

WHAT DOES EUROPE STAND TO GAIN IF IT INVESTS IN INNOVATIVE MEDICINES?

Pharmaceutical innovation continues to change the course of human health for the better. It prevents and cures diseases, reduces mortality, allows people to age well, and improves the quality of life for millions of people living with chronic illness.



Between 2014-2022, the use of newer medicines has contributed to:



fewer years of life lost



fewer hospital days

These are not abstract numbers. **Better health empowers people to chase dreams, achieve goals, stay in work and care for their families.** And when more people are healthy, economies grow stronger too.

Over the last decade, innovative medicines have generated €66 billion across Europe



in workforce productivity



in unpaid contributions



in hospital cost savings

To put that in perspective, Europe spent **€11.67* bn on introducing new medicines over 2014-2024.** The value we're getting back exceeds what we're putting in.



Medicines investment returns up to 6 times what it costs.



*Based on gross list prices; actual investment levels are likely considerably lower after rebates and discounts.



For every €1 invested:

- Cancer medicines **have returned €6.80**
- Diabetes & metabolism medicines **have returned €4.70**
- Respiratory medicines **have returned €3.80**

Delayed access comes at a real cost

Yet Europe continues to invest less in innovative medicines than other regions and access to innovative medicines in Europe is uneven and slow.

- * Patients in Europe can wait over **500 days on average** for new treatments.
- * **Close to half** of innovative medicines are **not available to European patients**.
- * Europe spends around **1% of GDP on pharmaceuticals** compared with **2% in the US** and **1.8% in China**.



Delays don't save money, they shift costs elsewhere

A changing geoeconomic environment

Europe's share of global pharmaceutical R&D investment **has declined significantly over the past two decades**.

At the same time, **other regions are moving fast**, attracting more pharmaceutical investment, launching more clinical trials, and originating more and more new medicines. Investment follows markets where innovation is recognised and rewarded.

If Europe wants to remain competitive, **it must remain a place where medicines innovation can thrive.**

That means:

- ✓ **Increase investment in innovative medicines**
- ✓ **Remove disincentives such as clawbacks**
- ✓ **Enable access from day one after approval**



Read more

Europe has a choice to make.
.....
Will it invest in new medicines?

efpia*