

Innovation for Health

A societal perspective- time for change!

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Medicines and Healthcare's
ultimate purpose is
to benefit patients.

Europe-
Driving innovation
in covering healthcare systems
in times of financial
constraints.

Over-used and under-studied 'in patients' best interest'

- the joker frequently used by all stakeholders
- often not based on solid data
- if based on data, often secondary not primary data (e.g. physicians instead of patients) and with biased approaches (e.g. predefined items to report)
- unifying factor tying together all stakeholders- at least nominally

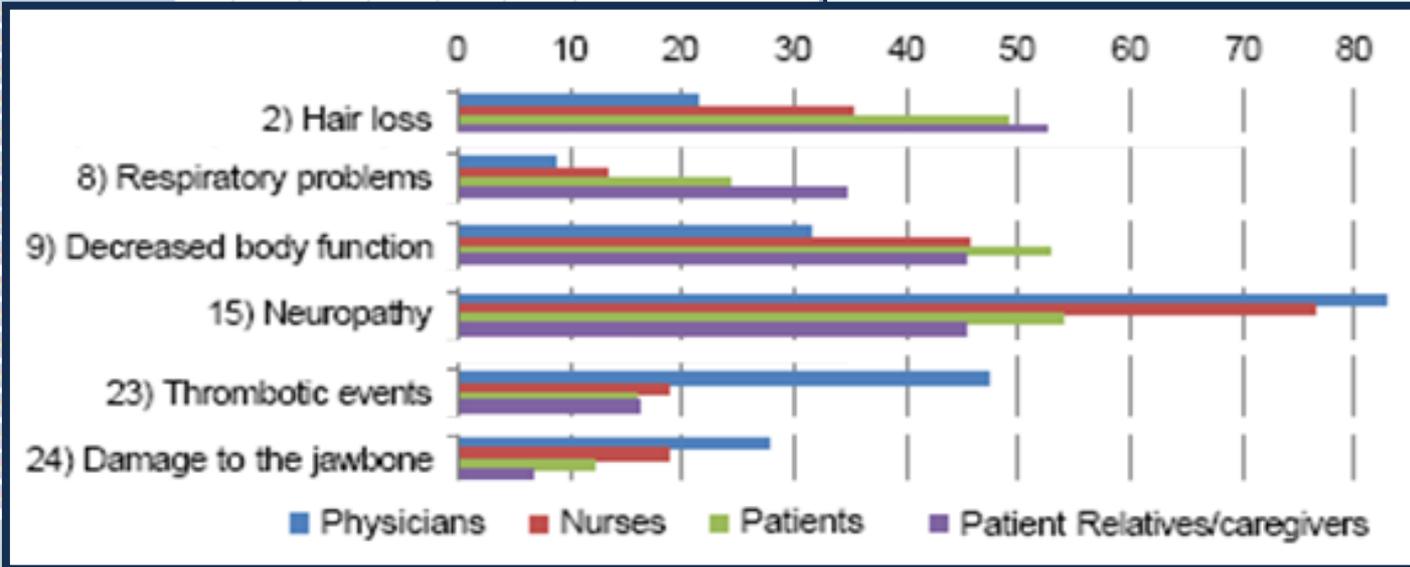
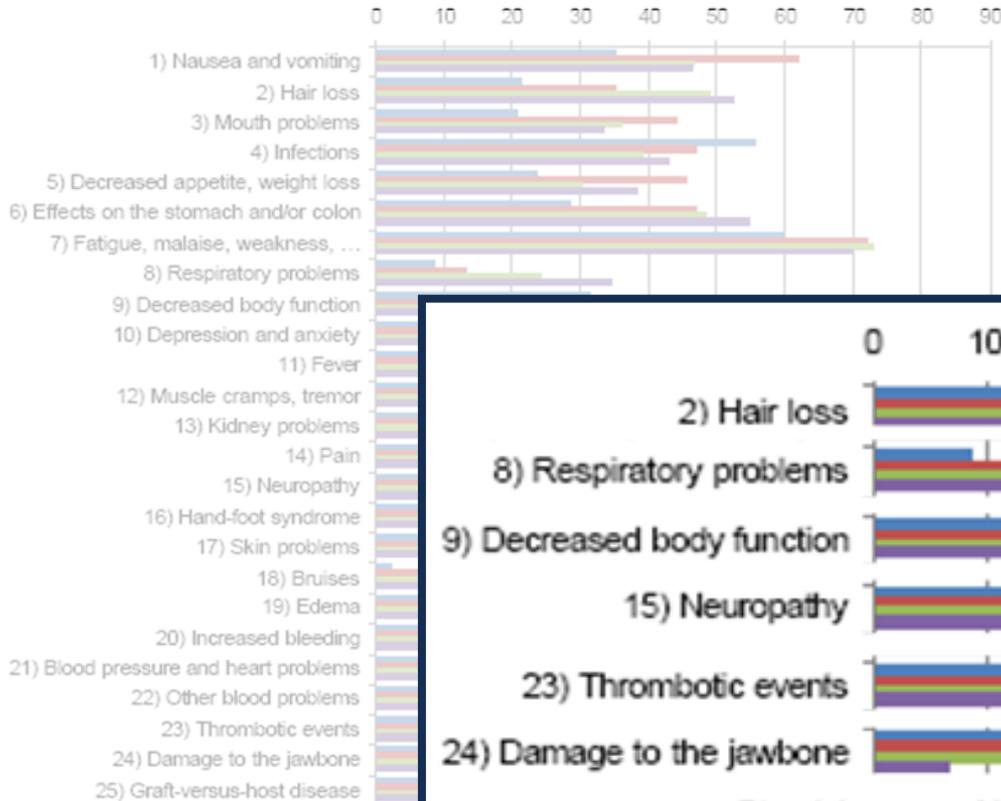
Real versus perceived I-

the stakeholder effect

How patients, carers, nurses and doctors see side effects



Treatment side effects with the most negative impact on overall well-being (in %)



slide courtesy
J. Geissler

Patient networks

- Social media transformative: 'lean advocacy'
- Access to primary data
- Opportunity for support, education and surveillance
- Patients: the largest under- utilised resource of our healthcare systems

Early Access, the risk of NOT taking risks and who is right?

“Would you jump out of a plane if you knew that there was a 1 in 10 chance that your parachute would not open and you would die?”

“Well, if that plane was heading towards a cliff, then yes, I would”.



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

Patient values in benefit-risk assessment

MPNE 2015 Annual conference
24TH- 26TH APRIL 2015

Presented by Francesco Pignatti

Head of Oncology, Haematology and Diagnostics; European Medicines Agency

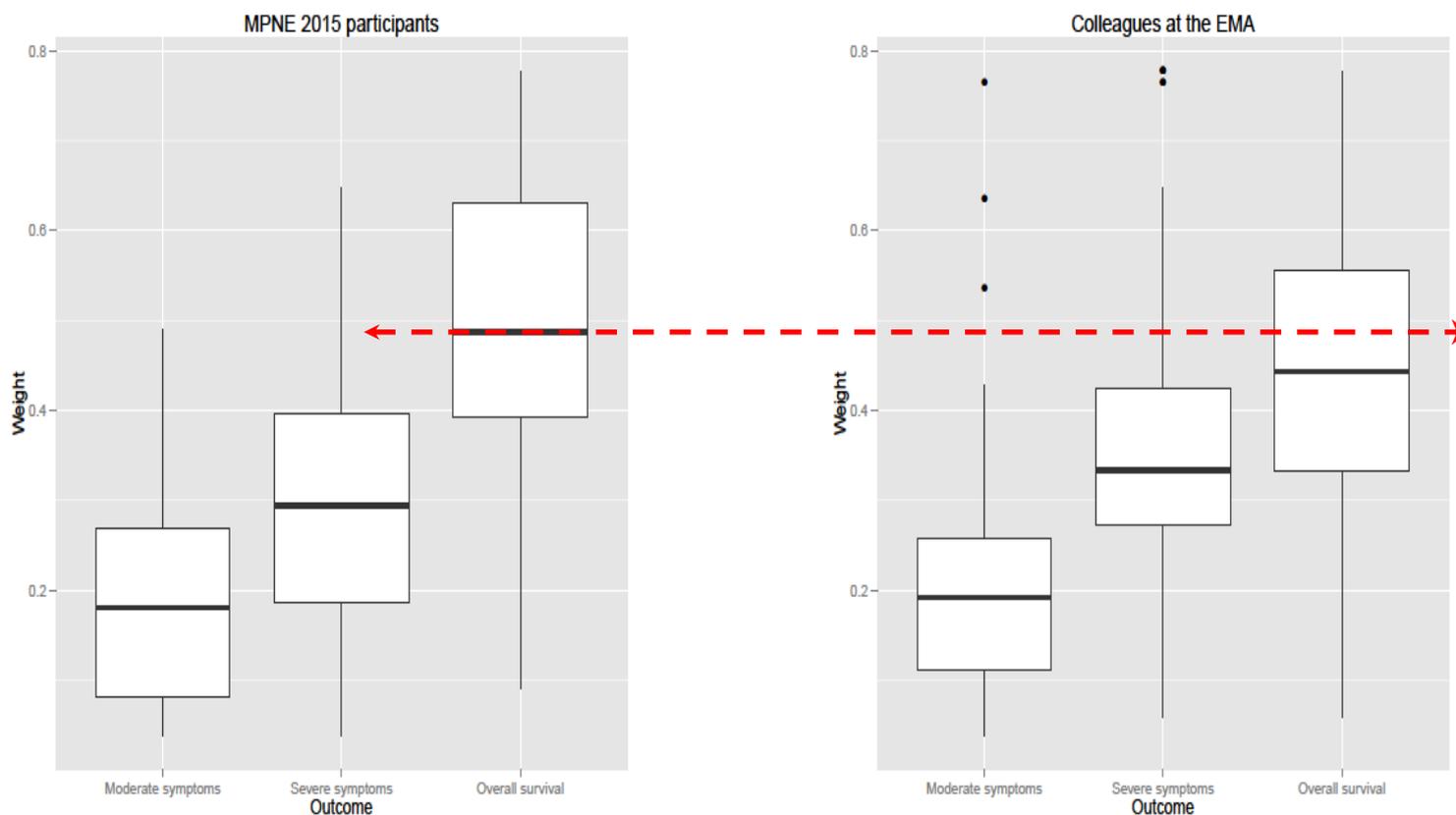


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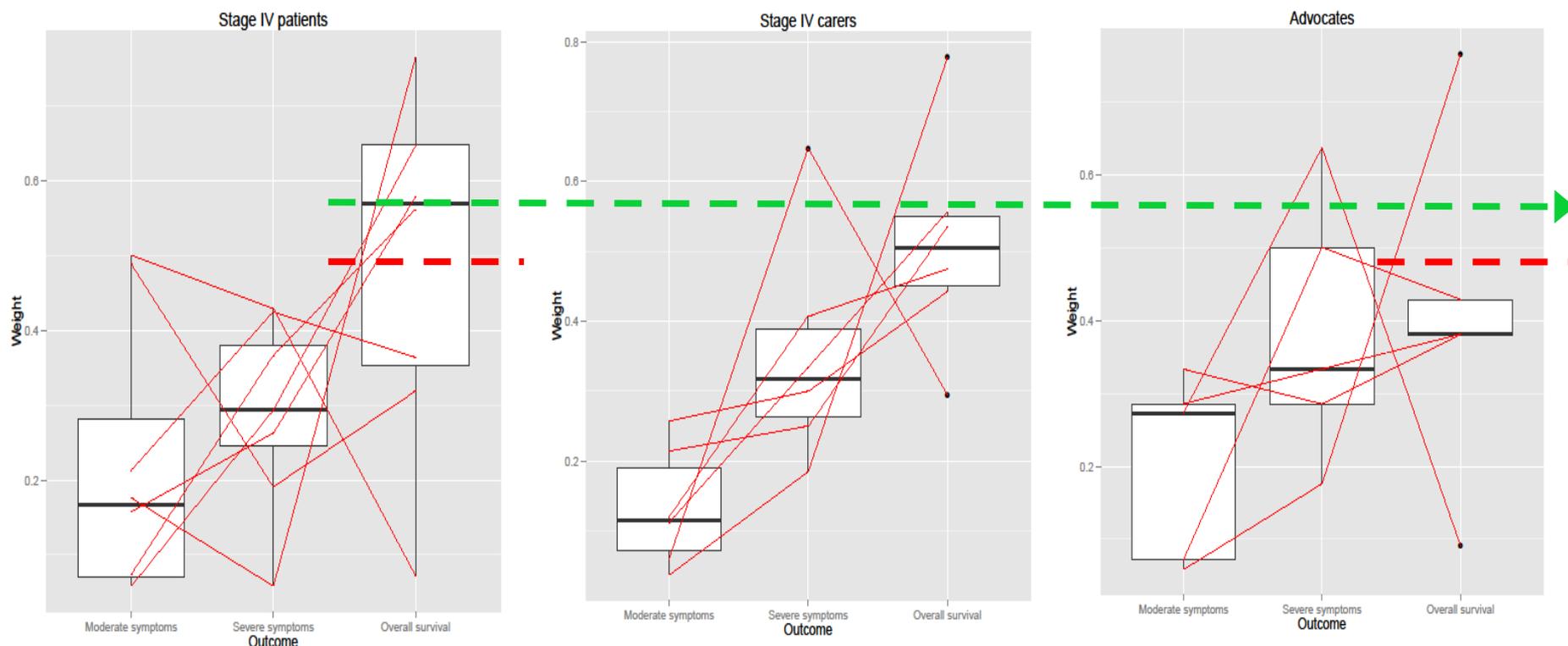


How does this compare with the survey conducted at the EMA (n=73)?





Comparison across subgroups



patient networks can identify and access subgroups

Summary

- Social media have transformed patient advocacy and enabled 'Lean Advocacy'.
- Patient networks enormous potential: critical mass of knowledge and access to patients to generate primary data.
- Europe privileged: diverse networks facilitate innovation; political set-up effectively parallel innovation based on the common ground principle of covering healthcare.
- Collaboration based on respect and mutual understanding are key but require new ways of interaction.
- Education is critical.

Thank you

Bettina Ryll

www.melanomapatientnetworkEU.org