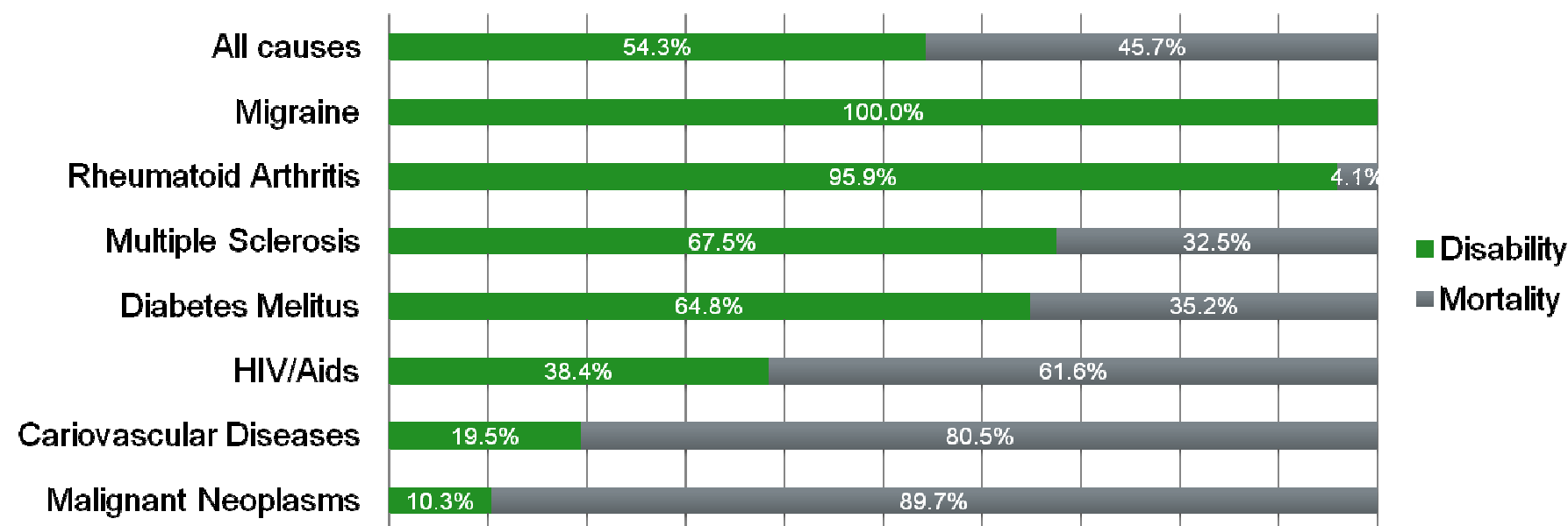


R. Bergstroem, EFPIA, 2010

Cardiovascular disease is the leading cause of death

Disability and mortality contribution to disease burden in EU

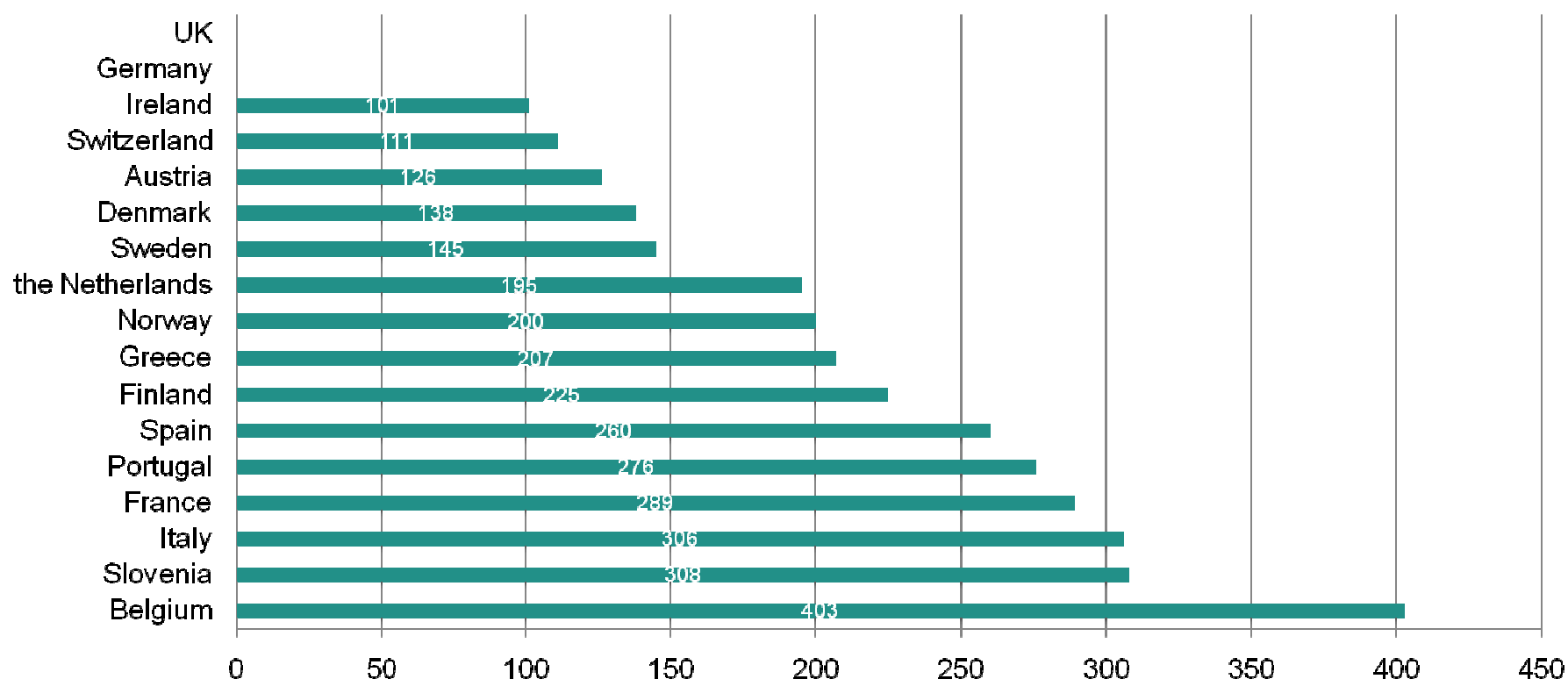
2009: 4.9 million deaths in EU, Burden of disease = €192 billion



Source: Access to Innovative Treatments in Rheumatoid Arthritis in Europe, G. Kobelt and F. Kasteng

But even the right medicine cannot help
if the patient still has to wait

Average time between market authorisation and patient access for EMA medicines



There are even more huge unmet needs

Serious conditions with high burden in human suffering

- Orphan diseases
- Tropical diseases
- Evolving pandemic situations



Broad stakeholder dialogue is needed
to reduce barriers and highlight incentives

New approaches create innovative solutions to deliver what patients,
regulators and payers need

Examples:



- Tax incentives for investing in early stage research
- Provisional approvals with limited clinical data (example: orphan drugs)
- Launch allowed before pricing approval

Productive dialogue requires leadership

Important steps forward in EMA “Road Map”

- Broadening the engagement with stakeholders



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

- Increasing communication during drug development
- Defining clear, agreed priorities

Medicine is for people

“We never try to forget that medicine is for the people. It is not for the profits.

The profits follow, and if we have remembered that, they never fail to appear.”

George Merck II

