



International  
Federation of  
Pharmaceutical  
Manufacturers &  
Associations

Fédération  
Internationale de  
l'Industrie du  
Médicament

Federación  
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Industria del  
Medicamento



## **EMBARGOED UNTIL 00:01 hrs CET, 7 APRIL 2011**

### **David Brennan World Health Day Talking Points, to be delivered at 15h00, 7 April; addressing WHO World Health Day Panel**

I am delighted to be joining you today, even if in recorded form.

I'd like to thank Dr. Chan for putting anti-microbial resistance at the forefront of the World Health agenda. This is such a pressing health issue for the whole world - and one which we need to focus on at every opportunity.

I'm speaking to you today on behalf of the International Federation of Pharmaceutical Manufacturers. The IFPMA is the interface between the research-based pharmaceutical industry and the World Health Organisation and other intergovernmental organisations. Our aim is to work in partnership to create the international policy environment which encourages the discovery and development of new medicines and maximises the access to those medicines for people across the world.

That partnership will be vital if we are to continue to make progress in tackling infectious diseases and meet the challenge of antibiotic resistance. And it is worth reminding ourselves of the benefits antibiotics have brought. It is no exaggeration to say that antibiotics make modern medicines possible. Complex medical interventions like organ transplants, hip replacements and even chemotherapy are all made possible or better by the use of antibiotics.

But antibiotics lose their effectiveness over time as bacteria naturally evolve and mutate and so become resistant. And resistance is a truly global problem. In the US, hospital-acquired, drug-resistant bacterial infections kill 63,000 patients each year, and drug-resistant bacterial infections cost \$34 billion. In the EU, multi-drug-resistant bacteria cause about 400,000 infections a year and at least 25,000 deaths, and generate costs of €1.5 billion.

But the most alarming levels of resistance are found in developing countries. One study showed that the rate of neonatal hospital acquired infections in those countries was three to twenty times higher than in the developing world.

So the scale of the challenge is huge. And we have to understand that there is no simple solution. It will require a range of actions from all of us.

The first of those actions is to develop new antibiotics. But we need to understand that is not easy given the scientific and regulatory barriers to discovery. Over the past three decades only two new classes of antibacterial medicines have been discovered, compared to 11 in the previous 50 years. And we have to recognise that even if we can increase these numbers, the task will never be complete because our most recently approved and most effective drugs will gradually decline in efficacy and we will need to develop new antibiotics to replace them.

Discovery also needs to be underpinned by new financial mechanisms that allow companies to receive a return on their investment in new drugs while limiting their use to situations of greatest need.

Against this backdrop, an urgent task for all of us pharmaceutical companies; payers; physicians; pharmacists and patients is to ensure that antibiotics are prescribed and used correctly in order to maximise their long-term efficacy.

The member companies of the IFPMA take this role very seriously and adhere to the conditions of the IFPMA Code of Pharmaceutical Marketing Practices, that are supplemented by member association and company Codes. And the IFPMA is calling on other stakeholders to adopt codes of practice with regard to the marketing and prescribing of all medicines, not just antibiotics.

Alongside developing new antibiotics and advocating their more prudent use, we need to ensure that they are accessible to people throughout the world. This is a particular challenge in regions with poor healthcare infrastructure. Our industry is committed to working in partnership with governments and other stakeholders to develop the infrastructure which will secure the accessibility and availability of these medicines.

It is clear that no one organisation has all the answers to these pressing problems. We, in the R&D-based pharmaceutical industry, recognise our central role in this work, but we know that we can achieve much more with the support of other stakeholders across both the public and private sectors. If leaders in government, science, economics, public policy, intellectual property and philanthropy can come together, we will maximise the opportunities to develop and implement the creative solutions that will truly make a difference to tackling anti-microbial resistance.

I believe World Health Day is an important way of bringing us all together to ensure we continue to focus relentlessly on this challenge - and reinforce the work and the partnerships that will deliver results.

Thank you.

**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 45 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](http://www.ifpma.org/ClinicalTrials)), the IFPMA's Ethical Promotion online resource ([www.ifpma.org/EthicalPromotion/](http://www.ifpma.org/EthicalPromotion/)) and its Developing World Health Partnerships Directory ([www.ifpma.org/HealthPartnerships](http://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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