

## Sui generis or sustainable solutions

- what does a small country and its national policy look like from the industry perspective?

Suvi-Anne Siimes  
Pharma Industry Finland (PIF)

9.6.2008

1



## What is PIF?

- a trade association with 63 member companies
- representing original companies, generic companies and companies with mixed portfolios
- plus a number of CRO companies and companies that do not have any own original products yet
- mainly internationally owned companies

9.6.2008

2



## What are our objectives?

1. Promotion of the access to medicines and the development of pharmacotherapies in Finland as well as safeguarding the status of patented original medicines
2. safeguarding the Finnish research environment
3. enhancing the information and political interest in medicines and medicines policy as well as managing the public image of the industry

9.6.2008

3



## Special features of the market

- small market – “production line reality” can really be a challenge
- peculiar “sui generis” history (product patents allowed only in 1995)
- strong tradition in manufacturing and industrial pharmacy
- the growth of reimbursement expenditure is clearly within the budgetary framework (a ceiling for 5 % real growth in years 2008-2011)
- innovation and IPRs are enhanced vividly in many other branches – remain a challenge in pharma

9.6.2008

4



## Special challenges

- considerable delays in access for new medicines, especially in special reimbursement categories (up to 2 years)
- harsh environment for original medicines in later phases of the patented life-cycle
- conservative switch policy
- two-channel financing of medicine costs (reimbursement vs hospital care)
- lack of patience in financing start-up R&D

9.6.2008

5



## A clear sui generis case – Yes. But is it sustainable in the LR?

- clearly an option until 2012 in relation to patent history. But what after that?
- stress on entry price only or on other means too? (adherence to treatment, systematic evaluation of medication, improving self-care, the future role of self-medication, development of pharmacotherapies)
- the role of health objectives in pharmacopolicy – is there any?
- HTA – a promising option for the future

9.6.2008

6



## What would we like to see?

- a renewal of the reimbursement system from the clean slate
- substantial role to well defined and clear health objectives and optimisation in terms of them in relation to total cost of illness
- less delays, more attention to adherence-issues and the development of pharmacotherapies (= LR structural savings)
- enhancing the role of self-medication

9.6.2008

7



## And the role of start-ups and R&D then?

- clearly defined strategy on how to become an integral part of international value chains
- true role for further development of existing medicines (new indications etc.)
- concentrate on later phases too (not only biotech but also clinical research and industrial pharmacy)

9.6.2008

8

