

# The changing face of innovation

## in ensuring Access to Medicine

Jayasree K. Iyer

Wednesday 29 October 2019, Utrecht

# Healthcare today

≡ TIME

HEALTH • RESEARCH

**NIH, Gates Foundation Pledge \$200 Million to Bring Gene Therapies to Patients Who Need Them Most**

theguardian

**New gene editing tool could fix most harmful DNA mutations**

**'Prime editing' more precise than Crispr-Cas9, but still needs time before use on humans**



STAT

BIOTECH

STAT+

**'It's really a horrific situation': What one doctor thinks about drug shortages, and how to solve them**

By ADAM FEUERSTEIN @adamfeuerstein, DAMIAN GARDE @damiangarde, and REBECCA ROBBINS @rebeccarobbins  
/ OCTOBER 4, 2019

The Economist

Costly medicines

**The global battle over high drug prices**

*Western countries, as well as poor ones, are demanding transparency in the cost of drugs*



Business >  
May 21st 2019



The Telegraph

News

**Pharmacists warn of shortages in every category of drug as HRT supply issue continues**

FINANCIAL TIMES

**Drones deployed in Africa's 'leapfrog' vaccine drive**

*21st century technology is helping close gaps in curing disease*

NewScientist

News Technology Space Physics Health Environment

**How deadly disease outbreaks could worsen as the climate changes**

FINANCIAL TIMES

Opinion Drug prices

**There are solutions to the global drug price problem**

*We should override patent protection on some medicines and change how R&D is funded*

Suerie Moon OCTOBER 16 2019



Unaffordable medicines are a large and growing global problem. In the US, both President Donald Trump and many of his prospective Democratic opponents are looking for ways to bring prices down.

STAT

**New diagnostic tools are essential in the battle against antibiotic resistance**

REUTERS

**Climate change hampers progress on fighting epidemics: Global Fund**

Emma Fonge

3 MIN READ



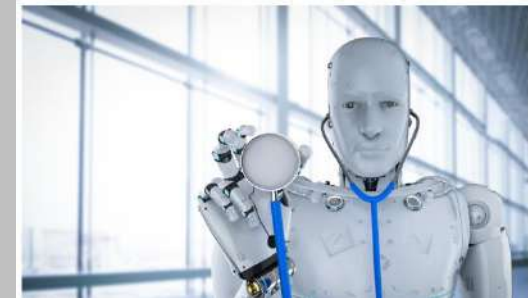
GENEVA (Reuters) - Climate change is making it harder to eradicate deadly epidemics, with rising temperatures helping mosquitoes spread malaria in higher places in Africa, the head of a global health fund said on Tuesday.

Forbes

**AI Policies Are Setting Stage To Transform Healthcare But More Is Needed**



Greg Lichstein Contributor @Healthcare  
*I write and teach about innovation in healthcare.*



BBC NEWS

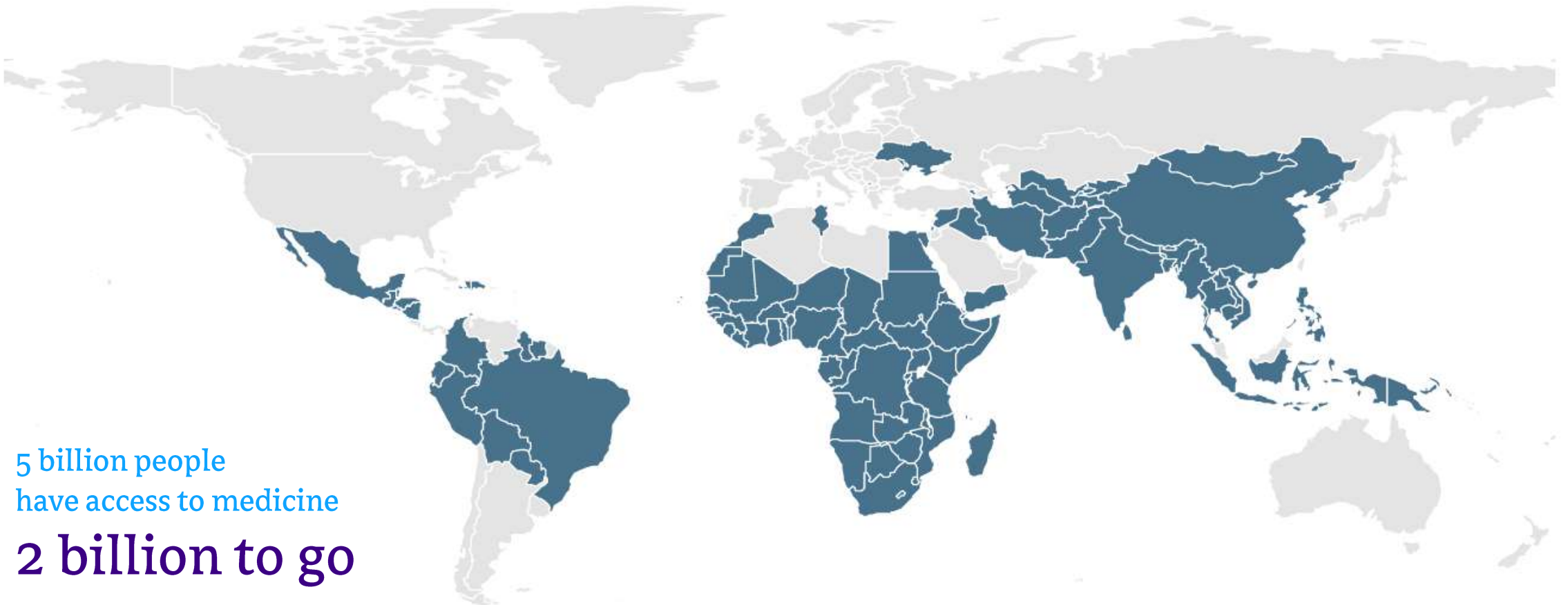
**Vaccines: Low trust in vaccination 'a global crisis'**



devex

**The rise of digital health and its potential to push progress on UHC**

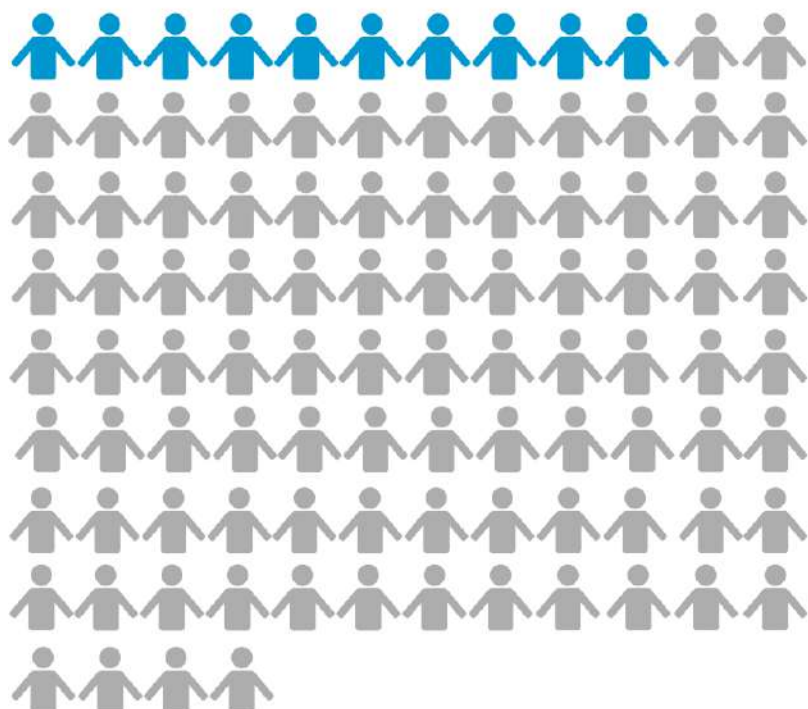
83% of all people alive today live in low- and middle-income countries



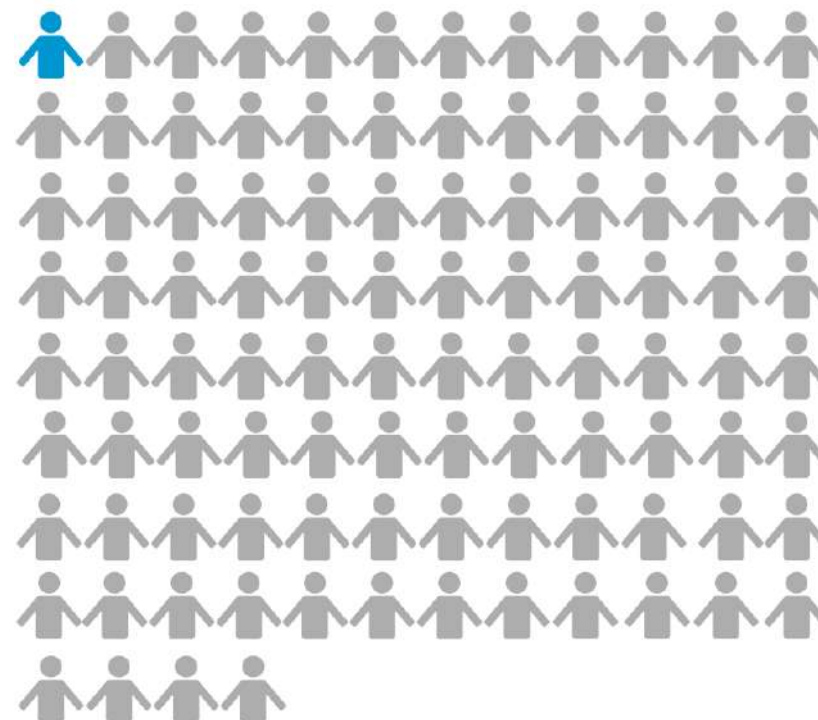
5 billion people  
have access to medicine  
2 billion to go

# Limited reach of new medicine

Globally, even the most innovative drugs reach 10% (or fewer) of patients five years after launch.



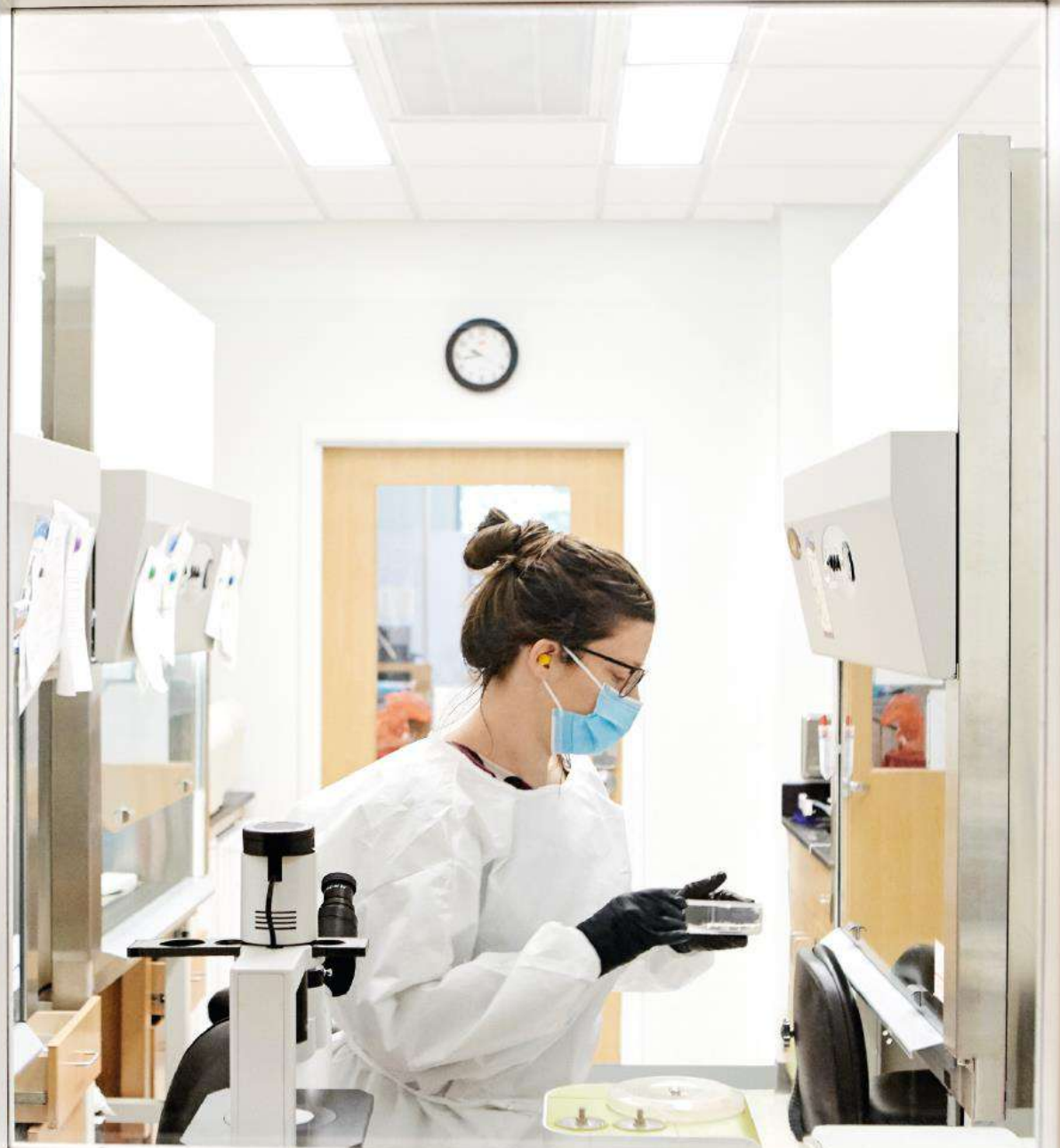
In emerging markets, they reach less than 1% five years after launch.



# The pharmaceutical industry and innovation



R&D to ensure innovations  
reach more people



Appropriate treatment



acc  
merr

New health products



Sustainable supply



Innovation  
in health  
products

Adherence to treatment



Price

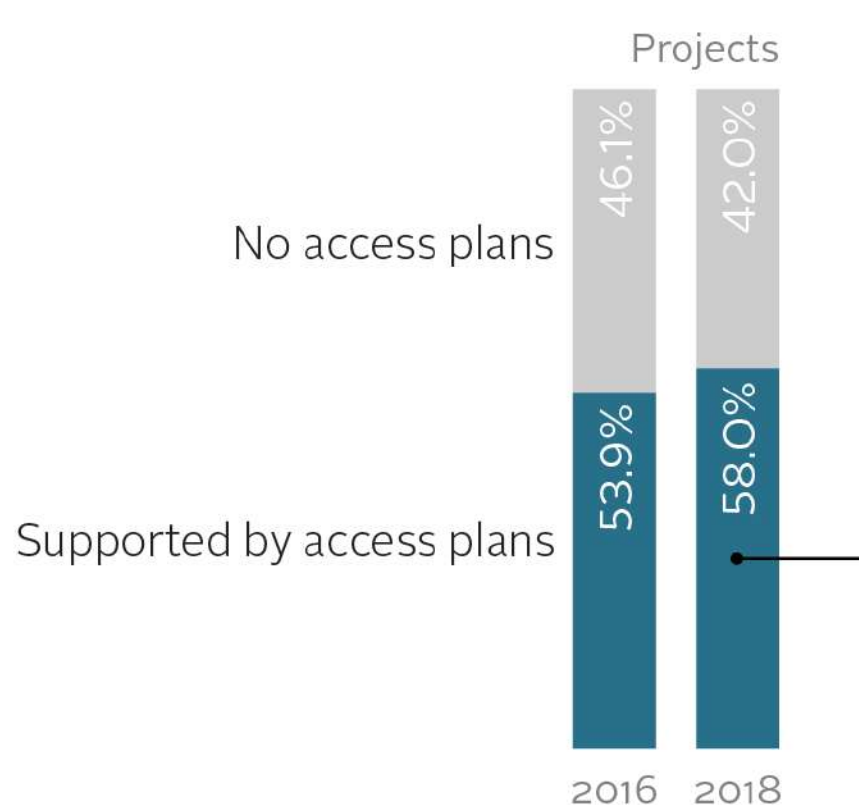


Temperature sensitivity



## Earlier access planning needed

The coverage of access plans for late-stage R&D projects is largely unchanged since 2016



- **Availability** through rapid and wide registration
- **Affordability** considerations for different populations
- **Sustainable supply** of medicines to meet demand
- **Investment** into capacity in areas where health capacity is limited

## Nine key benefits of partnerships

1. Enabling product development in disease areas with few market incentives
2. Pooling multi-stakeholder expertise to maximize results
3. Facilitating access to comparator products and strict selection of products
4. Ensuring rapid deployment of resources towards those with higher impact
5. Mitigating financial risk through donor support
6. Channelling knowledge from the public sector, including endemic country stakeholders
7. Incentivising substantial contributions from the private sector
8. Promoting open, collaborative intellectual property sharing
9. Ensuring systematic management of access, maximising impact upon market entry

Scaling up affordable  
access in different  
health systems

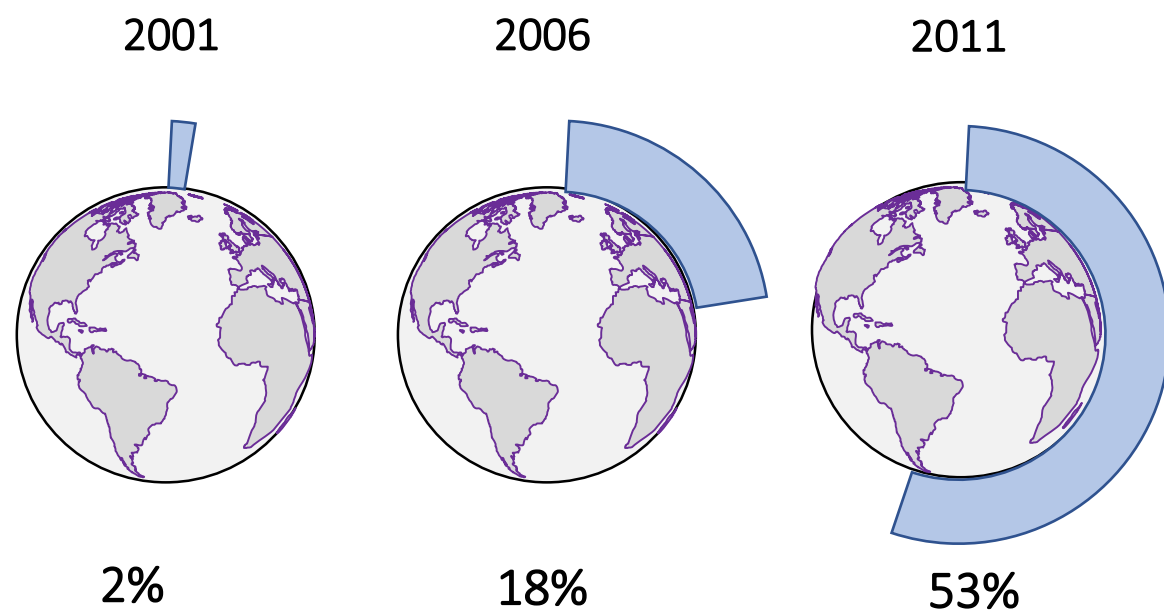


# Innovation in accessing hard to reach areas

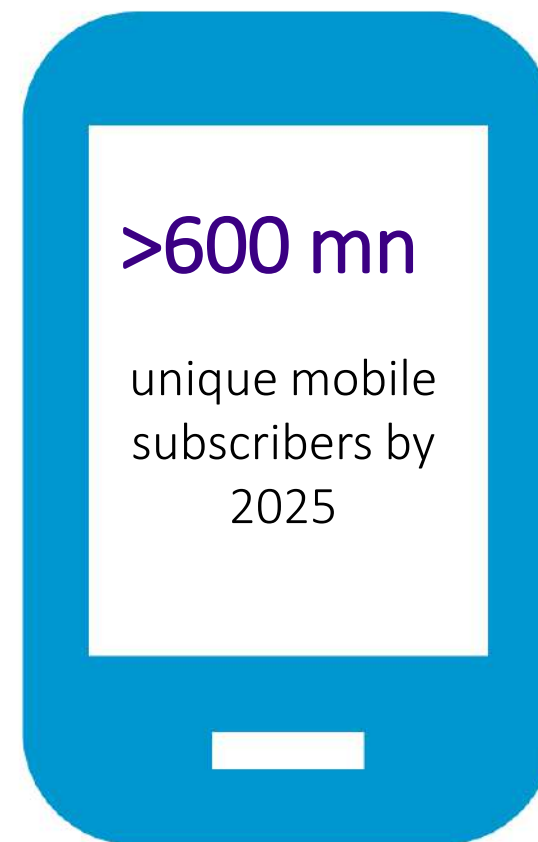


# Innovation in accessing healthcare

## Sub-Saharan Africa's mobile market



Mobile cellular subscriptions per 100 people



# Leverage the power of different actors in innovation



# 95 signatory investors: AUM in excess of USD 13 trillion

access to  
medicine  
FOUNDATION



Science and access planning...



must work in tandem.

Thank you

Jayasree K. Iyer

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[www.accesstomedicinefoundation.org](http://www.accesstomedicinefoundation.org)