

RETHINK, REINVENT & OPTIMISE MEDICINES, IMPROVING PATIENT HEALTH & ACCESS

SUBOPTIMAL USE OF DRUGS REPRESENTS OPPORTUNITIES TO RETHINK AND OPTIMISE CURRENT HEALTH DELIVERY SYSTEMS AS WELL AS REINVENT CURRENT THERAPIES

HEALTHCARE INEFFICIENCIES

20-40% of healthcare spending allocated to unnecessary or non cost-effective services

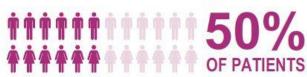
Price escalation and budget constraints





Need for improvement in identification of cost-effective drugs





FACE CHALLENGES WITH MEDICATION ADHERENCE

IMPACT OF NON-ADHERENCE







THERAPEUTIC ESCALATION



125 BN €

EXTRA COSTS PER YEAR

VALUE ADDED MEDICINES

Medicines based on known molecules that address healthcare needs and deliver relevant improvements for patients, healthcare professionals and/or payers





HOW



DRUG REPOSITIONING Finding new indications



DRUG REFORMULATION New delivery system



New regimens or adding technology

WHAT'S IN IT FOR ...

PATIENTS



BETTER ADHERENCE AND QUALITY OF LIFE

HEALTHCARE PROFESSIONALS



IMPROVED SAFETY



INCREASED TREATMENT OPTIONS

PAYERS



IMPROVED BUDGET EFFICIENCY



