



Sharing knowledge – improving patient care



* The pharmaceutical industry regularly works in close collaboration with healthcare professionals (HCPs) towards a shared objective of improving the lives of patients through medical advances and enhanced care. This longstanding and well-regulated relationship plays a vital role in the research and development of life-saving medicines and their use in clinical practice.

* At the core of the relationship is sharing knowledge to improve patient outcomes. The medical profession offers the industry invaluable insights into areas of unmet medical need, potential therapeutic solutions and the everyday application of treatments in the clinic. In turn, the industry provides HCPs with the chance to shape the therapeutic landscape through clinical research programmes and with peer-to-peer learning opportunities.

How the industry and Healthcare Professionals work together

* Shaping, designing, delivering clinical research

Many European HCPs participate in the clinical and pre-clinical development of new medicines within their own institutions. They may also play important specialist roles in the conception and delivery of industry-sponsored clinical trials meaning that patients benefit from the discovery and development of novel treatments.

* Advisory boards

The industry regularly invites HCPs to participate in medical advisory boards to help shape their approach to clinical research and to provide first-hand experience of the application of medicines in clinical practice.

* Medical education

In order to effectively incorporate innovative, new treatments into their everyday clinical practice, HCPs may require specialist knowledge and new skills. Medical education provides a forum for medical professionals to share their clinical experiences with peers and can be funded by the pharmaceutical industry. Medical education events help to ensure that best clinical practice is adopted in more treatment centres around Europe for the benefit of patients.

* Media activity

When engaging the media to educate the public about a disease or to inform the medical profession about new treatment developments, the industry often invite HCPs to participate as expert spokespersons. Journalists appreciate the perspectives of specialists to enable them to write the most accurate and informative content possible.

Improved health – the outcome of industry and HCPs working together

* Collaborative working between the industry and HCPs has led to significant health benefits in Europe. Over the past fifty years, life expectancy on the continent has increased by almost a decade. By continuing to work in partnership with the medical profession, the European pharmaceutical industry aims to continue to contribute to the improved health and wellbeing of people worldwide.

