

Technical Briefing

Assessing the value of biopharmaceutical innovation

Wednesday, 29 January 2014

13:15 - 14:45

World Intellectual Property Organization

Room B

Chemin des Colombettes 34

Lunch will be served outside the room

When new medicines or vaccines are developed, society benefits on many levels. Patients gain new or improved ways to confront diseases, increase their quality of life and, ultimately, life expectancy. Healthy individuals also benefit from new technologies that prevent diseases. For instance, vaccines are responsible for some of the greatest public health victories in recent history, like the near eradication of polio.

Resources required to procure new medicines and vaccines should be considered much more than simply "costs." Every dollar spent on innovative medicines yields a significant return to the whole of society. Medicines often reduce the need for costly hospitalization, surgery or complex medical treatment. Vaccines prevent debilitating diseases that are extremely expensive to treat or control. A healthy population contributes to productivity and ultimately to the socio-economic development of their societies.

Sound policymaking should take into account the value innovative biopharmaceutical products bring to societies. In order to illustrate this and contribute to this debate, the International Federation of Pharmaceutical Manufacturers and Associations (IFPMA) has the pleasure to invite you to the launch of a new report which tries to answer this very question: how to assess the full value of biopharmaceutical innovation.

The report can be downloaded at:

<http://www.ifpma.org/resources/publications.html>



Program

13.00 – 13.15

Sandwich lunch

13.15 – 13.45

Report Launch

Tim Wilsdon

Vice President, Charles River Associates

13.45 – 14.15

Commentators

Evelyne Sauty

Director, Clinical & Medical Affairs,
Central & Eastern Europe, Merck Sharp and Dohme

Greg Perry

Executive Director, The Medicines Patent Pool

14.15 – 14.45

Questions and Answers

Moderator

Andrew Jenner

Executive Director, Corporate Strategy and Legal
Affairs, IFPMA

For further information, please contact:

Ernest Kawka, IFPMA, Tel +41/22 338 3202

e.kawka@ifpma.org