

## Rationale of the initiative

Value added medicines contribute to addressing unmet patient needs. Moving from a one-size-fits-all to a much more tailored and patient specific approach, value added medicines are one of the key components of the customisation of healthcare. By answering patients' unmet needs, they represent a new horizon for those who are currently looking forward to a better quality of life with their treatment.

All patients differ and what works for one may not work as well for another. In a society where patients want to take ownership over their own health, value added medicines can help empower patients to feel better with their treatment.

While the majority of existing treatments deliver on their promises to a large number of patients, some may need to be adapted to match specific patients' needs. Value added medicines aim to offer patients a more tailored experience so they will feel more comfortable and satisfied with their treatment. For example, value added medicines can enhance a patient's quality of life and ultimately ensure better adherence and compliance by reducing side effects or by offering a better mode of administration more adapted to their lifestyle.

We see value added medicines as an opportunity to understand and support patients' unmet needs. The improvement of treatments containing known molecules should ultimately deliver additional health benefits and help patients to better manage their health condition. Attentive to patients' healthcare journey insights, the Value Added Medicines Group is developing a framework to unlock new opportunities to help patients in their healing process, offering more adapted medicines to those who need it

Patient involvement in the development of innovation is key. The role of patients in off-patent research should be more considered. Furthermore, the importance of patients' input and preference in the patient access process is fundamental to ensure the finished product best meets patient needs. The value added medicines sector ambition is to:

- Answer patient's unmet needs and improving their quality of life and enhancing social inclusion, by improving existing medicines based on known molecules.
- Include patients and their representatives needs in the development of our medicines.
- Support the inclusion of the patient's voice in medicines related decision making process.