

Cancer Medicines Across Europe

Framing the Problem

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Framing problem for cancer medicines is complex and multi-faceted

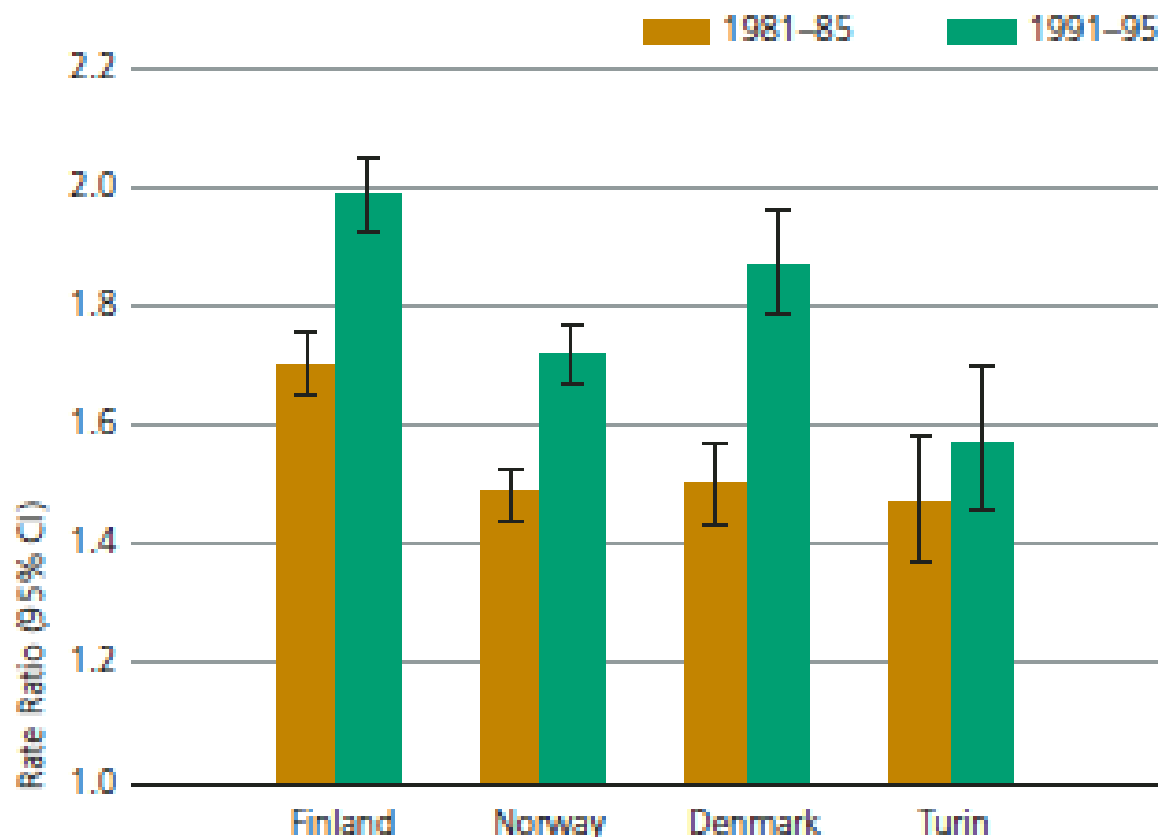


Frame 1: Inequality and inequity

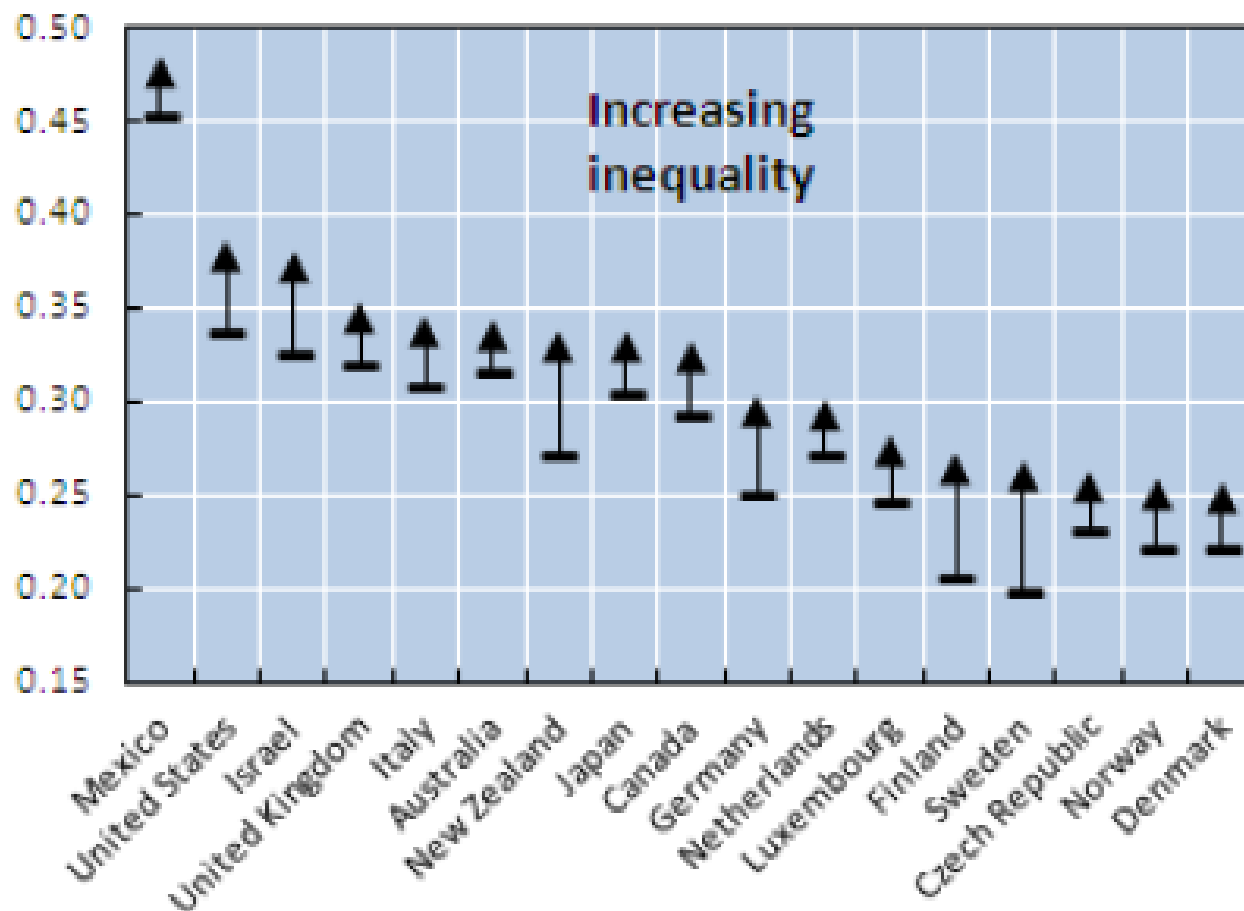


Health outcome inequalities in Europe are endemic

e.g. death rate differences between affluent and deprived in 4 of the most equitable countries/places

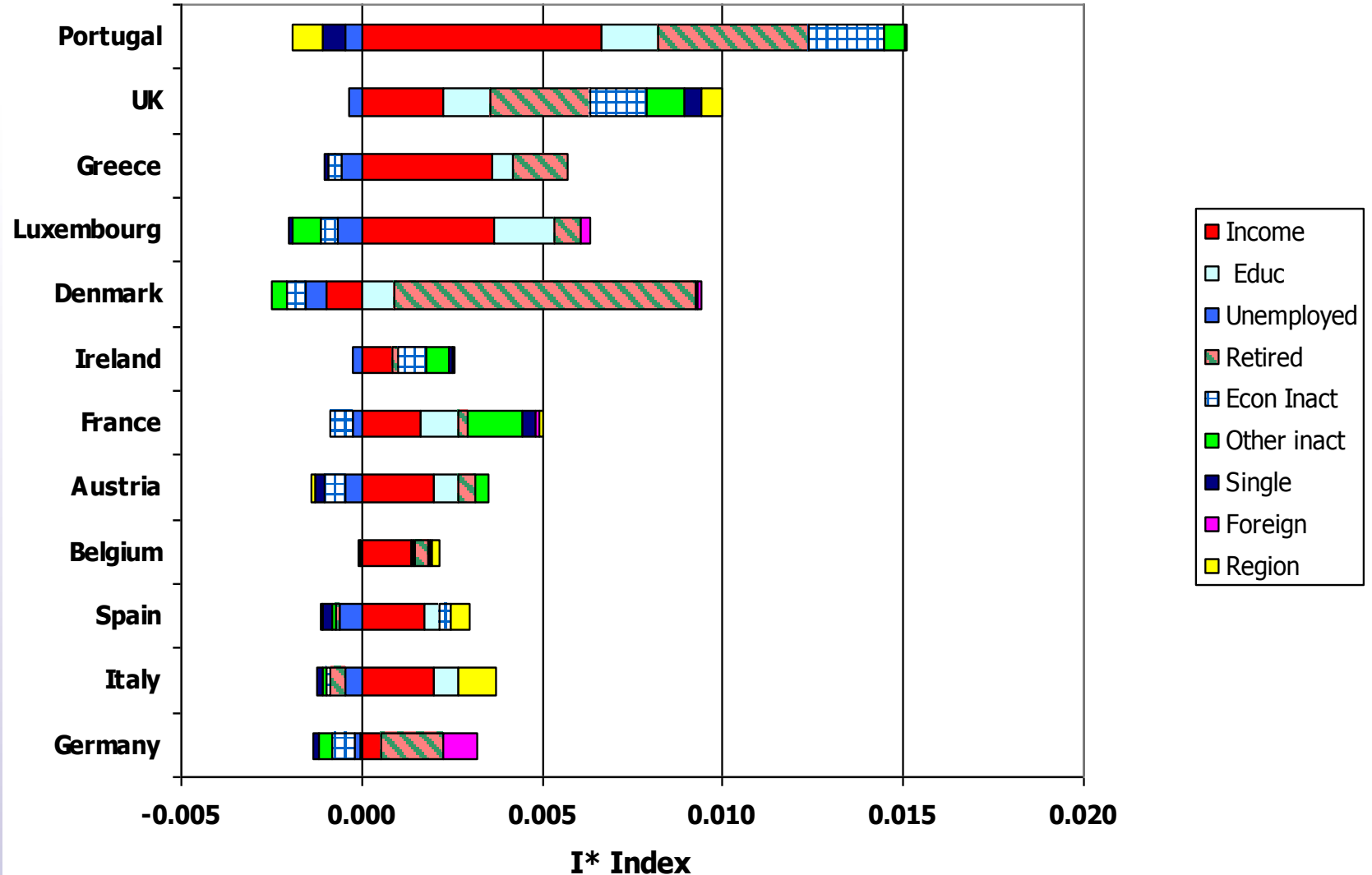


Income inequality is worsening *why does this matter?*



Income-related health inequality

inequality is a complex picture: not simply a matter of absolute income

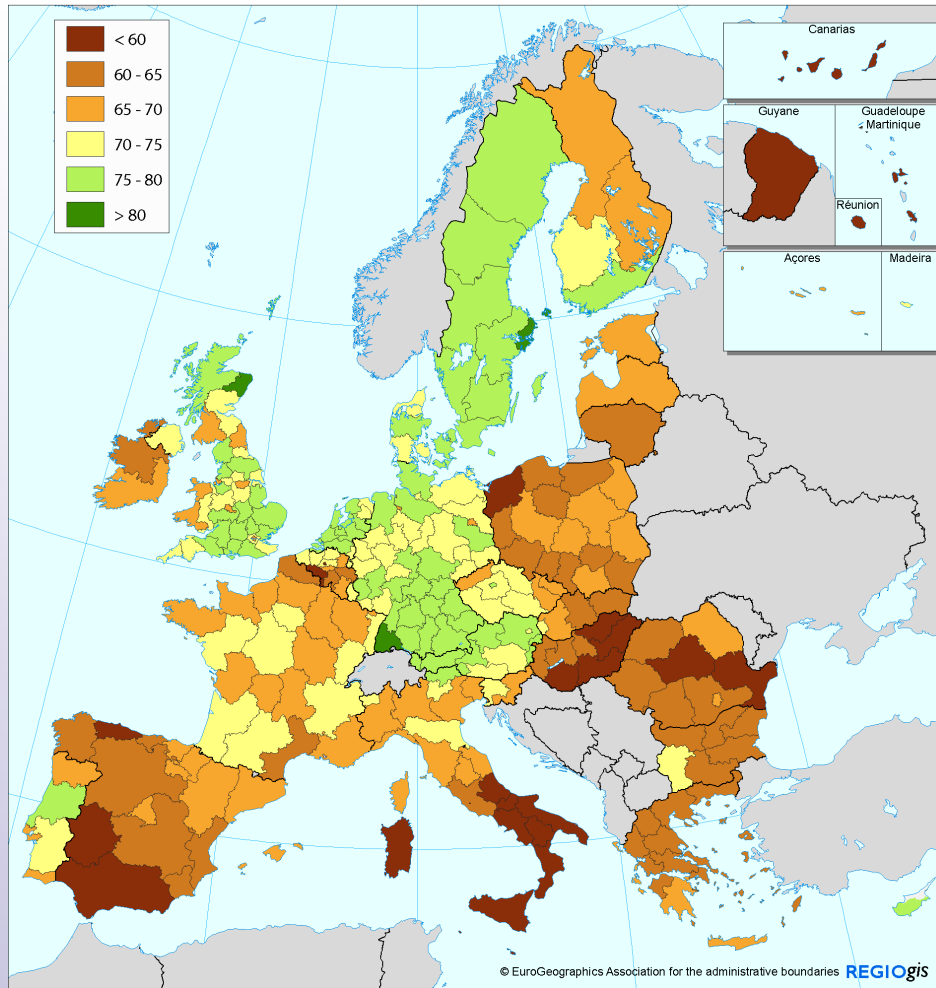


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East-West divide is growing

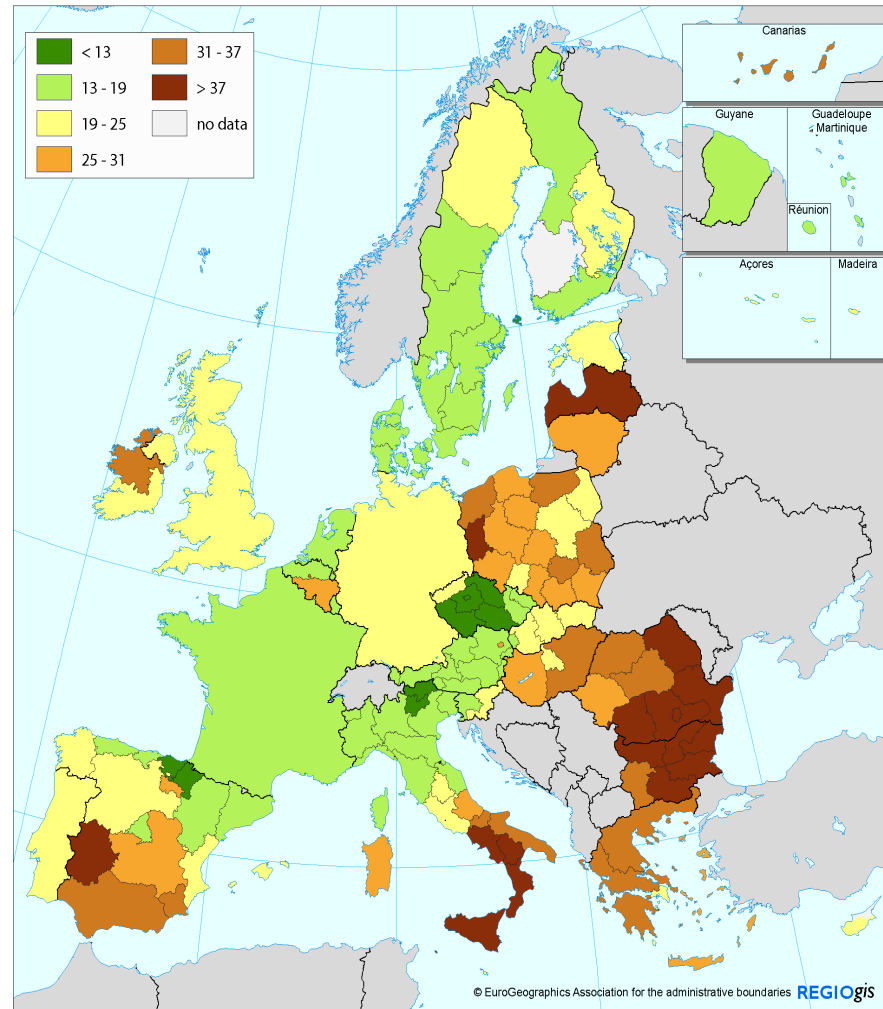
Employment rate, 20-64 in 2010

% of population aged 20-64



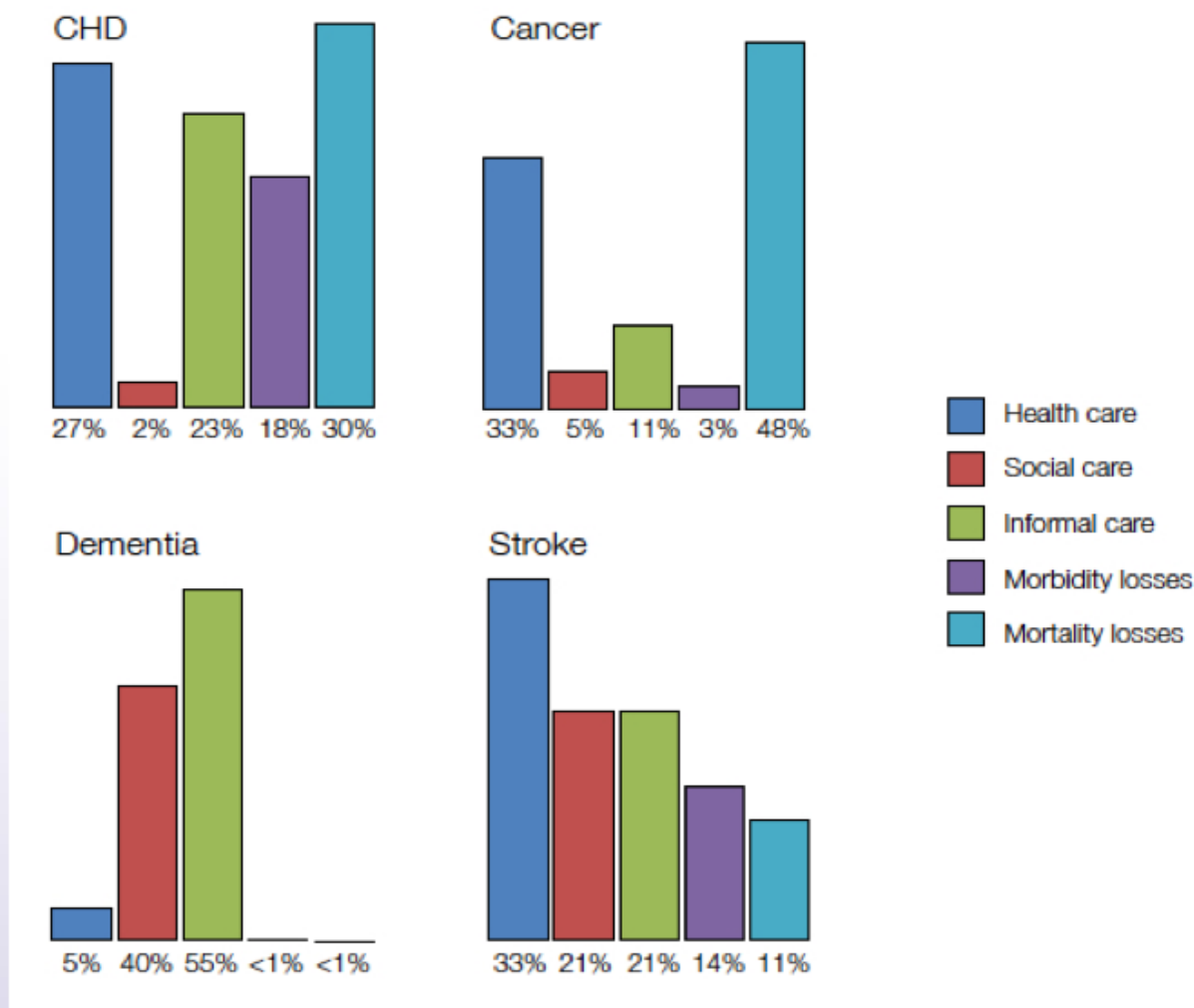
Population at risk of poverty or exclusion, 2009

% of total population



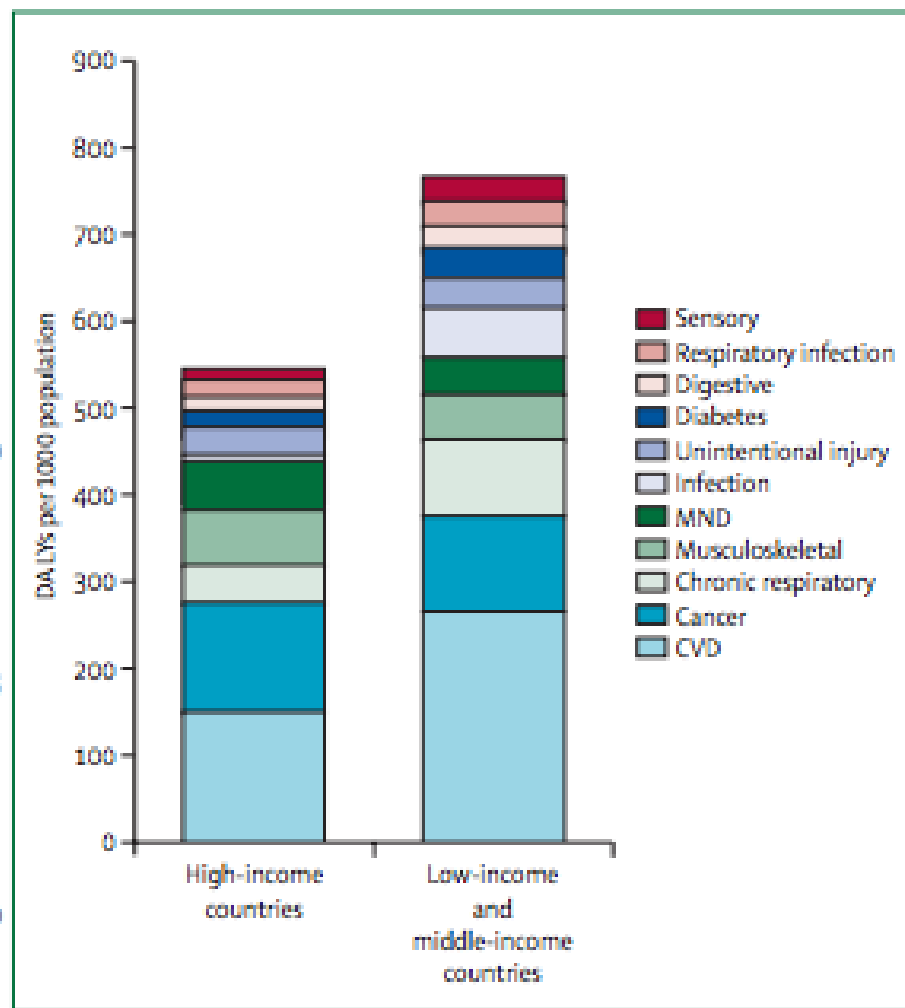
Frame 2: Competing Priorities

What should we spend our money on?

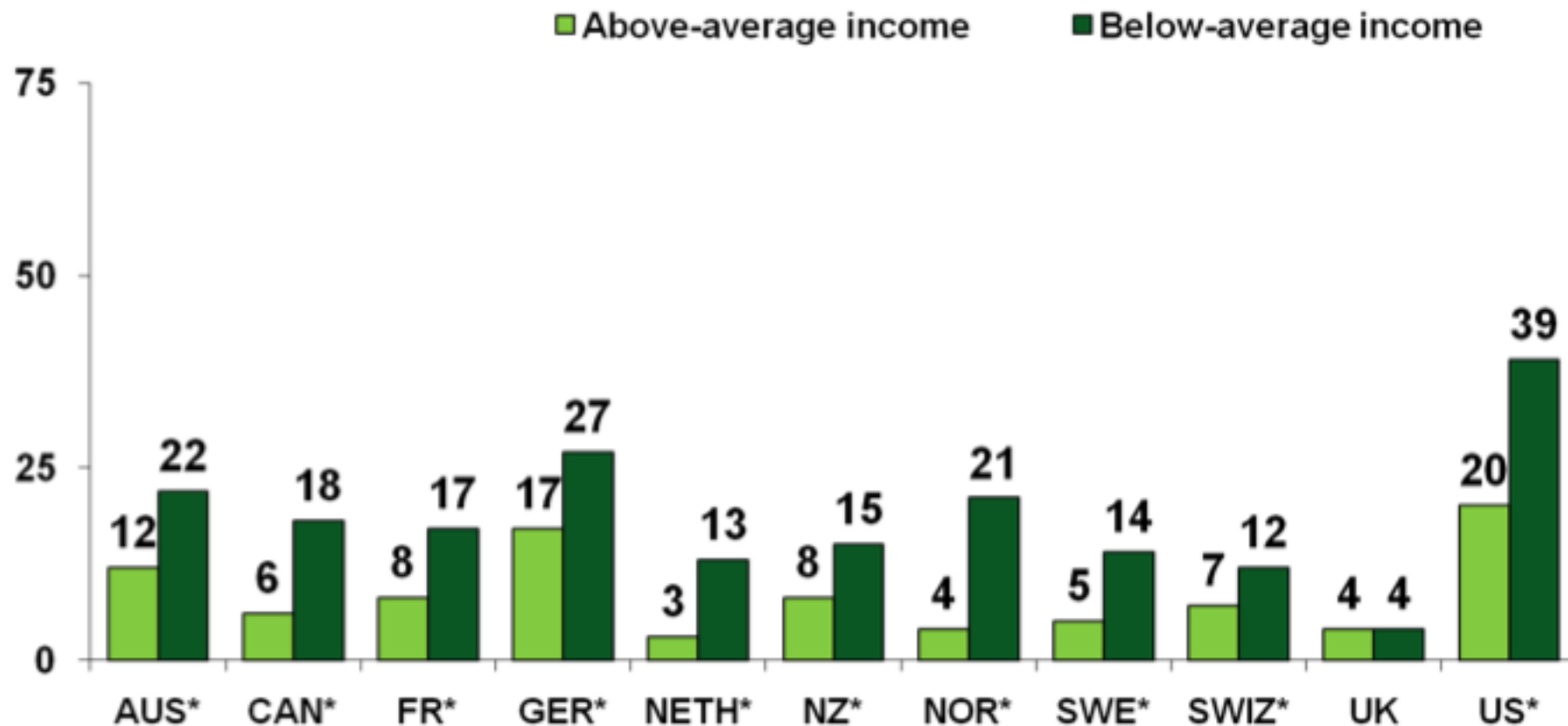


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Competing priorities: other diseases, other treatment modalities *as Europe ages competition will increase*



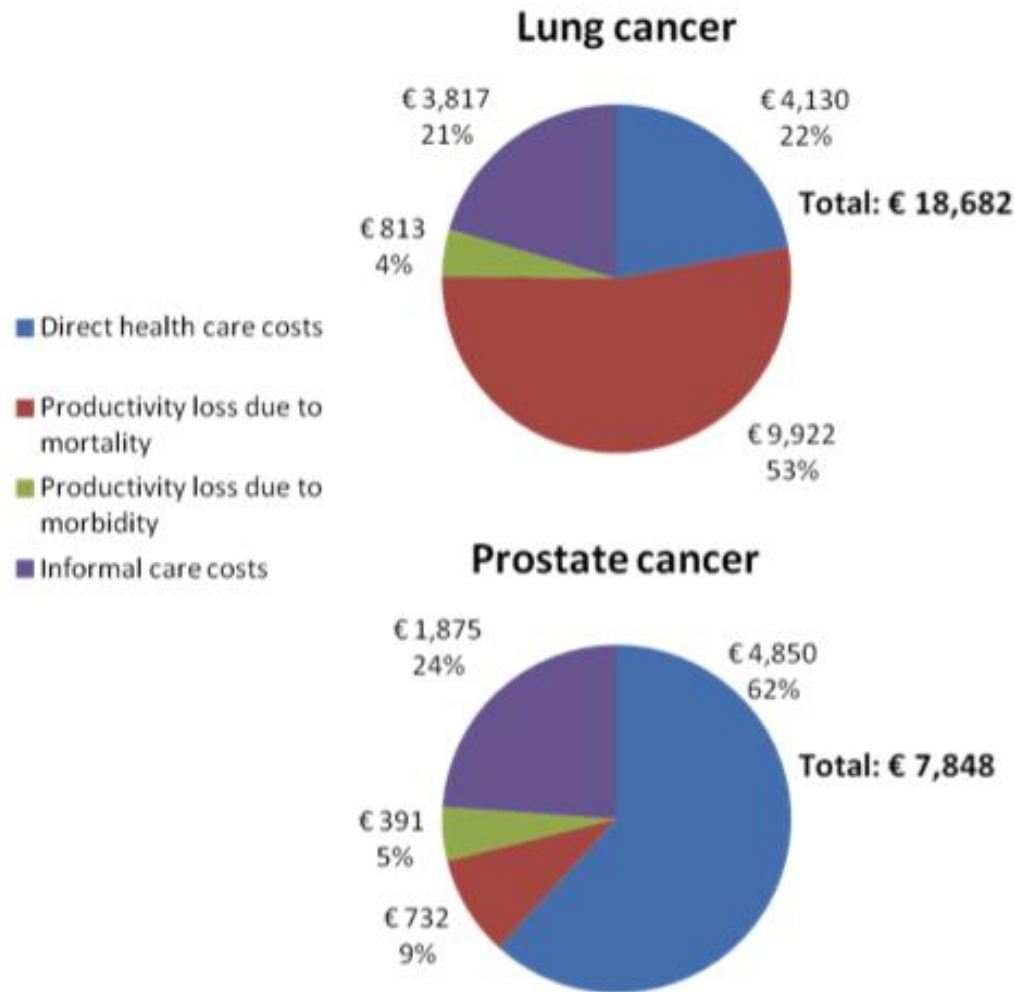
We know then that growing disease burden is leading to cost-related access problems



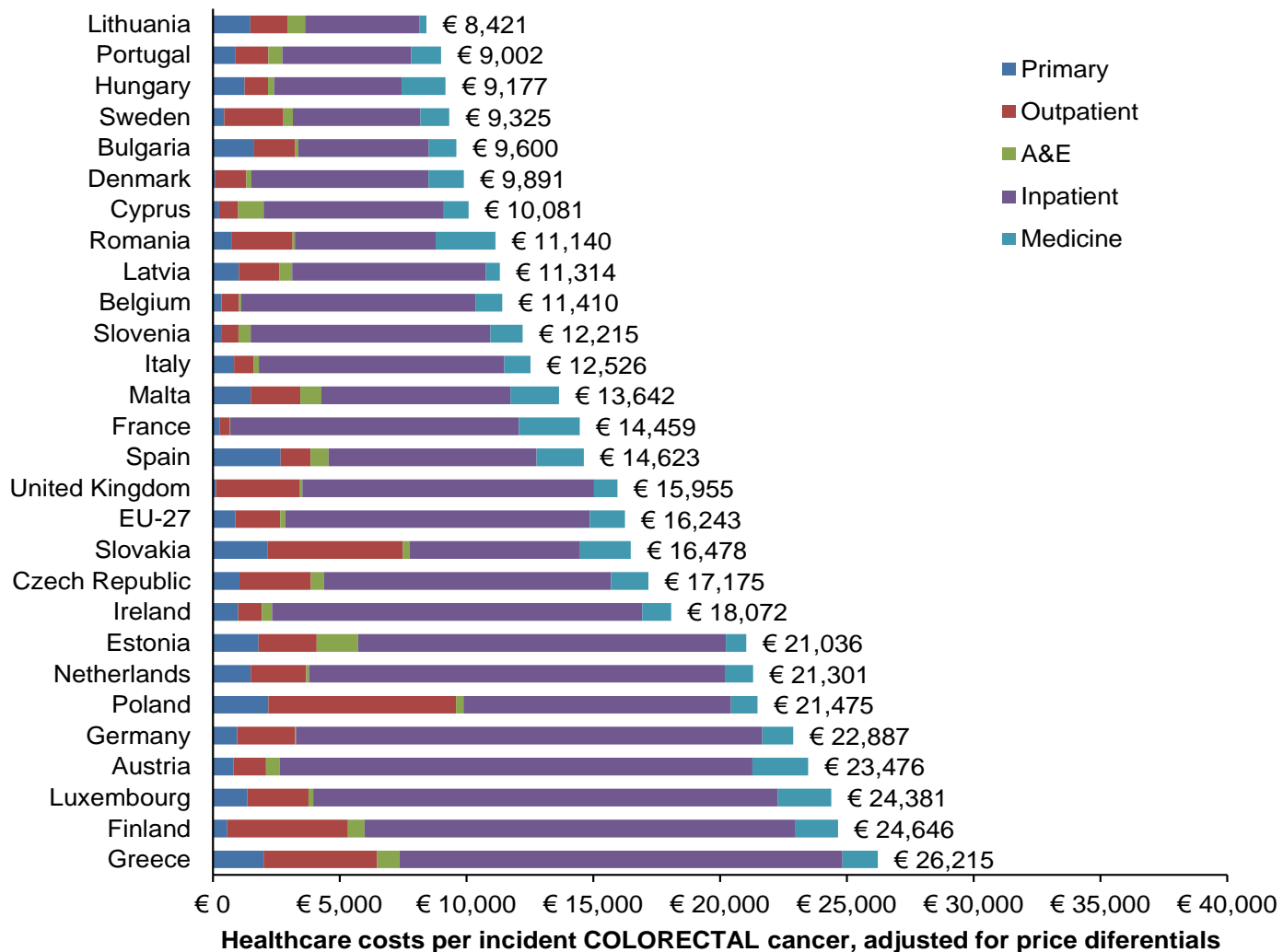
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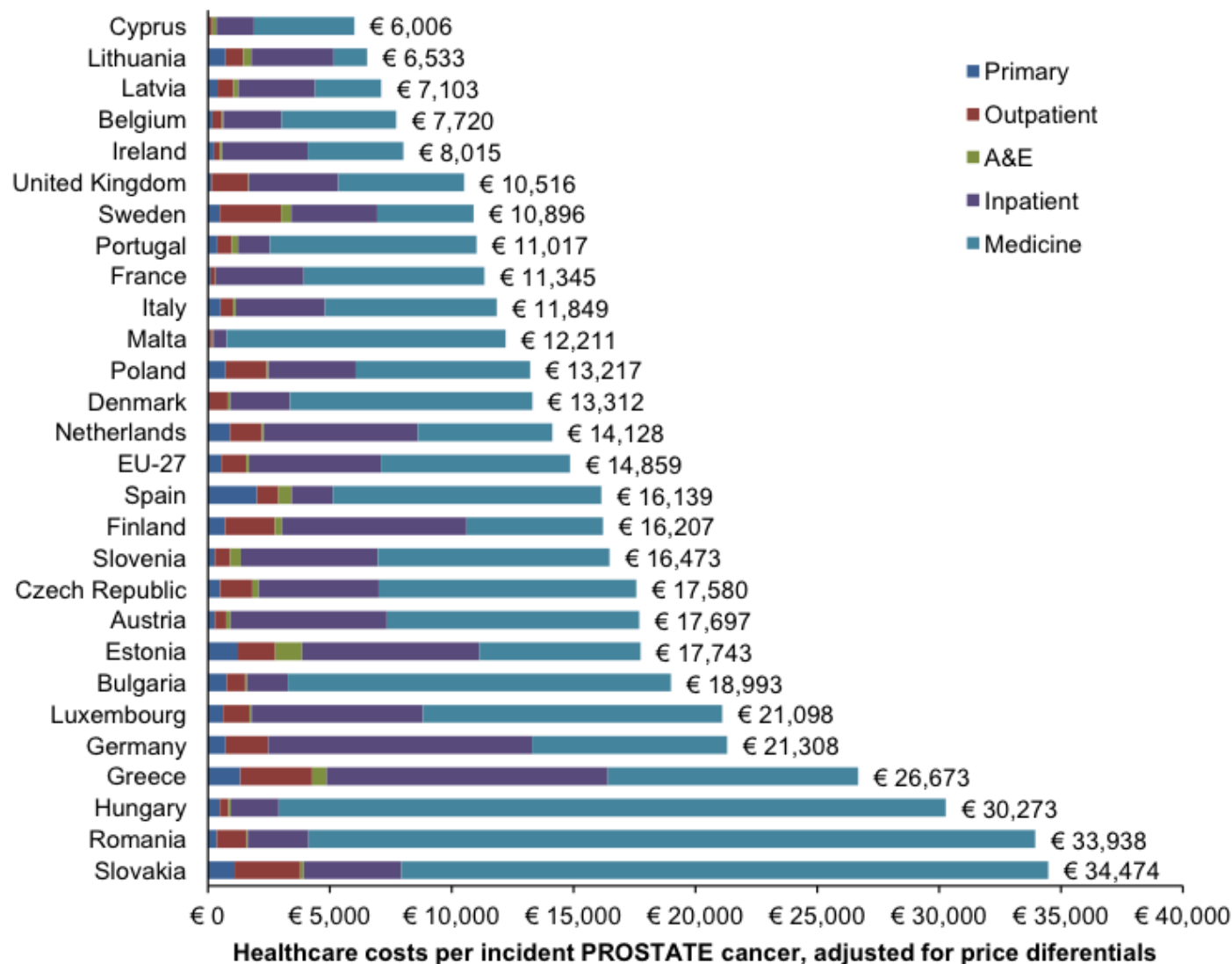
Frame 3: Macro-economics of cancer



Massive variation in spend across Europe



Includes cancer medicines



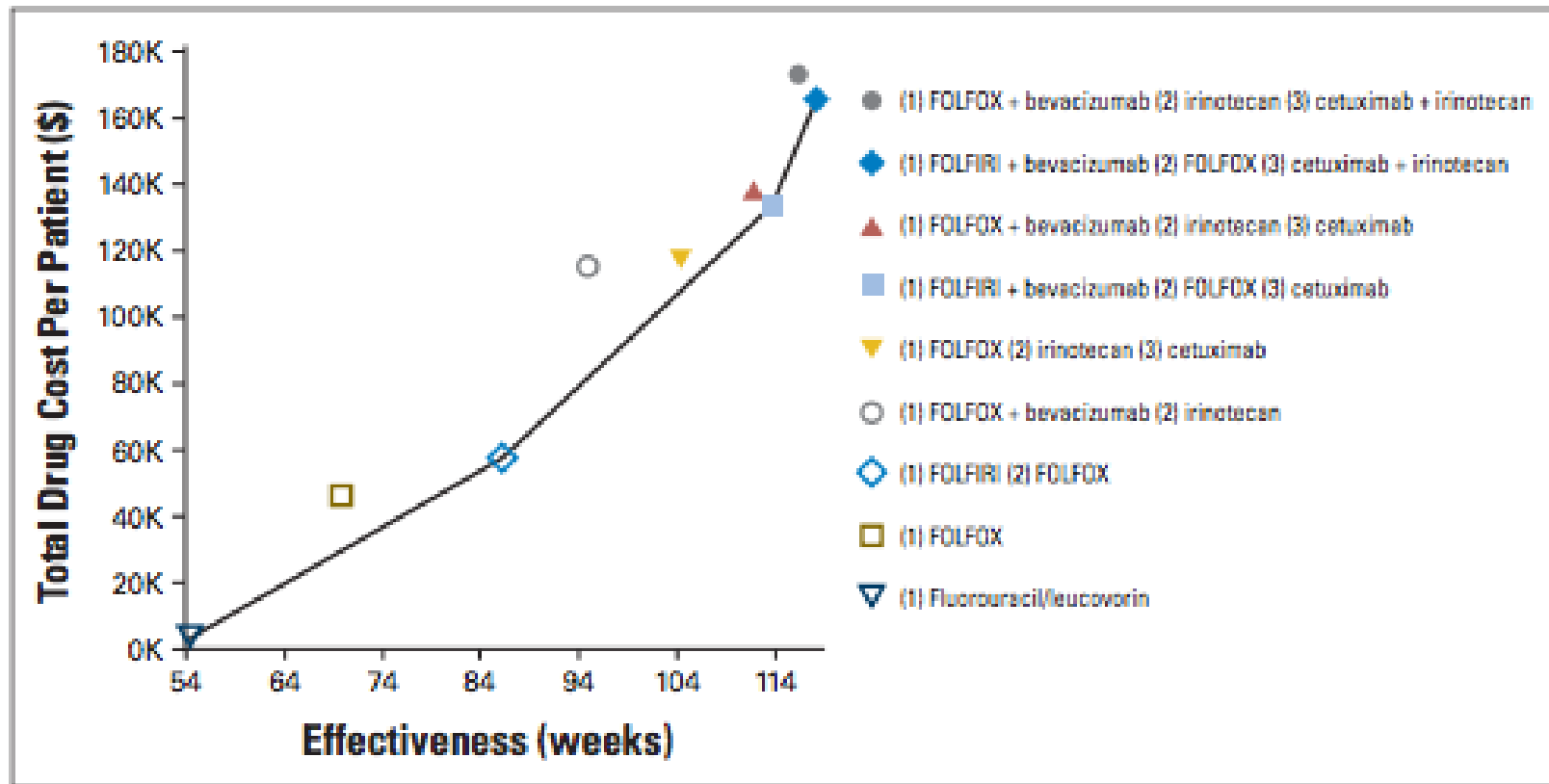
Pricing and reimbursement structures across Europe are Byzantine

serious problem now with **value** (price compared to outcomes) of new technologies

“Balthus problem”



But the cost issue is not a matter of single medicines:
cancer medicines are framed both as regimens and in the context of multi-modality treatment

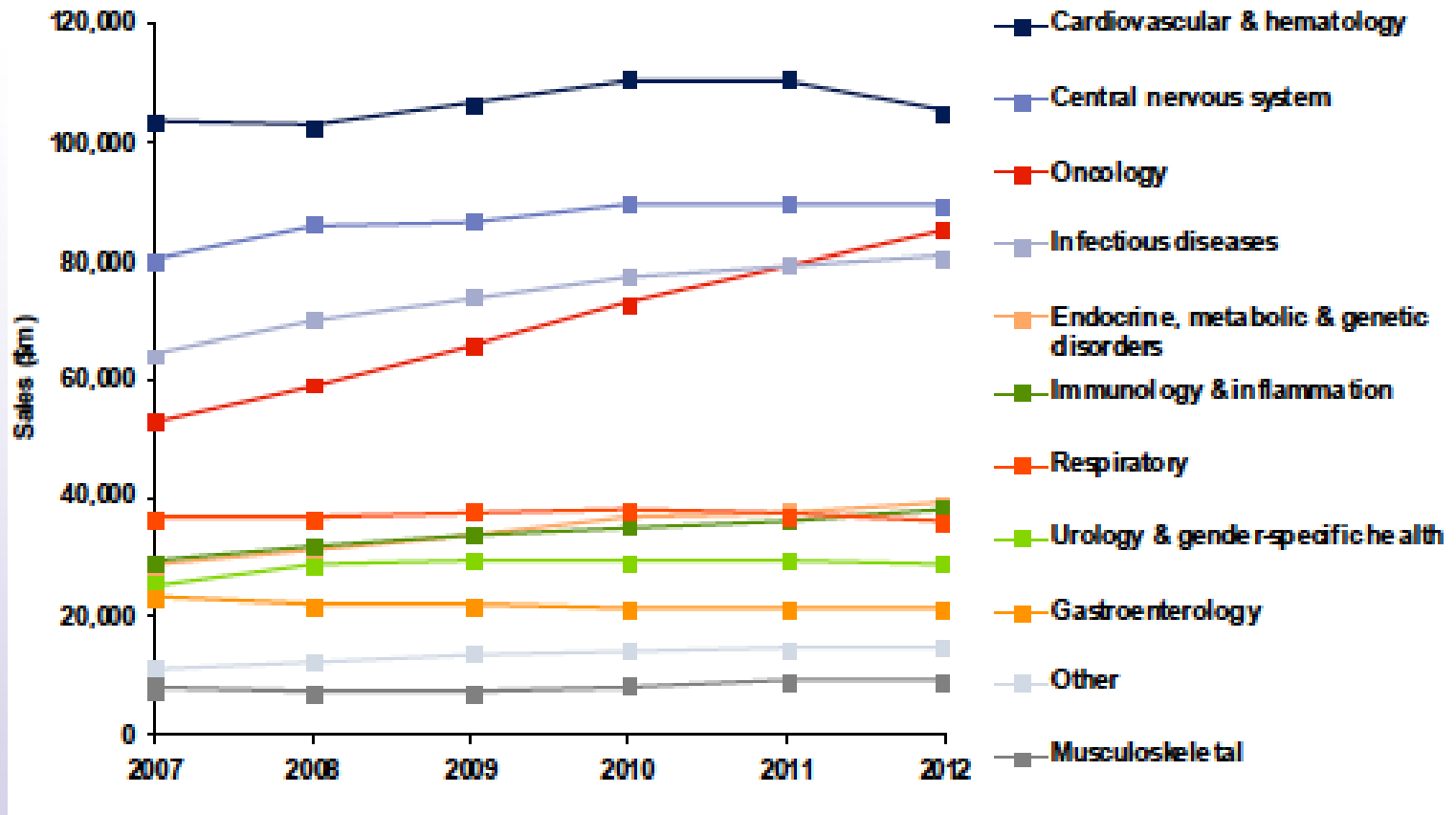


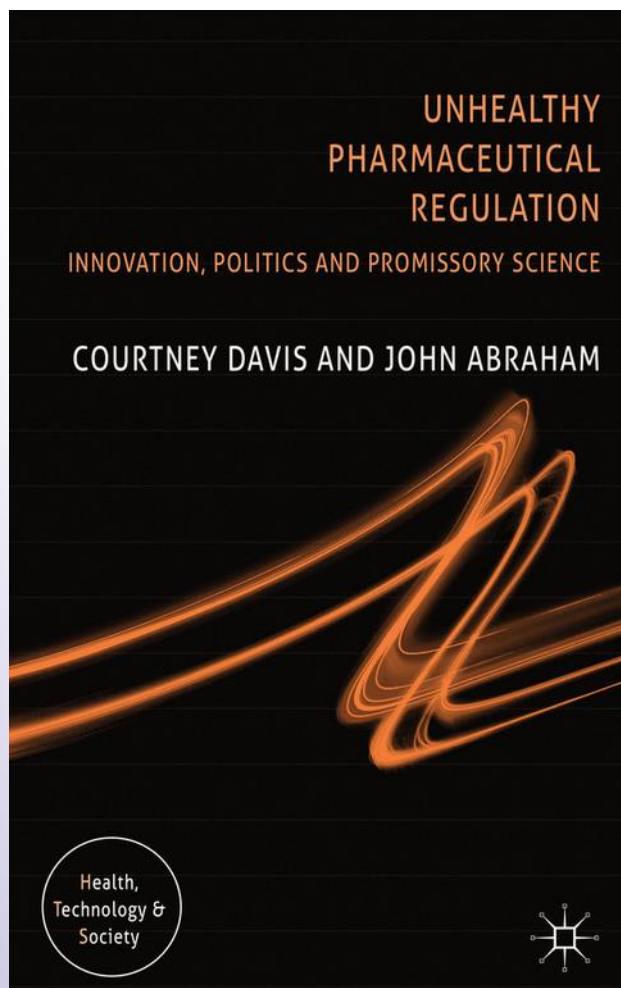
(96\$) per month to (\$53,000+) per month)

..520% increase in under 20 years

This leads us onto the other framing problem with macroeconomics of cancer medicines

*the commercial imperative...one of the single biggest areas for ROI
which swamps public good.*





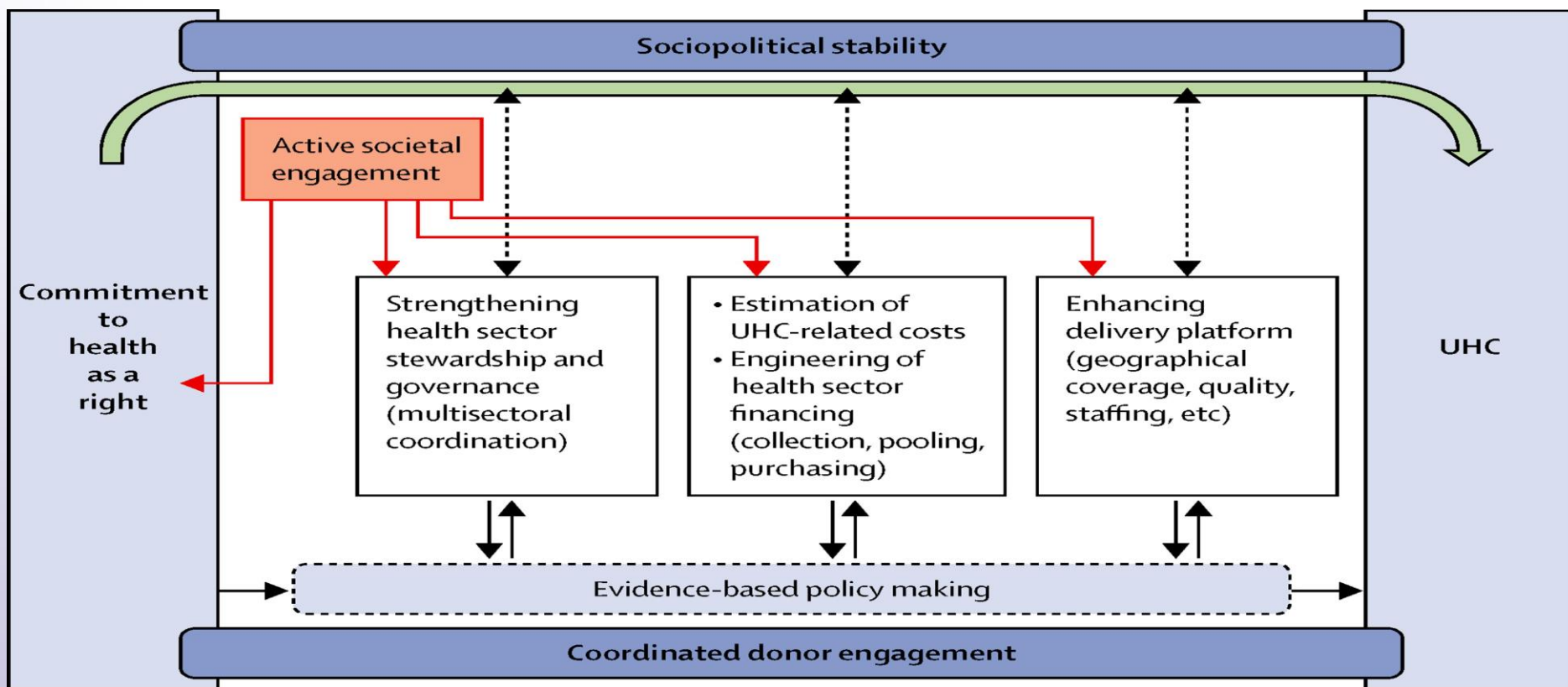
Problem for many EU countries is that one of divergence between regulatory public policy, and evidential needs for rational decision making systems, pricing and reimbursement structures

Framing public policy and access to cancer medicines



- “*Accurately measure costs & link to outcomes*”, Robert Kaplan & Michael Porter, Sept, 2011 Harvard Business Review: **not all medicines are equal, need to understand what is equitable access**
- Marketing authorisation & Health Technology Assessments. **In built inequity?**
- ‘Waste’ and corruption: systems of governance
- Research portfolio to inform practise and policy
- Macro-economic policy on cancer medicines

No easy way to fit cancer medicines access into UHC for Europe



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