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News Release

Embargoed until 15:00 CET, Thursday 16th June

Research-based pharmaceutical industry launches collaborative framework to tackle NCDs

Geneva, New York, 16 June 2011 – The research-based pharmaceutical industry launches today a Framework for Action to respond to concerns that cardiovascular disease, cancer, diabetes and chronic respiratory diseases are posing mounting threats to public health as well as public and private finances worldwide. The industry's ten-point Framework scopes out specific areas of action to tackle non-communicable diseases (NCDs) including innovation, access and affordability, prevention and health education. It also underscores the essential role of partnerships and dialogue in implementing the Framework. The NCD Framework for Action brings together the global research-based pharmaceutical industry in support of the World Health Organization's (WHO) Action Plan on NCDs and the Moscow Ministerial Declaration. It will be presented today at the United Nations (UN) Civil Society Hearings in New York, held to prepare for the UN High Level Meeting on NCDs to take place in September, which aims to secure an action-oriented UN response to the rise of NCDs. The aim is that the NCD Framework for Action will provide a sound basis for the research-based pharmaceutical industry to partner with the people on the ground, governments and the WHO to find ways to address prevention, care and treatment for NCDs in the developing world.

NCDs are the leading cause of death and disease worldwide, killing more than 36 million people in 2008, with nearly 80% of these deaths occurring in low- and middle-income countries. NCD deaths are projected to increase by 15% globally between 2010 and 2020. In part, this is due to progress made in combating infectious diseases through economic growth, development, and better treatment options; but it is also largely linked to lifestyle choices. For most infectious diseases, rapid access to diagnosis and treatment is an imperative for patient survival. But for NCDs the "lifecycle" is different, and there may be many actions that can take place, such as prevention, before medicines or other treatments need to be prescribed.

The Framework for Action on NCDs focuses on the areas where the research-based pharmaceutical industry can make the most significant difference, such as innovation, access and affordability, but also prevention and health education. Eduardo Pisani, IFPMA Director General explains: *"The framework is just the beginning; our vision is to work with others to identify what can be done in practice to help poor people to access the care and treatment they need. Together we want to find ideas for concrete actions to put on the table in the aftermath of the UN NCD Summit in September. The Framework is our roadmap for this work."* The IFPMA also pledges to report regularly on industry's progress and share updates with stakeholders, such as the WHO and other interested agencies.

The Framework confirms the industry's crucial role in continued investment in R&D programmes dedicated to the development of innovative medicines for the prevention and treatment of NCDs to enhance the lives of patients. There are currently over 1,500 medicines in the pipeline for major NCDs. The industry will also endeavour to address its innovation towards the specific needs of developing world populations and settings. To this end, in addition to the Framework, the pharmaceutical industry will launch a programme of research that will improve its understanding of the specific needs of developing world populations.

Actions on access and affordability of NCD treatments include promoting the right policy, regulatory and supply chain environments that secure optimal quality of care for patients and

enable companies individually to implement commercially sustainable access and pricing strategies for the supply of NCD vaccines and medicines to the developing world.

It is estimated that half of deaths caused each year by NCDs are preventable¹, and lifestyle choices that often accompany improvements in living standards, such as unhealthy diet and tobacco use, are part of the explanation. The Framework for Action highlights the importance of prevention so that individuals can make informed lifestyle choices. Industry is also working with the World Health Professions Alliance to develop an NCD scorecard that will be shared with over 26 million health care professionals in more than 130 countries to help encourage patients to identify and prevent risky behaviors. Reducing disability or deaths through increased investment in prevention programs will contribute to higher economic growth and allow limited resources to be focused efficiently on patients most in need.

Eduardo Pisani, IFPMA Director General explains: *“This NCD Framework for Action represents a paradigm shift for the research-based pharmaceutical industry. It puts our industry’s collective global health responsibilities firmly at the forefront of how we see our role in the global health community. Let’s be clear: it is not about altruism, but rather about revolutionising our relationship to others. Times are tough for governments, business and patients. In order to tackle the rise of NCDs, and stay the course, we need to look at sustainable new approaches to global health which have prevention at its core.”*

(Ends)

¹Hardy, George E.; *The Burden of Chronic Disease: The Future is Prevention*; Preventing Chronic Disease, 2004
http://www.cdc.gov/pcd/issues/2004/apr/pdf/04_0006.pdf

Note to the Editor: IFPMA – Ten-point Framework for Action on NCDs (www.ifpma.org)

Cardiovascular disease, cancer, diabetes and chronic respiratory diseases are no longer considered a concern unique to the developed world. They pose mounting threats to public health and public and private finances worldwide. These four disease areas, which fall under the WHO Action Plan for the Prevention and Control of Non-Communicable Diseases (NCDs)ⁱ, already account for 63% of deaths in all countries, rich and poor, and their prevalence is growing fastest in middle and low income countries. Social factors such as urbanisation, rising incomes, changes in diet and lifestyle and improved life-expectancy have all contributed to an increased incidence of NCDs. These diseases are a major cause of poverty and present a barrier to economic development for many developing countries. Since the incidence of many NCDs can be reduced by changes in individual lifestyles, a focus on prevention is critical.

The research-based pharmaceutical industry is committing to a ten-point framework for action and an ongoing programme of research as a contribution to the WHO's Action Plan for the Prevention and Control of NCDs, and in support of the principles contained in the Moscow Ministerial Declaration and the NCD resolution passed by the World Health Assembly in May 2011ⁱⁱ. We believe that the progress made in global health over recent years has demonstrated that a progressive, collaborative multi-stakeholder partnership approach must be pursued to effectively address this growing concern. The extent of the NCD challenge requires, more than ever, the sharing of our collective expertise and strengths, as well as coordination and commitment to sustain the wide range of actions needed.

We ask other stakeholders to work together with us as we go forward to identify and respond to existing gaps in medical need in the developing world. Building upon the considerable work already underway, we commit to working in the following areas where we believe we can make the most significant difference.

Innovation and Research

1. Continue our extensive investment in research and development programmes dedicated to the development of innovative medicines for the prevention and treatment of NCDs to enhance the lives of patientsⁱⁱⁱ.
2. Endeavour to address the specific needs of developing world populations and settings with the NCD products we develop and manufacture^{iv}.

Access and Affordability

3. Work with governments and the WHO to promote policy, regulatory and supply chain environments that secure best quality of care for patients and enable companies individually to implement commercially sustainable access and pricing strategies for the supply of NCD vaccines and medicines to the developing world.
4. Actively support the WHO's work to advise on the appropriate use of medicines for the prevention and treatment of NCDs on the essential medicines list, and work with the WHO to advocate for the removal of administrative hurdles that currently limit access to essential medicines.
5. Work with the key stakeholders to call for the elimination of import duties on medicines for the prevention and treatment of NCDs and the removal of other unnecessary charges throughout the supply chain that increase the price to patients.

Prevention and Health Education

6. Promote innovative tools to increase health literacy, such as awareness of NCDs, their respective risk factors and the need to adhere to treatment^v.

7. Continue our advocacy for, and support of, screening initiatives worldwide as part of a comprehensive prevention and treatment response to these diseases.
8. Actively promote best practices which advance a healthy workforce for the over one million employees our member companies represent worldwide^{vi}.

Partnerships

9. Through research into new and existing best practice, support and where appropriate develop innovative health delivery models with partners that ensure the supply of quality assured and safe NCD treatments for patients who need them. Explore the potential for new Public Private Partnership (PPP) initiatives dedicated to patients in the developing world.
10. Work in partnership with UN Agencies (primarily WHO), governments, healthcare providers, health financing mechanisms, the wider business community, procurement bodies, NGOs and patient groups in the areas of prevention, innovation, access, financing and capacity building initiatives targeted at NCDs.

In making these commitments, we also pledge to report regularly on our progress and to share these updates with stakeholders, such as the WHO and other interested agencies. The NCD challenge can only be met successfully through the engagement of all parts of society in individual countries, as well as the global community, and a focused effort on combating these diseases in a sustainable manner. This framework underlines our contribution and commitment to that work.

ⁱ <http://www.who.int/nmh/publications/9789241597418/en/index.html>

ⁱⁱ http://apps.who.int/gb/ebwha/pdf_files/WHA64/A64_R11-en.pdf

ⁱⁱⁱ www.phrma.org/research/new-medicines

^{iv} For example, heat stable formulations and appropriate pack formats.

^v Using: Simple health scorecards; mHealth/eHealth Technology; Communication campaigns, adapted to local and cultural needs, targeting women and youth population.

^{vi} For example, encouraging healthy staff restaurants, anti-smoking policies, implementing work-life balance policies and the promotion of walking/cycling to work.

About the IFPMA:

The International Federation of Pharmaceutical Manufacturers & Associations is the global non-profit NGO representing the research-based pharmaceutical industry, including the biotech and vaccine sectors. Its members comprise 26 leading international companies and 44 national and regional industry associations covering low, middle and high income countries. The industry's R&D pipeline contains hundreds of new medicines and vaccines being developed to address global disease threats, including cancer, heart disease, HIV/AIDS and malaria. The IFPMA Clinical Trials Portal (www.ifpma.org/ClinicalTrials), the IFPMA's Ethical Promotion online resource (www.ifpma.org/EthicalPromotion/) and its Developing World Health Partnerships Directory (www.ifpma.org/HealthPartnerships) help make the industry's activities more transparent. The IFPMA supports a wide range of WHO technical activities, notably those relating to medicine efficacy, quality and safety. It also provides the secretariat for the International Conference on Harmonisation of Technical Requirements for Registration of Pharmaceuticals for Human Use (ICH).

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