



European Federation of Pharmaceutical  
Industries and Associations



## Stronger Together! The power of collaboration

Magda Chlebus, Executive Director Science and Regulatory Policy | Brussels, 3 April 2019



COCIR 60<sup>th</sup> Anniversary



# Some problems, like dementia, are too big for any single party alone...

**Challenge 1: What are the underlying causes of dementia?**

**Challenge 2: Who is at greatest risk of developing dementia?**

**Challenge 3: Would clinical studies last 30 years?**

**Challenge 4: Can brain scans aid research & treatment?**





## What if we could help kids and adults with resistant asthma (50% of affected patients) to live normal lives?



### The challenge

- 30 million people in Europe suffer from Asthma and are subject to a life time treatment.
- 60% do not or do poorly responds to standard steroid treatments.
- About 4% with severe asthma do not respond at all

### Prospectively combining technologies, data, products and services to:

- Understand and address resistance
- Offer the most effective combinations of tools that helps effectively (self-) manage asthma by kids and adults



## What if we could facilitate people journey through the continuum of care and life?



# Five areas of action for more health, healthcare sustainability and Europe's competitiveness

## Goal:

Fast delivery of the most pertinent and safe innovative solutions to prevent, diagnose, treat and manage non-communicable and infectious diseases, while preserving the sustainability of the healthcare systems and competitiveness of health industry

- 1 Harness advances in and synergies in genetics, biology and technology innovations for less invasive, more precise and effective prevention, diagnosis, treatment and care
- 2 Develop patient-centric integrated care solutions along the healthcare continuum
- 3 Combine Big Data with advanced analytics/AI to enable R&D and products and services to support integrated healthcare approach
- 4 Engaging citizens and patients to manage and improve their health
- 5 Reinforce value initiatives to guide investment and rewarding of innovation in health and social care

The whole is greater than the sum of its parts!

The industry is ready for the next level integration challenge.

**to deliver more health to people,  
to support healthcare systems sustainability,  
to create new business opportunities,  
and offer a competitive advantage to Europe.**

Visit the website: [www.euhealthppp.org](http://www.euhealthppp.org)

## Public consultation on the Strategic Research Agenda

Have your say and contribute to the  
Strategic Research Agenda!

Take the survey

