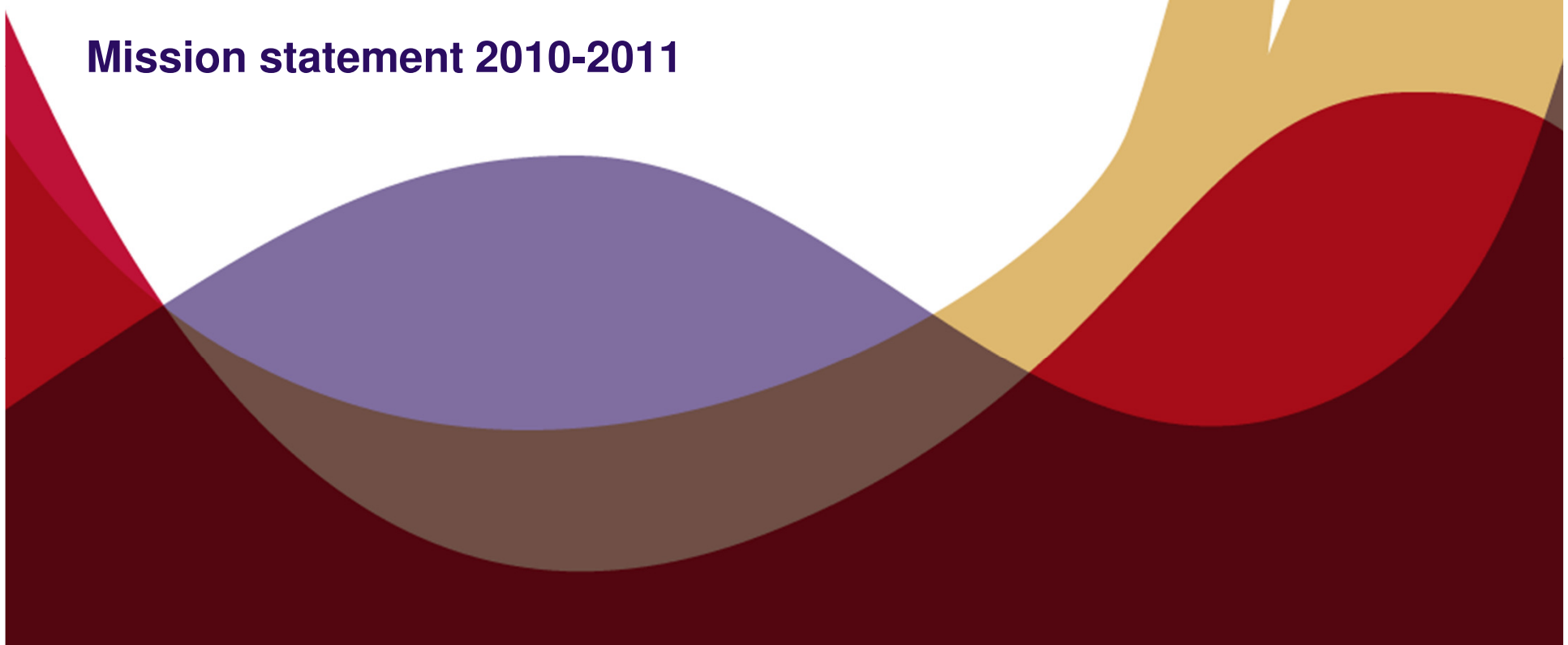




Pharmaceutical Committee

AmCham Pharmaceutical Committee

Mission statement 2010-2011





Pharmaceutical Committee

Mission Statement

The PC represents the innovative American Pharmaceutical industry in the Netherlands.

We contribute to the health and welfare of Dutch citizens by enabling optimal availability and timely access to our innovative medicines.

Our products represent an important investment in public health, enabling patients to live healthier and longer.

As an industry, we make a substantial contribution to employment, education and research in Dutch society.





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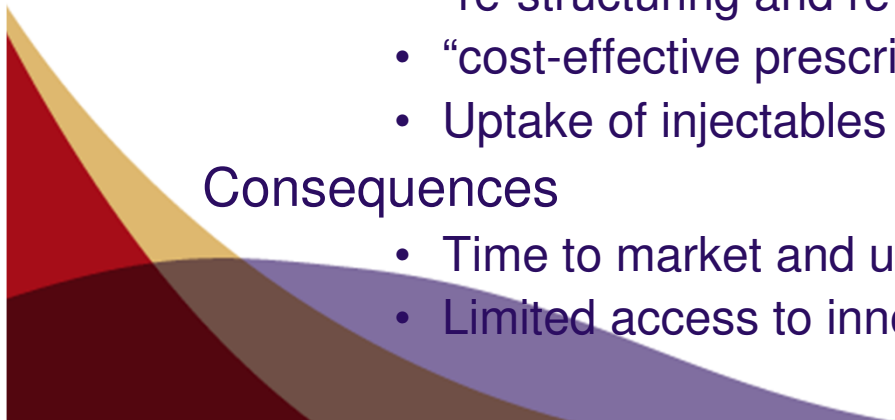
Issues 2010 – 2011

The accessibility to innovative treatments is getting worse

- Government announced a reduction of their expectations and ambition level to OECD average
- IMS study: the Netherlands amongst one of the slowest countries in uptake of innovative products
- New or expanded measurements (for budget cuts) within pharmaceutical healthcare might impact the accessibility for innovative products
 - “functionele bekostiging” (integrated funding)
 - Shift financing “expensive” drugs from extramural into intramural
 - “therapeutical substitution”
 - “re-structuring and re-calculation of reimbursement system”
 - “cost-effective prescription by GP’s and MS”
 - Uptake of injectables in the WGP system

Consequences

- Time to market and uptake are rapidly decreasing
- Limited access to innovative products





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Issues 2010 - 2011

The R&D climate is getting worse

- Worsening climate for research due to high price
- Very long administrative and approval processes

Consequences

- Big companies already shifting to other markets or reconsidering investment levels
- Potential threat for employability in pharma
- Potential threat for contribution of pharma in research and contribution to the knowledge society



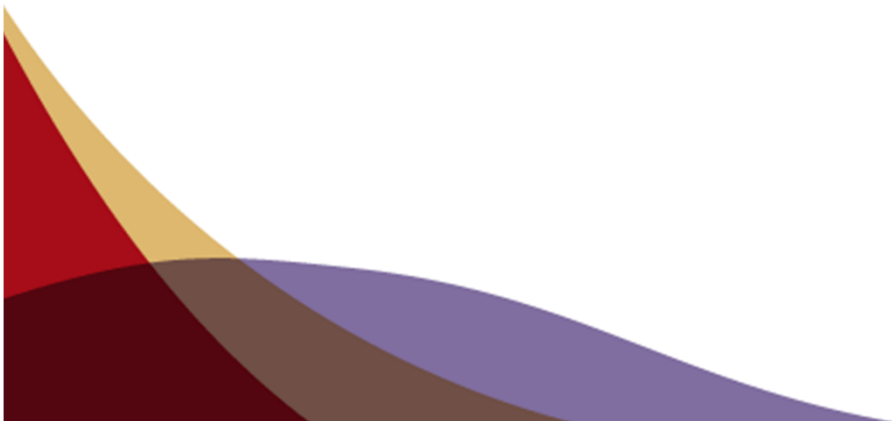


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Overall Goals

Goals

- Guarantee broad, timely and optimal access to innovative medicines thereby adding value to patients lives
- Guarantee a healthy and positive innovation climate in the Netherlands with special focus on pharmaceuticals
- Guarantee a favorable business environment for the US industry in the Netherlands
- Guarantee a favorable R&D climate in the Netherlands





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Overall strategies

- Create awareness amongst a selected group of stakeholders about the added value in the area's of
 - Employability, bringing highly qualified jobs
 - Employability of elderly workers
 - Resolving shortage of healthcare workers (technology-intensive vs labour-intensive healthcare)
 - Contribution to the knowledge society
 - Contribution to investments
- Differentiate from Nefarma due to our specific characteristics
 - Being American (strong historical bond US and NL), having good access through the US embassy
 - Strong drive for innovation and economic interest
- Therefore: ally with our primary stakeholders
 - The ministries of general affairs, finance, economic affairs, foreign affairs and education & science
- Ally with patients as the persons who are benefiting most from innovative treatments.
 - Best to be done by Nefarma as primarily responsible organization representing all pharma companies
- Ally with the US Embassy and Amcham
 - To keep Dutch pharma on the innovation agenda
 - To communicate economic value

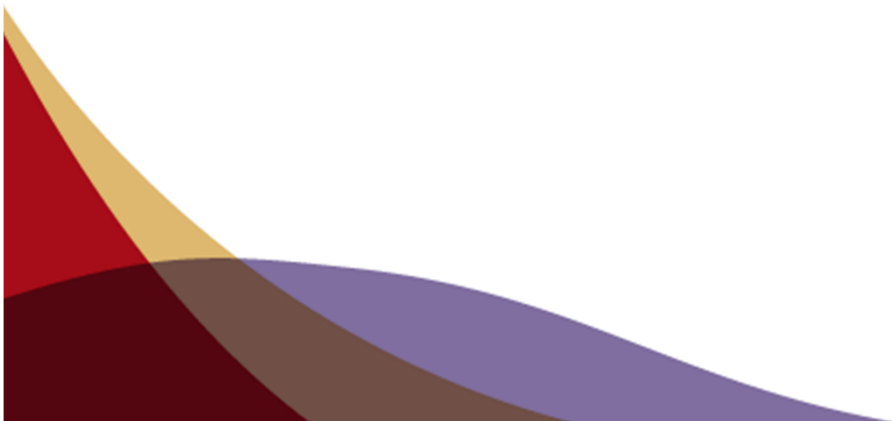




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Key Messages

- **The value we add to society in terms of investment, knowledge, economy and employability**
- **The positive relation between an innovative environment and a high GDP**
- **“Health brings Wealth”**
- **Pharmaceutical industry is the motor for the knowledge economy**
- **Pharmaceuticals do not only cost but also bring revenues to society**





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Access Team Tactics I

“Clingendael forum”

- Organization of the Yearly European Health Care Forum with (political / scientific) stakeholders.
- Content
 - One day symposium organized together with the well renowned Dutch think-tank “Instituut Clingendael”
 - Central theme of the symposia is access to innovation
 - In 2010 we have organized the tenth consecutive year
- Attendees
 - Around 100 key stakeholders in healthcare
- Outcome
 - Through media the results of the meeting will be communicated to other stakeholders and lay press
 - Reports will be presented to key stakeholders



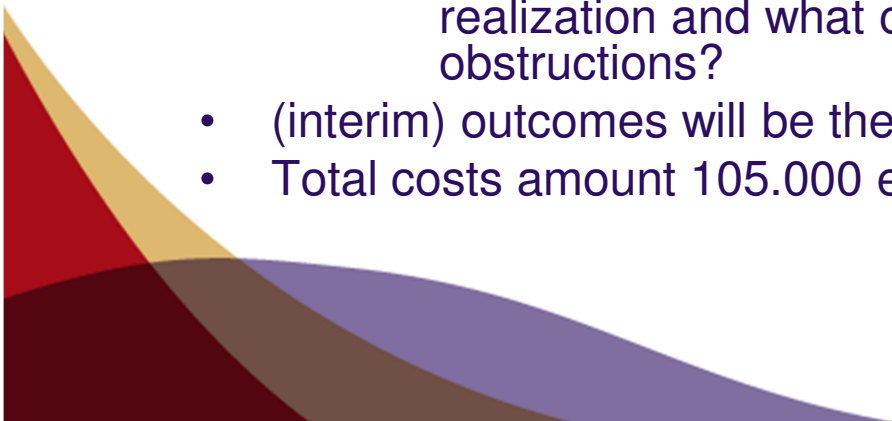


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Access Team tactics II

thesis: “the role and involvement of patients in access to innovative care”

- Conducting a three year study on the role and influence of the patients in access to innovative therapies
 - Conducted by the Institute of Health Policy and Management (iBMG), Erasmus University Rotterdam.
 - The thesis will be focusing on
 - introduction of service innovations in Dutch health care
 - particular on the role and influence of patients in such processes.
 - This research focuses on two major goals of the new Dutch healthcare
 - system; more innovative healthcare
 - patient centeredness.
- Are these two goals being met? If not, what obstructs the realization and what could be done to eliminate the obstructions?
- (interim) outcomes will be the basis for the Clingendael conferences
 - Total costs amount 105.000 euro (35.000 per year)





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Access Team tactics III

“Physician empowerment”

- Goal is to make physicians aware on their role and responsibility in issuing guidelines which should be the guiding principle in making optimal treatment choices in individual patients
- Conducting a program together with StG (Health Management Forum) on the role and involvement of the physician's in the issuing of treatment guidelines
- Content
 - Phase I desk research on the different trends amongst the main stakeholders (payers, physicians, government)
 - Phase II Organize invitational conferences with representations of major specialists and GP associations
 - Phase III Spread the news broadly to prescribing community
- total costs 75.000





Pharmaceutical Committee

Members

- Abbott
- Amgen
- Biogen
- Bristol-Myers Squibb
- Eli Lilly
- Gilead
- GlaxoSmithKline
- MSD
- Johnson & Johnson
- Pfizer

