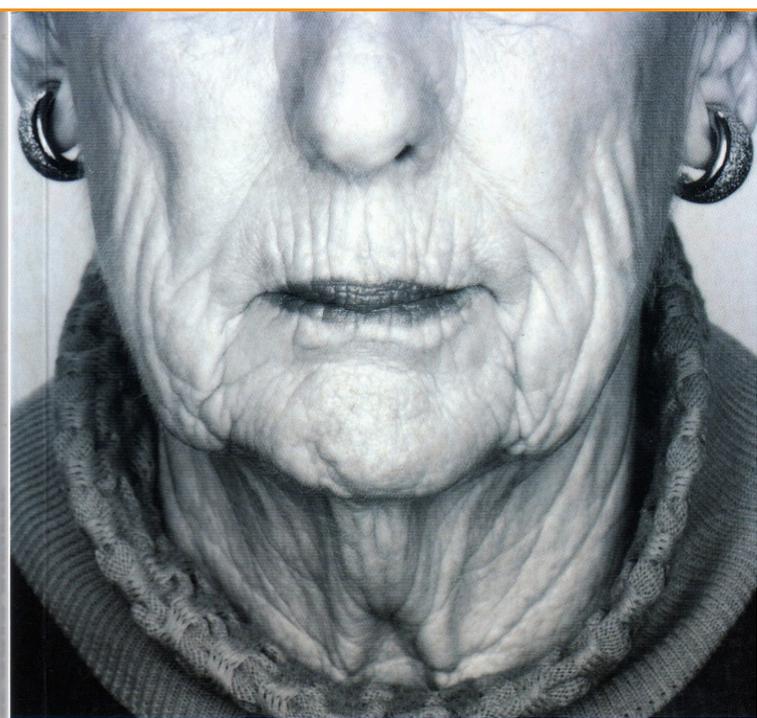


**European Patients' Forum and Polish Patients' Forum
Conference
Under the Polish EU Presidency**

The Rights and Needs of Older Patients

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Deputy Director General, EFPIA
Warsaw, 12 July 2011



Marie Pittalis

JE SUIS VIEILLE
...et j'aime ça!

COMME JE SUIS

H
Hébién

I'm ageing... And I love it!

VISION

Making two extra healthy life-years a reality by 2020 = triple win:

- **Healthy elderly**
- **Healthy public finances**
- **Healthy business**

The Partnership will have the prime role of harnessing innovation in the healthcare systems for the benefit of patients, healthcare and social care systems and business.

- Operate in real Partnership by taking full ownership of the Partnership's work and in particular the Strategic Implementation Plan
- Think across traditional borders and own interest
- Cooperate closely across the different areas of covering public health, research, innovation, ICT as well as industrial policy and competitiveness
- Act as multipliers

Redesign value chains and turn them into wheels for innovation

- make a great contribution to the Partnership's objectives
- Benefit from the Partnership approach
- Significantly help in overcoming key innovation barriers
- Facilitate innovation/boost EU's competitiveness

Capitalising on technologies, systems and approaches that already work now, and designing themes around "life-cycle events":

- Awareness & education
- Early diagnosis, screening & prevention
- Secondary & tertiary treatment (including chronic disease management)
- Independent living at home (including public transport, housing, social care to prepare the right environment for home care and family support)

Short-term:

Addressing key barriers to innovation and pursuing a holistic approach

- “Silo breaking” approach involving all actors along value chains, including: patients, end-users, and employers
- Communicating successful practices across the Partnership
- Moving away from the concept that ageing is associated with illness:
 - ✓ Active ageing (older people participation in the labour markets)
 - ✓ Enabling older people to function better
 - ✓ Age-related diseases (curing older people)

Long-term:

Strengthening the capabilities in research and innovation

- Integrating research efforts in manners that are more effective and in ways in which innovation and research can add more and faster value
- Bridging research-market gap needs – understanding ageing better

Key challenges:

- **Learning how to introduce innovation in the healthcare system** – innovative products, services, procedures and management
- **Improving efficient use of resources** – integrated approach versus (current) fragmentation → **role of the each individual / patient**

Integrated approach:

- **Prevention**
- **Early diagnosis**
- **Care & cure** – Improving standards of adherence → better outcomes → better use of resources (including financial resources)

EFPIA supports the Commission's Innovation Partnership on Active and Healthy Ageing, either directly as an organisation or through its members

- Dynamic process to develop fresh ideas

EFPIA has provided input to the consultation on the pilot – following Workshops and Sherpa meetings, several member companies have submitted concrete projects

- Strategic implementation plan

Priorities where the pharmaceutical industry can contribute its long-standing expertise:

- **Self-managing conditions** – Compliance / adherence / poly-pharmacy → health literacy and use of information
- **Role of expanded use of specific therapeutic or preventative interventions** – ex. Vaccination
- **Unmet healthcare needs** – access to date allowing better understanding of treatments in elderly
- **Healthcare outcomes research** – HTA

- ❖ **Some barriers to adherence to therapy are more common in older patients and warrant particular attention in clinical management.**
- ❖ **Although patients of any age may forget to take their medication, for some older patients memory difficulties may be exacerbated by other medications or early dementia.**
- ❖ **In addition, older patients are often receiving treatment for several other chronic health conditions simultaneously.**