

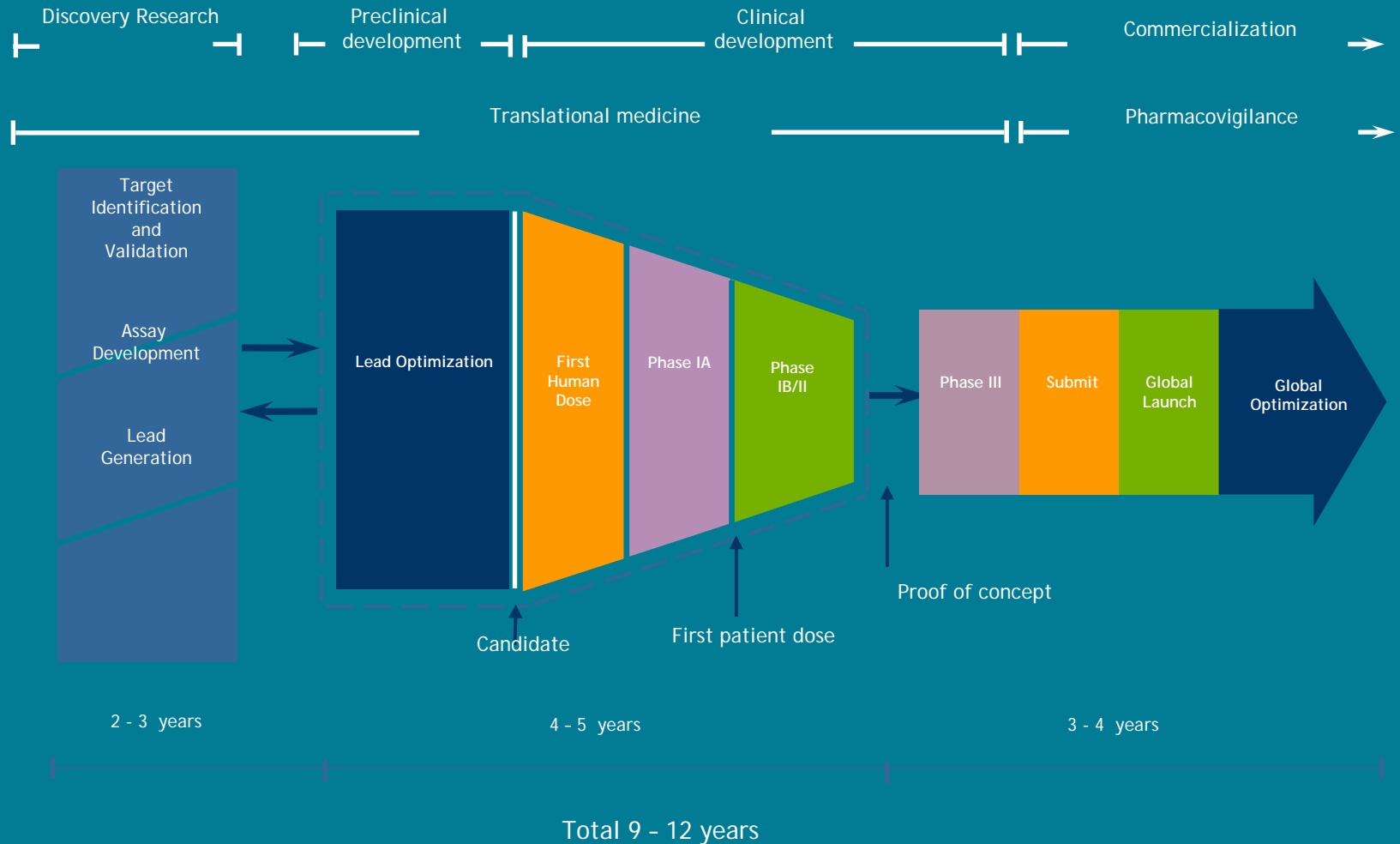
HTA and its impact on innovation

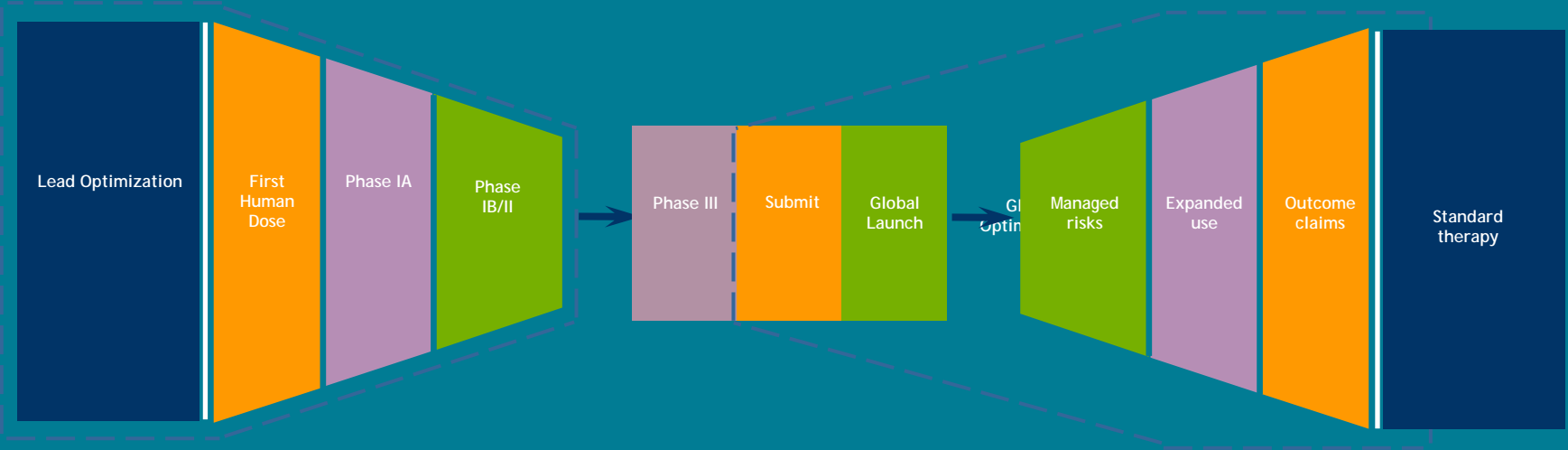
Richard Bergström
Inno-HTA Workshop, Copenhagen
4 Dec 2008

At the outset

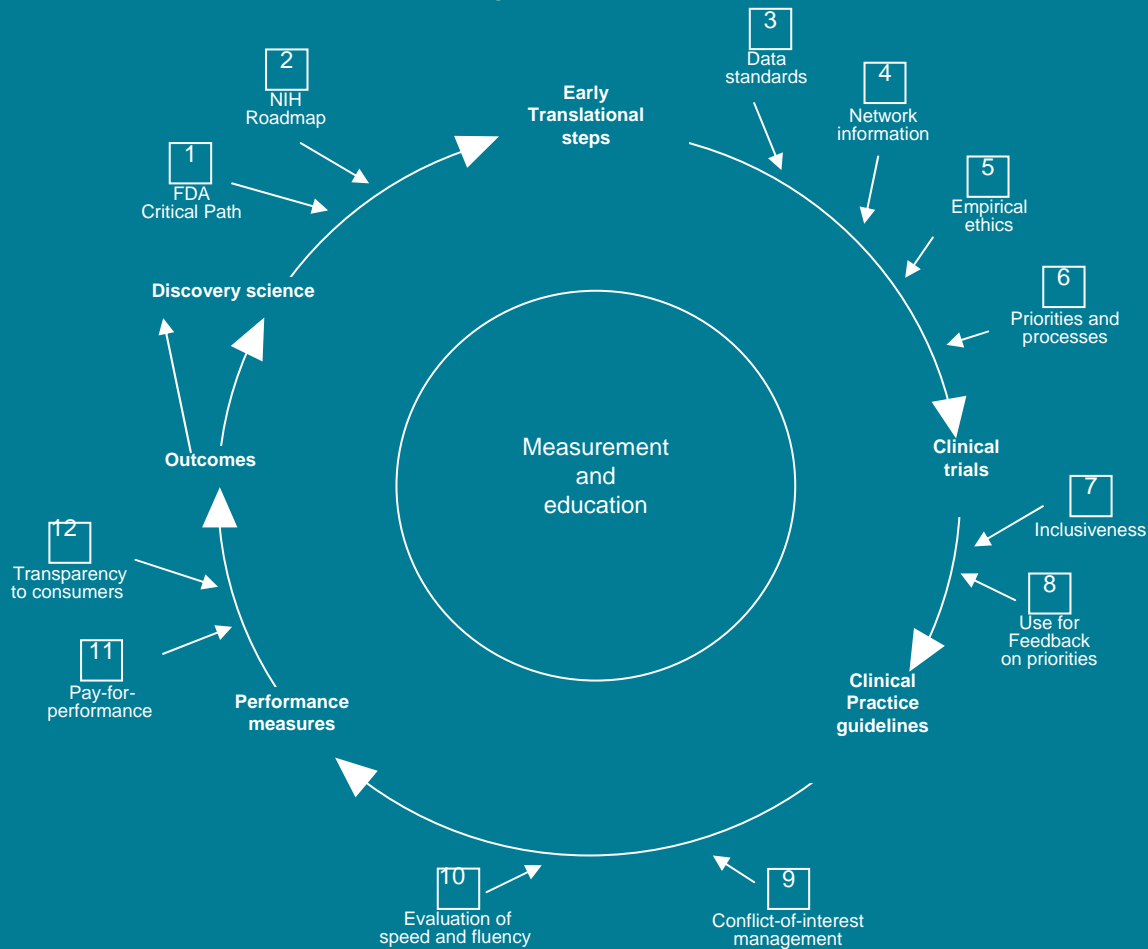
- Payers have the right to assess the relative value of new medicines
....but need to acknowledge that daily decisions are made by patients and their physicians
- Scope of EBM slightly more complex these days...

The traditional view





Rather - a system of innovation



Role of the customer is underestimated

- Telling us what they need
- Open for dialogue
- Understanding of science and its inherent uncertainty
- Willingness to embrace innovation – big and small
- Paying for innovations that add value
- Common view on how to implement innovation

Problem right now

- Definition of customer is changing
- Development of new medicines without understanding of payer needs
- R&D priorities are made today for next decade's medicines
- For industry: moving target
- AND payers not understanding / accepting their role as promoter of innovation

EFPIA views

- Broad perspective on "value"
- Inclusion
- Accountability
- Commitment to implement
- Need to manage uncertainty; flexible arrangements needed
- Cost-effectiveness only one part:
 - clinical added value
 - social values (equity, ethics, priorities)
- Less mathematics and more thinking, please...

Inno-HTA

- Adds value
- Realises the dynamics of every single decision
- Important perspective; need to foster innovation
- Early dialogue is key (horizon-scanning; budget impact; early advice sessions)

- Shared understanding:
what is needed
what constitutes value

- Early phase now: still need plurality of ideas.
NO MONOPOLY ON THINKING!

Thank you!