EPF Spring Conference 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 goodquality, objective, reliable and non promotional information on medicinal products and other treatments"



Legislative review - Timeline

- April 2007: Report of the European Commision to Parliament
- 2008: Legislative proposal and impact assessment study (economic impact and feasability)
- 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)
- Poorunderstanding 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)



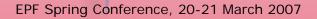
Other issues

- 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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