

The image is a title slide for the EPF Spring Conference 2007. It features a light blue background at the top, which transitions into a pattern of overlapping circles in shades of purple, pink, and orange. The text is centered and rendered in a large, bold, black sans-serif font with a subtle white drop shadow. The text is arranged in three lines: "EPF Spring" on the top line, "Conference" on the middle line, and "2007" on the bottom line.

**EPF Spring
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2007**

Is ignorance bliss or is an informed patient a sound economic investment

Jean Georges, Board Member

20-21 March 2007

EPF Spring Conference

Commission Mandate

Article 88a of Directive 2001/83 EC: “Within three years (...), the Commission shall (...) present (...) a report on current practice with regard to information provision and (...) if appropriate, put forward proposals setting out an information strategy to ensure good-quality, objective, reliable and non promotional information on medicinal products and other treatments”

Legislative review - Timeline

- April 2007: Report of the European Commission to Parliament
- 2008: Legislative proposal and impact assessment study (economic impact and feasibility)
- June 2009: Elections to the European Parliament
- November 2009: New European Commission

Consensus recommendations

- No direct to patient advertising
- Patients actively seeking information should be able to access information provided by the pharmaceutical industry
- Directive should include clear quality criteria for information provided by industry
- Efficient system should be in place for penalising offending companies

In an ideal world

- One stop shop
- Easily accessible information in different forms (Internet, brochures etc.)
- Accessible for all EU citizens in all EU languages
- Comparison of all existing treatments and alternative therapies including lifestyle changes
- Collaboration between all stakeholders including patient organisations

Existing information

- Quality of package information leaflets remains poor
- Better information for visually impaired patients (audiotapes, CDs, Braille)
- Poor understanding of safety data (i.e. risks and side effects)
- Interesting models for information provision: Spanish Patient Academy

Cost impact of information

- Better treatment does not mean increased costs (HIV, prevention)
- Better treatment does not mean more drug consumption (Sweden and France)
- Cost effectiveness should not be limited to health care costs but society as a whole (carer costs, impact on social affairs and employment budgets)

Other issues

- Improved health statistics to compare national health systems (with regard to medical infrastructure, treatments and access policies)
- Access to information on medicinal products, but also on clinical trials

Final conclusion

- Nationalise “Information to patient debate”

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