

22-24 March, Cannes, France - 16h15-17h45, Salle de Redaction (190 seats)

**Chair:** Christoph Stoller (Chair of Value Added Medicines Group and SVP Generics and Commercial Operations Europe at Teva)

**Presentations:**

- **Christoph Stoller (Teva)** - Introduction to value added medicines
- **Prof. Dr. Stephan Kraehenbuehl (University Hospital Basel)** – Importance of continuous innovation – Perspective of a healthcare professional
- **Minodora Voiculescu (Fresenius Kabi)** – Relevance for hospital pharmacists and how to ensure their availability
- **Expert discussion**

**Title**

Value added medicines – What value repurposed medicines might bring to hospital pharmacists

**Abstract**

The current pool of existing molecules potentially re-positioned, re-formulated or combined with new technological platforms and services might offer therapeutic alternatives and opportunities for patients, healthcare professionals and healthcare systems. Even if this concept has been known for many years, no common terminology has been agreed for these products and their full potential value is not always recognised and rewarded, creating a disincentive for further development.

In this context, Medicines for Europe has established one single terminology for these medicines known as value added medicines, defined as *“medicines based on known molecules that address healthcare needs and deliver relevant improvements for patients, healthcare professional and/or payers”*.

Many stakeholders believe innovation only leads to generating new molecules, while innovation can come from other areas as well. There is significant untapped potential in Europe to optimise existing medicines therapies to better meet the needs of patients, healthcare professionals and payers. For hospital pharmacists in particular, it is clear that customisation of existing therapies can really improve and facilitate their daily work: ready-to-use formulations, pre-filled syringes, improved devices are among the many things that can increase the efficiency and safety of hospital pharmacists.

Unfortunately, current market environments in most European countries make the market entrance of these medicines challenging. If all concerned stakeholders, including hospital pharmacists, want to reap the benefits of this innovation, changes to the pricing and reimbursement pathways are needed. Also in the hospital setting, procurement systems should be reviewed and look beyond the price of a medicine and take a holistic approach so that the full value that medicines bring is captured.

In this session, hospital pharmacists will learn:

- What is the concept of value added medicines?
- How will value added medicines transform the daily work of hospital pharmacists and healthcare professionals in general?
- How can hospital procurement decisions acknowledge the full value of medicines?