



European Commission

Enterprise & Industry DG

Information to patients in Europe, The Pharmaceutical Forum as one of the drivers for change?

**Health Action International - Open Seminar
Brussels, 12 October 2007**

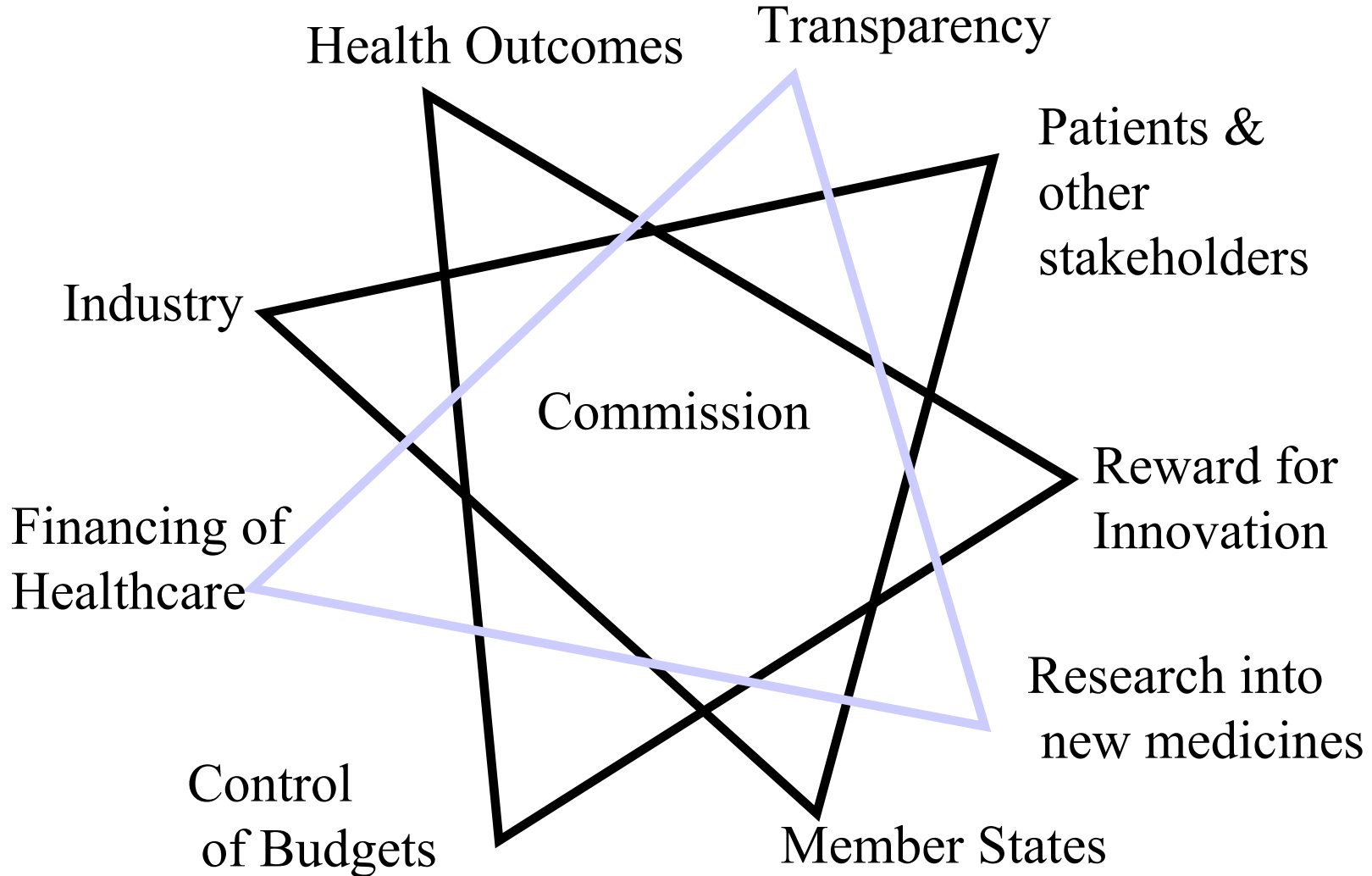
*Christian Siebert,
Head of Unit: Competitiveness of Pharmaceuticals Unit*



Agenda

1. Challenges
2. Pharmaceutical Forum process
 - Background
 - Process and structures
3. Information to Patient within the Forum

The Commission's Challenge

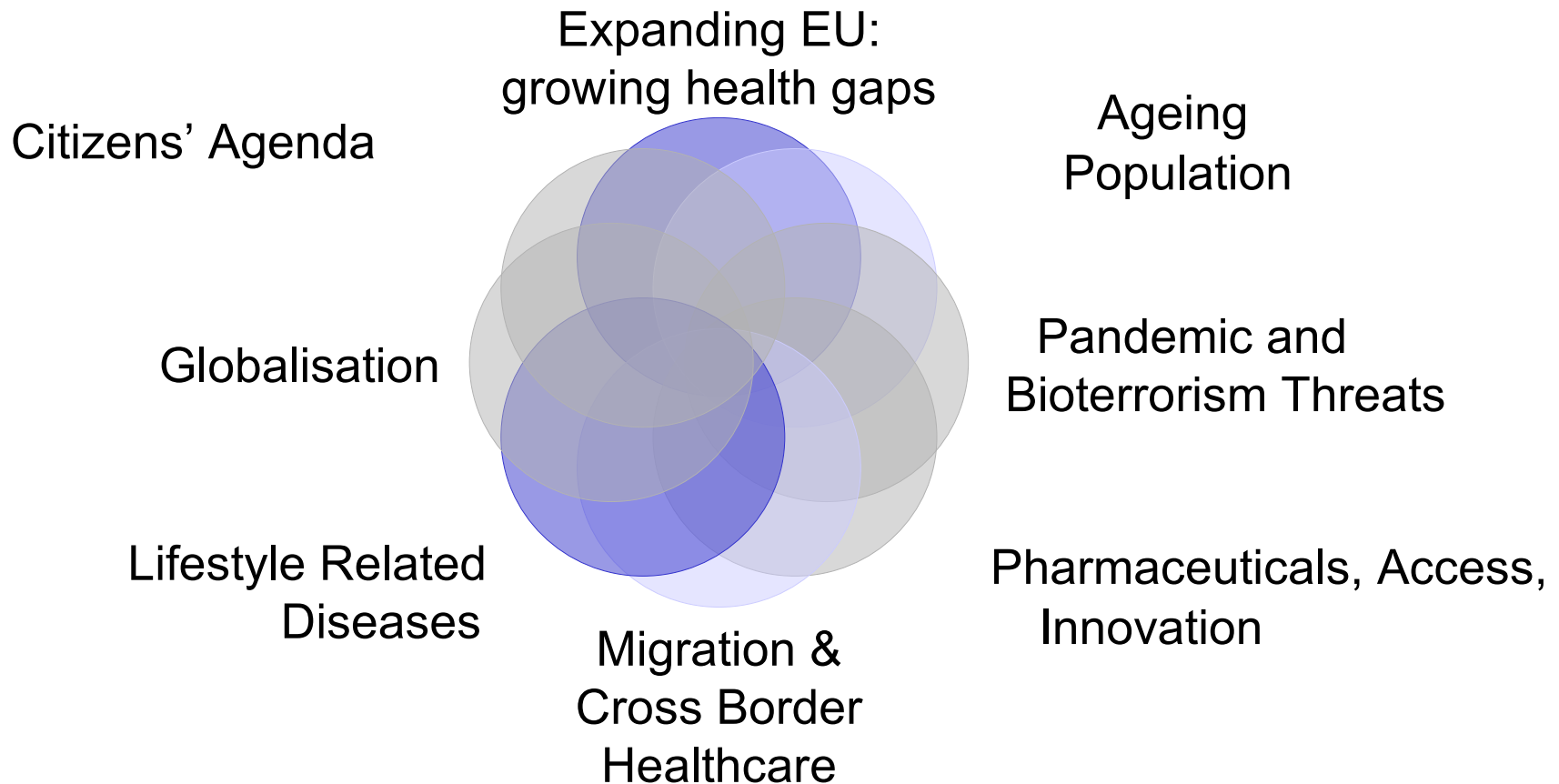




Objectives of the Commission

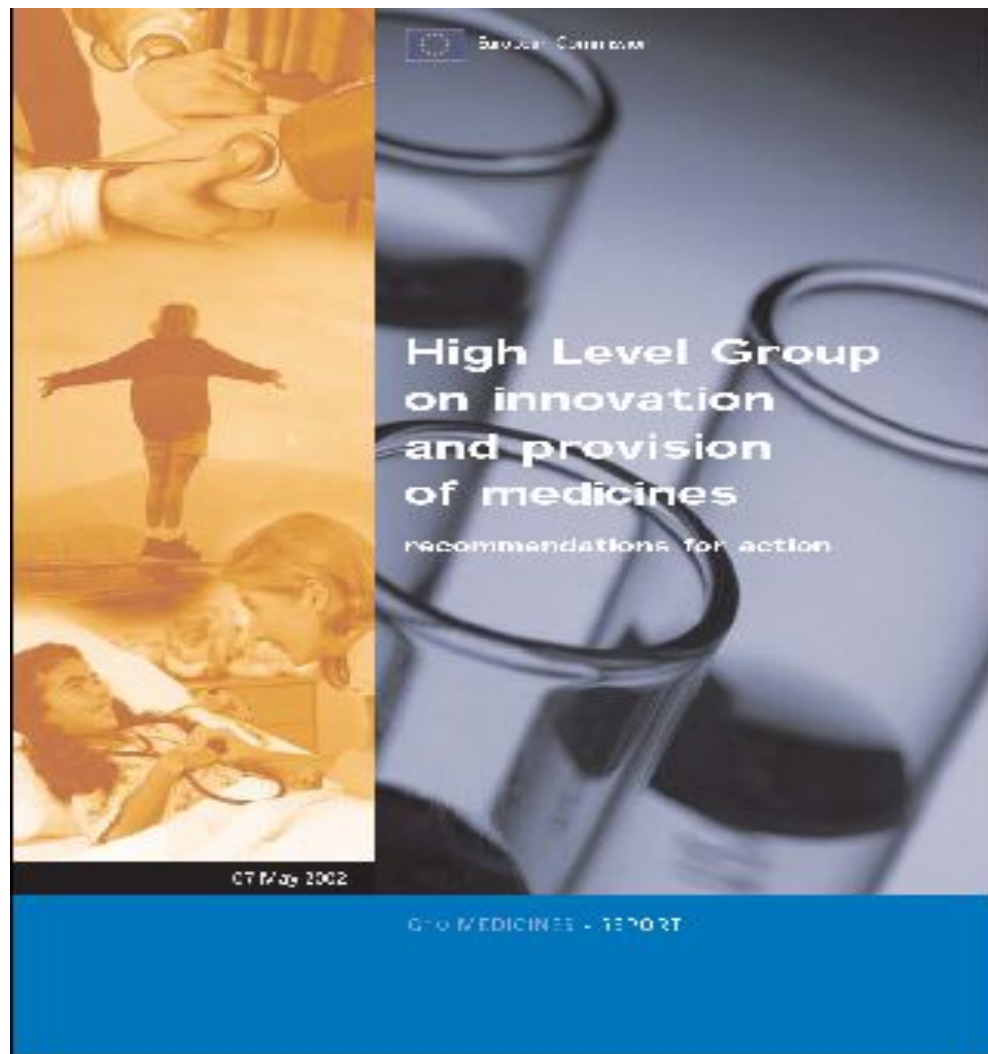
- All European patients have equitable and quick access to the medicines they need.
- Support investment in new medicines.
- Empower patients with easy access to the quality information they need so that they can take greater control of their own healthcare.

Challenges related to health information



Pharmaceutical Forum: Background

- Follow-up to the G10
- Three outstanding areas of the G10
 1. Information to patients
 2. Pricing and reimbursement
 3. Relative effectiveness assessments





Pharmaceutical Forum: Objectives

1. To respond to current health challenges and strengthen competitiveness of the industry
2. To initiate stronger EU co-operation on pharmaceutical policies
3. To develop concrete proposals on the outstanding G10 recommendations:
Information to patients, pricing and relative effectiveness



Pharmaceutical Forum: Specific objectives

– **Information to patients**

- Improve information to patients on their medicines and related health issues in the existing legal framework

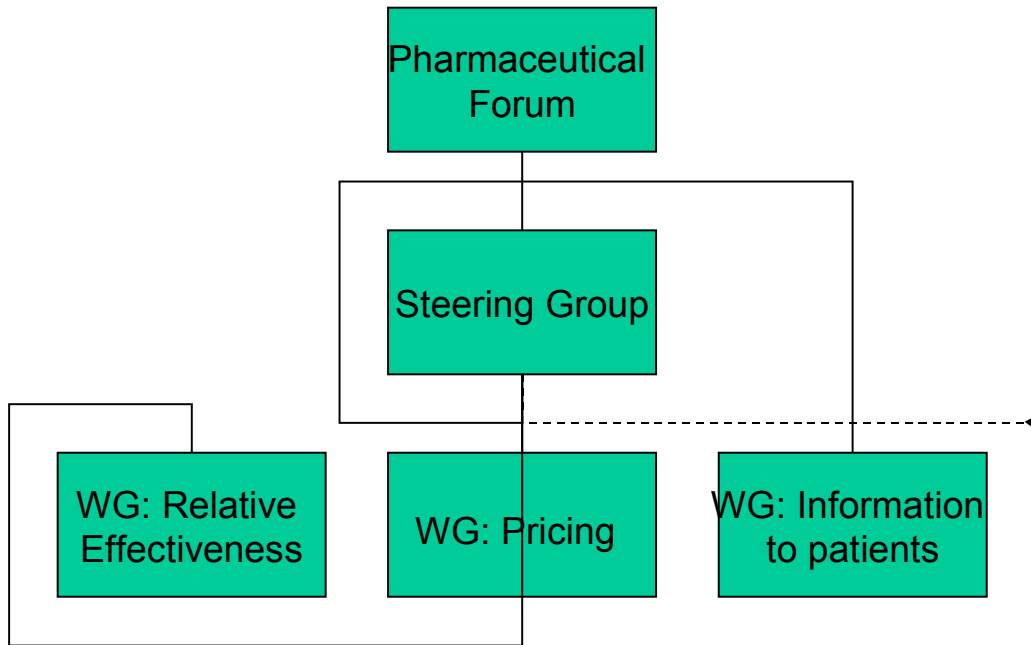
– **Relative effectiveness**

- To develop common approaches to ensure relative effectiveness decisions are more transparent and consistent.

– **Pricing & reimbursement**

- To look at the impact of pricing and reimbursement systems on MS, industry and patients

Pharmaceutical Forum



Principles

- Participation of all EU Member States
- Highest level political participation + technical preparation
- Process facilitated by Commission

▶ **A 3 Years Process:** From June 2005 to 2008

Pharmaceutical Forum: Structure

- **The Forum**
 - Ministerial level, high level representatives
 - Role: Political and strategic direction

- **The Steering Committee**
 - 7 Presidencies, 10 stakeholders, EP
 - Role: Preparing for the Forum, following WGs

- **The Working Groups**
 - MS, stakeholders, EP
 - Role: Make proposals, models, pilots, recommendations for the Forum
 - Drafting groups, subgroups

- **10 Stakeholders:**
 - EFPIA, EGA, AESGP, GIRP, EuropaBio
 - AIM, ESIP, EPF, PGEU, CPME
 - Information - EATG, IDF & HOPE

Forum Membership

Chaired by Commissioners Verheugen & Kyprianou

- 27 Health Ministers & EFTA
- 3 MEPs (personal basis)
- 10 Stakeholders:
 - EFPIA, EGA, AESGP, GIRP, EuropaBio
 - AIM, ESIP, EPF, PGEU, CPME
 - Information - EATG, IDF & HOPE

Information to Patients

on diseases and treatments options

Multiple information existing:

- Different **providers**
 - Diverging **objectives**
 - Diverse **channels**
- Challenge in terms of **Quality** and **Access**

Focus

- Disease and treatment option information:
Core element/ production/ validation
- Electronic and non-electronic dissemination of information
- Availability of information in healthcare environments

Information to Patients

Information to Patients WG

Pillar I

Non-Statutory
Information
(Diseases)

Pillar II


Statutory
Information
(Medicines)

Pillar III

Accessibility

Information to patients: Pillar I

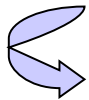
Objectives, to develop

- key elements for **model packages of information** on conditions/ diseases;
 -  using diabetes as an example
- **quality criteria for information**

Information to patients: Pillar II

Objective:

Separate report on proposals to amend legislative framework & harmonised action at EU level



Consultation on the draft report took place in Spring 2007

Information to patients: Pillar III

Objectives:

- Develop recommendations on enhancing **information in healthcare environments** (particularly, pharmacies & hospitals).
- Information tools for citizens
- Guidance for NCAs to increase effectiveness of health awareness campaigns

Information to patients – So far...

- **Common understanding** on needs and challenges
- **Core quality principles** on information to patients on diseases and treatment options
- **Diabetes Fact Sheet: An example of a package** to contain essential information on a condition and treatment options
- A **‘toolbox’ of good practice** and tools to help patients to evaluate health information.

Information to Patients Projects Submitted to Public Consultation

Public consultation in Spring 2007 on:

- **Core quality principles** on information to patients on diseases and treatment options
- **Diabetes Fact Sheet** as an **example of a package** to contain essential information on a condition and treatment options

More than 70 responses



At the EU level, useful to have agreed common standards for high quality information



National level information provision essential and should be the starting point



Information to patients: stakeholder involvement

- **Through meetings**
(European Consumer Consultative Group, Tropra...)
- **Bilateral meetings**
- **Consultation on information proposals in summer 2007**



Pharmaceutical Forum – Next

- Second Pharmaceutical Forum adopted the 2nd Progress Report
 - ✓ debate key political questions
 - ✓ agreement on future steps
- Work Plan for the last year of the Forum
- Final Pharmaceutical Forum planned for 2008

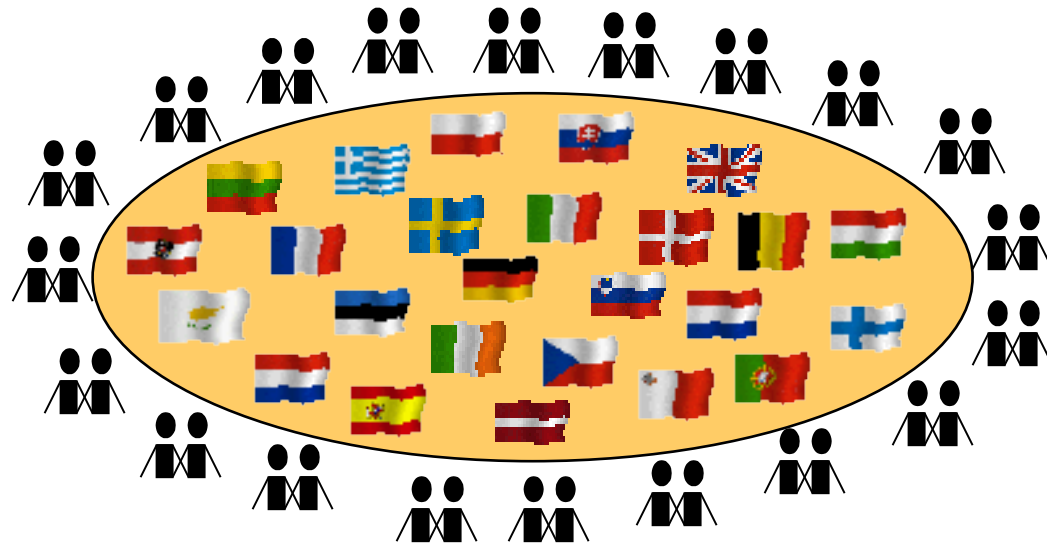


Conclusion

The Pharmaceutical Forum will succeed if it finds a balance between:

subsidiarity and solidarity

Thank You



http://ec.europa.eu/enterprise/phabiocom/comp_pf_en.htm