



Linking public health and pharmaceutical care in Europe

Warsaw, October 2013



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Европейское региональное бюро

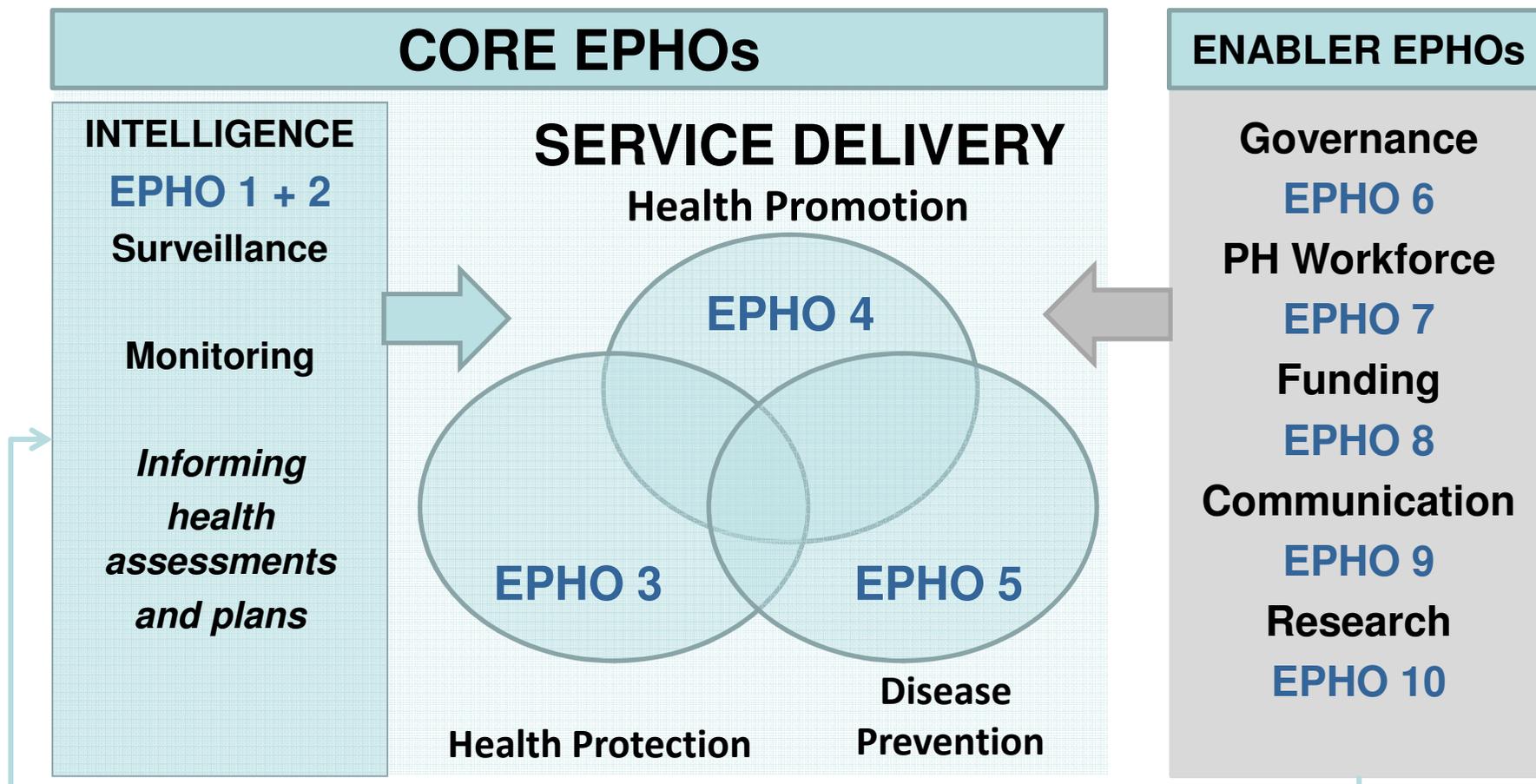
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WHO Europe

Presentation outline

- To what extent is public health interventions and access to health innovation balanced Europe?
- What is the contribution of public health interventions?
- What are the best buys?
- How do we best balance prevention and treatment and navigate the horizon scanning and introduction of valuable health innovations, while containing health expenditure , incl. pharmaceutical expenditure?

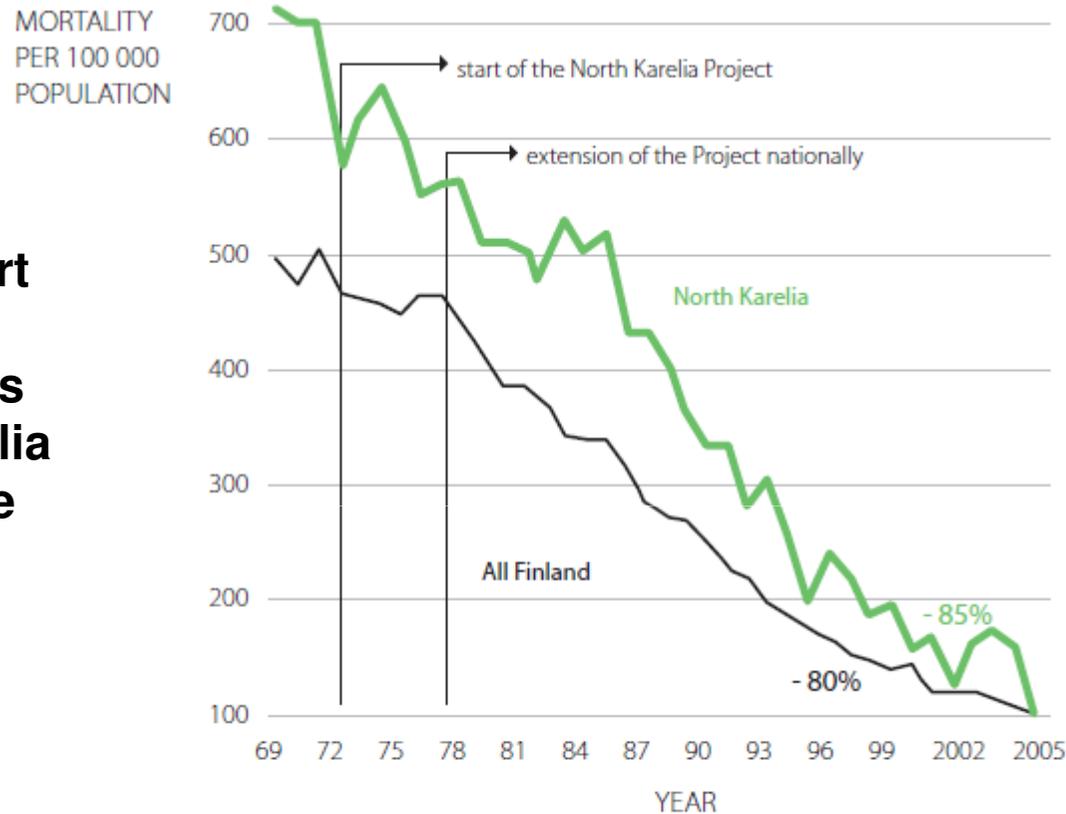
The European Action Plan for Strengthening Public Health and the ten Essential Public Health Operations (EPHOs)

VISION: Sustainable Health & Well-Being



Does prevention make a difference?

Age-adjusted coronary heart disease mortality rates in North Karelia and the whole of Finland among males aged 35-64 years, 1969-2005



Source: Puska et al. (10).

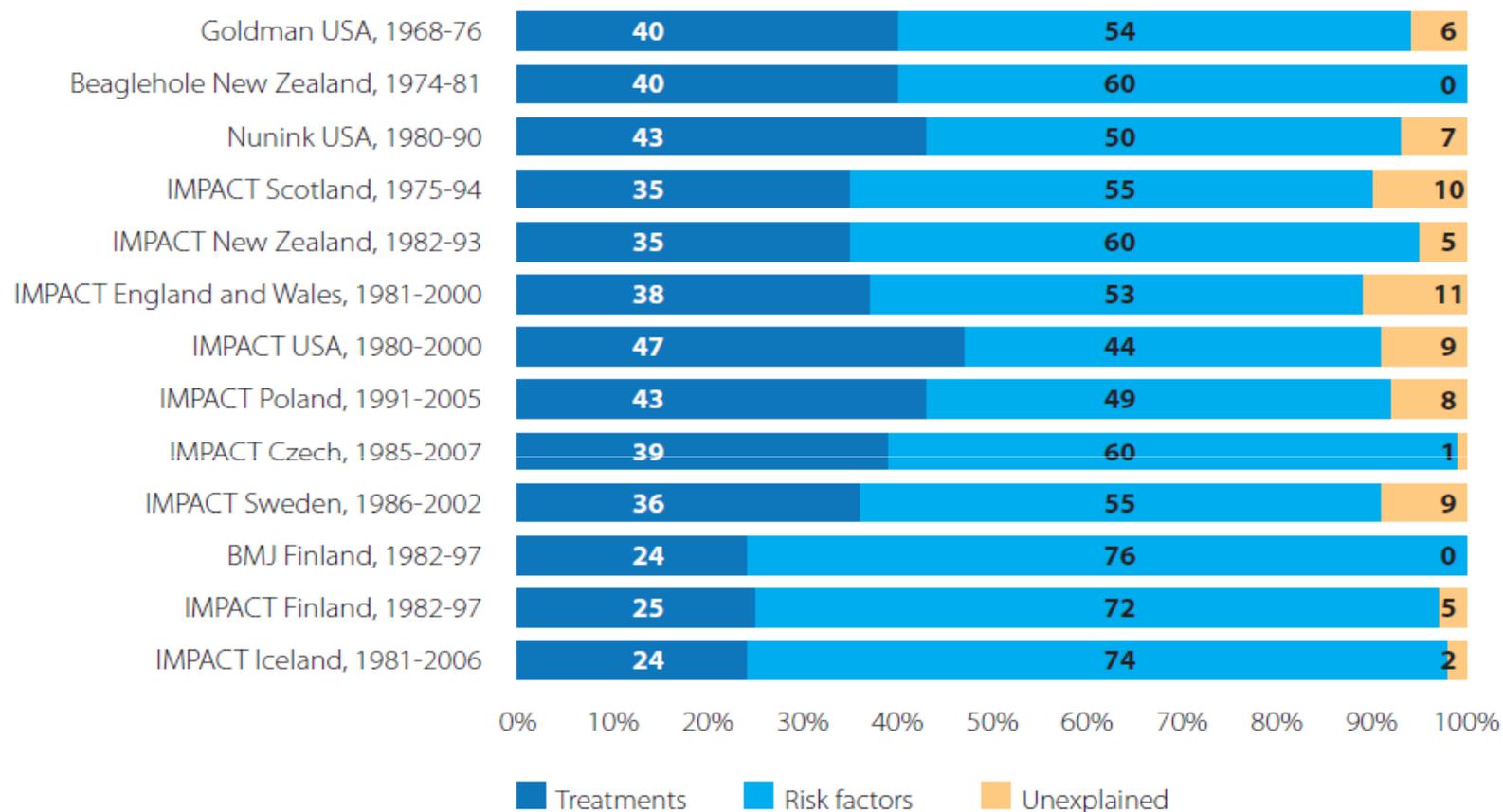


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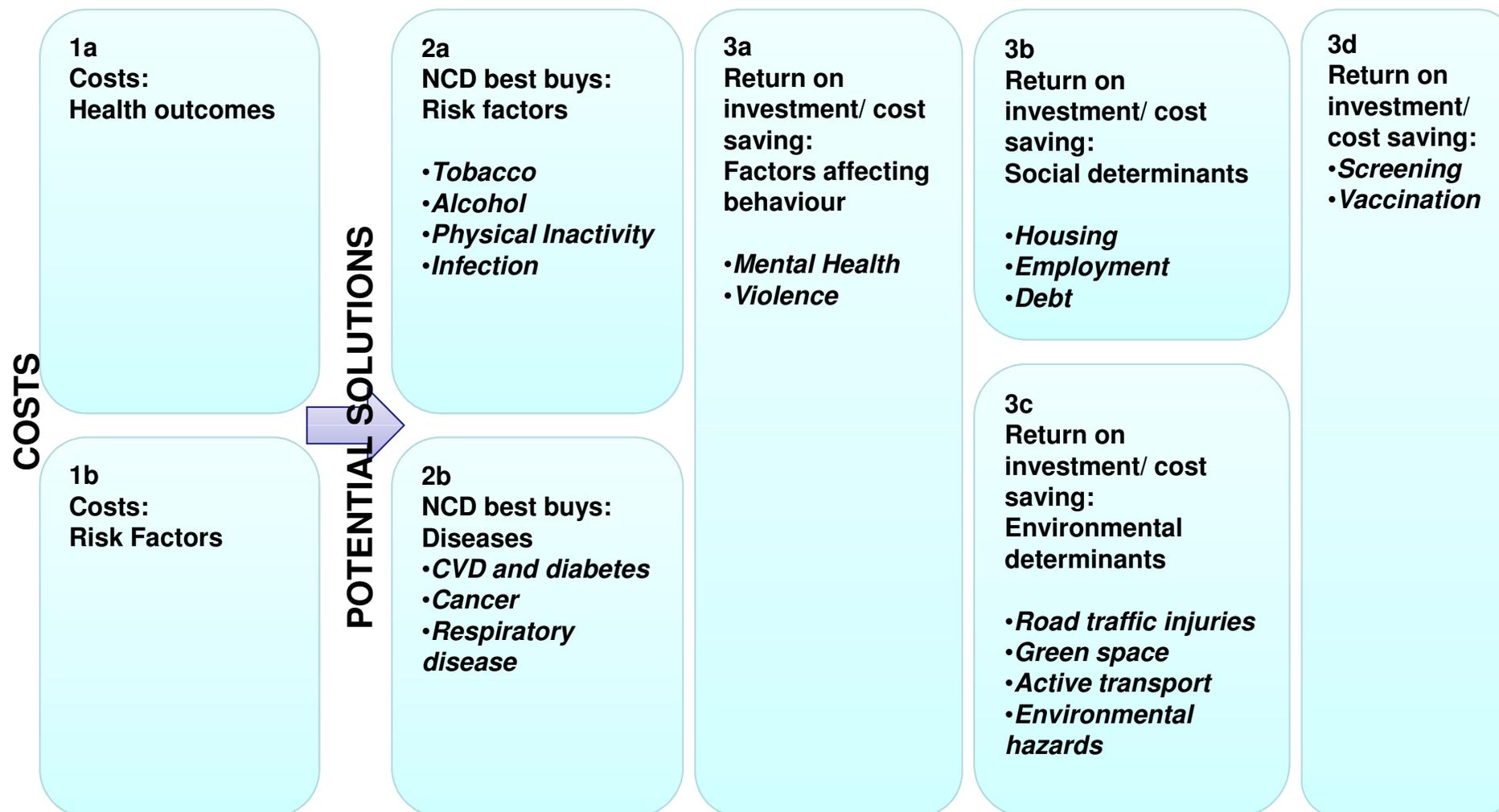
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The Contribution of treatment and risk factor reduction to the decline of global coronary heart disease mortality



Source: Ford et al. (11).

Summary of tables of costs, return on investment and cost saving prevention approaches



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Costs and DALYs for a range of diseases and risk factors

Cost of disease		Cost of risk factors	
Health Topic	DALYs lost in Europe (millions)	Health Topic	DALYs lost in Europe (millions)
CVD	36.4	Tobacco	17.7
Mental Health	28.9	Harmful alcohol use	17.3
Cancer	17.0	Unhealthy diet (overweight and obesity; low fruit and vegetable intake)	15.3
Communicable disease	15.9	Physical Inactivity	8.2
Road traffic injuries	3.6	Environmental risks	2.5
Diabetes	2.6		
Violence	1.9		

Additional costs to: Individuals, Populations and Society

Disease prevention:

Return on investment vaccinations

- DPT
- Flu
- MMR

Cost saving vaccinations like:

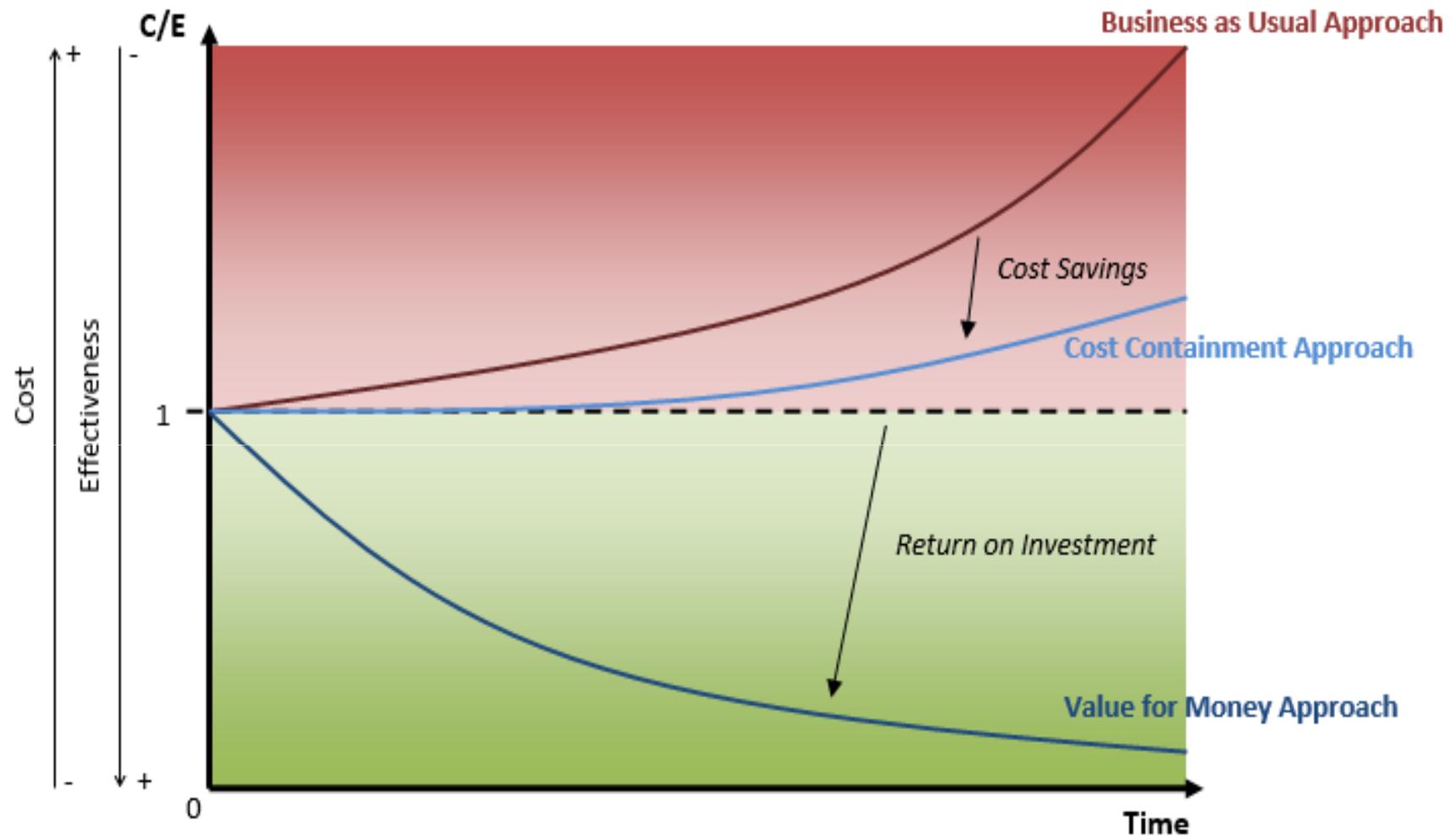
- Hepatitis B containing vaccine

Cost saving screening:

- Diagnosis of high Blood Pressure in PHC
- cancer screening like for cervical cancer

Health category	Examples of return on investment
Vaccination	<i>Flu vaccine (UK) (81,82)</i> <ul style="list-style-type: none">▪ Every £1 spent on targeted flu vaccination provides £1.35 of health savings▪ Savings rise to £12 per vaccination when health care workers are vaccinated

Figure A: Investment in Public Health – Value for money opportunity with improving cost effectiveness over time



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“Best Buy” Interventions for NCDs: Risk Factors interventions that are very cost-effective

Risk Factor (DALYs lost, millions; % global burden)	Interventions/actions <i>(core set of “best buys”)</i>
Tobacco use (>50; 3.7)	Protect people from tobacco smoke Warn about the dangers of tobacco Enforce bans on tobacco advertising Raise taxes in tobacco
Harmful use of alcohol (>50; 4.5)	Restrict access to retailed alcohol Enforce bans on alcohol advertising Raise taxes on alcohol
Unhealthy diet (15-30; 1-2)	Reduce salt intake Replace trans fat with polyunsaturated fat Promote public awareness about diet
Physical inactivity (>30; 2.1)	Promote physical activity (mass media)
Infection	Prevent liver cancer via hepatitis B vaccination



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“Best Buy” Interventions for NCDs: Diseases and cost-effective interventions

Disease (DALYs lost, millions; % global burden)	Interventions/actions <i>(core set of “best buys”)</i>
CVD and diabetes (170; 11.3)	Counselling and multidrug therapy for people (≥ 30 years) with 10-year risk of fatal or nonfatal cardiovascular events ≥ 30 % Aspirin therapy for acute myocardial infraction
Cancer (78; 5.1)	Cervical cancer – screening through visual inspection with acetic acid (VIA) and treatment of pre-cancerous lesions to prevent cervical cancer

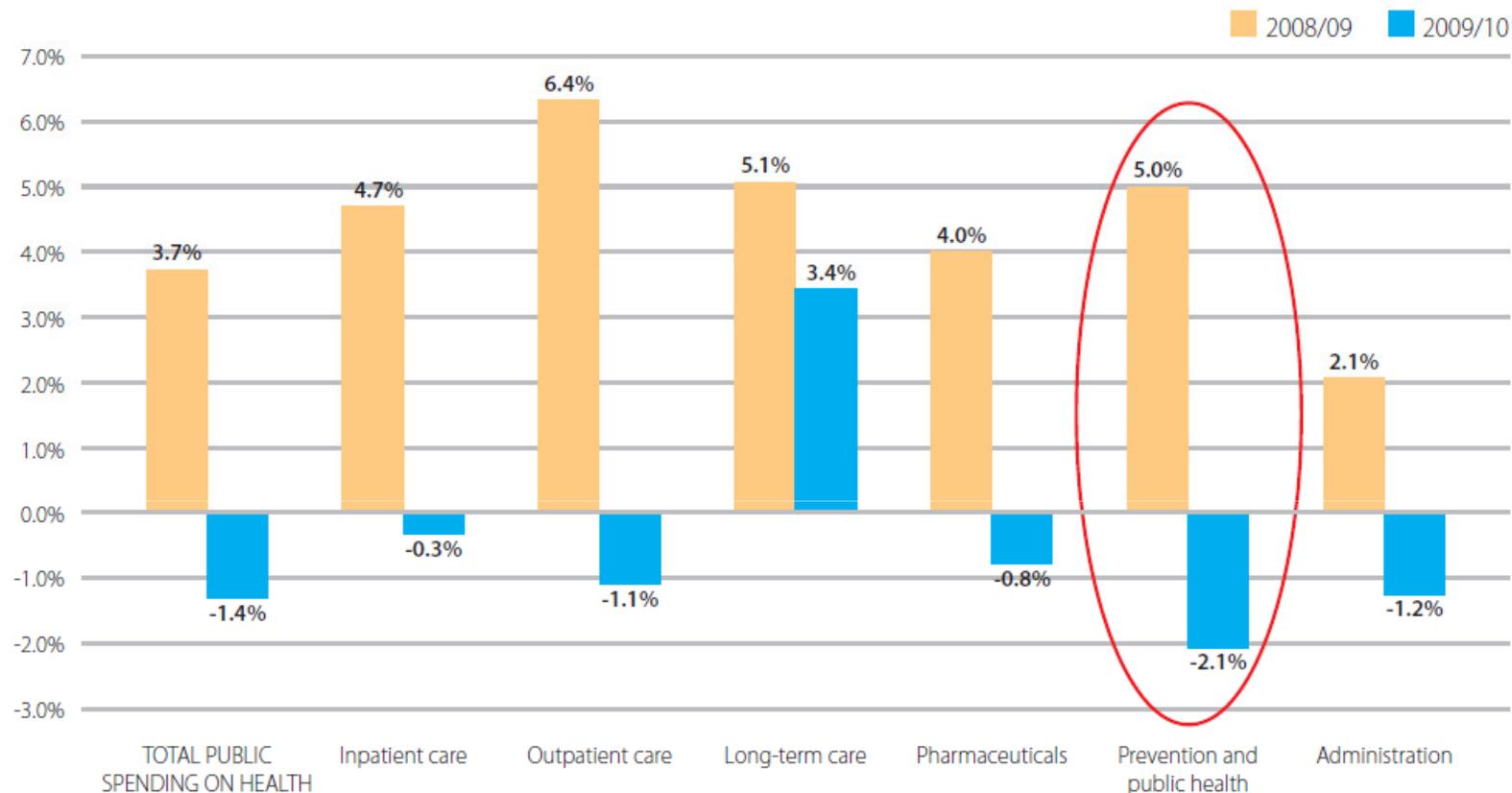


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Average growth in public expenditure by main healthcare function, selected OECD countries, 2008-2010



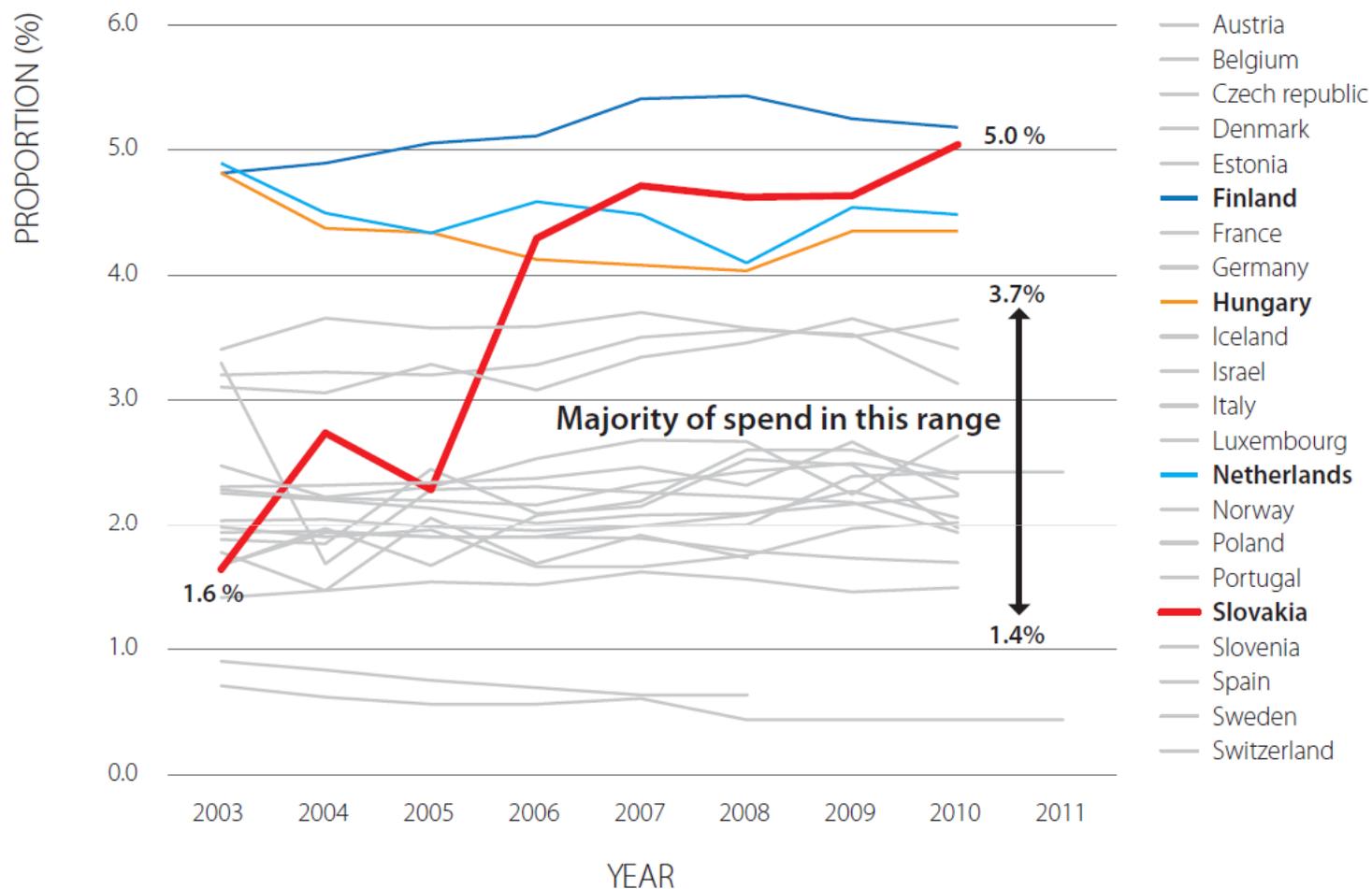
Source: OECD health data 2012 (6).



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Changes in proportion of total health expenditure spent on prevention and public health by OECD countries, 2002,2011



Source: Global health expenditure database (7).



Invest to save and improve health

Public health can be part of the solution:

Investment in prevention reduces health costs and lowers welfare benefits
Promoting health and well-being enhances resilience, employment and social outcomes

What works



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From prevention to treatmentand what is the place of health technology assessment



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To what extent is access to health innovation an issue in Europe?



53 countries in WHO European Region – Public Health interventions and Access to Health Innovation varies substantially across Europe



Systems for reviewing the value of health innovation *varies* across Europe as well as measures for introducing and paying for innovation. The new EU cross border directive will translate into system strengthening in a number of EU countries



Decisions on introduction of innovation are not always driven by evidence of better health outcomes – often pressure from stakeholders including patient organizations and Industry influences the decision making process



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Introducing innovations...a difficult path.....?

There is no doubt that health innovations, in combination with economic growth, societal and health system development have improved life expectancy and quality of life in most European countries – particularly related to communicable diseases...

...however, **we must be careful to choose the right disease assumptions and use clinically meaningful outcomes when we measure effect and value of health innovations, and our processes should be evidence based, efficient, transparent, timely, relevant and usable – and in practise we have to listen to the patient and whether they want the innovation**

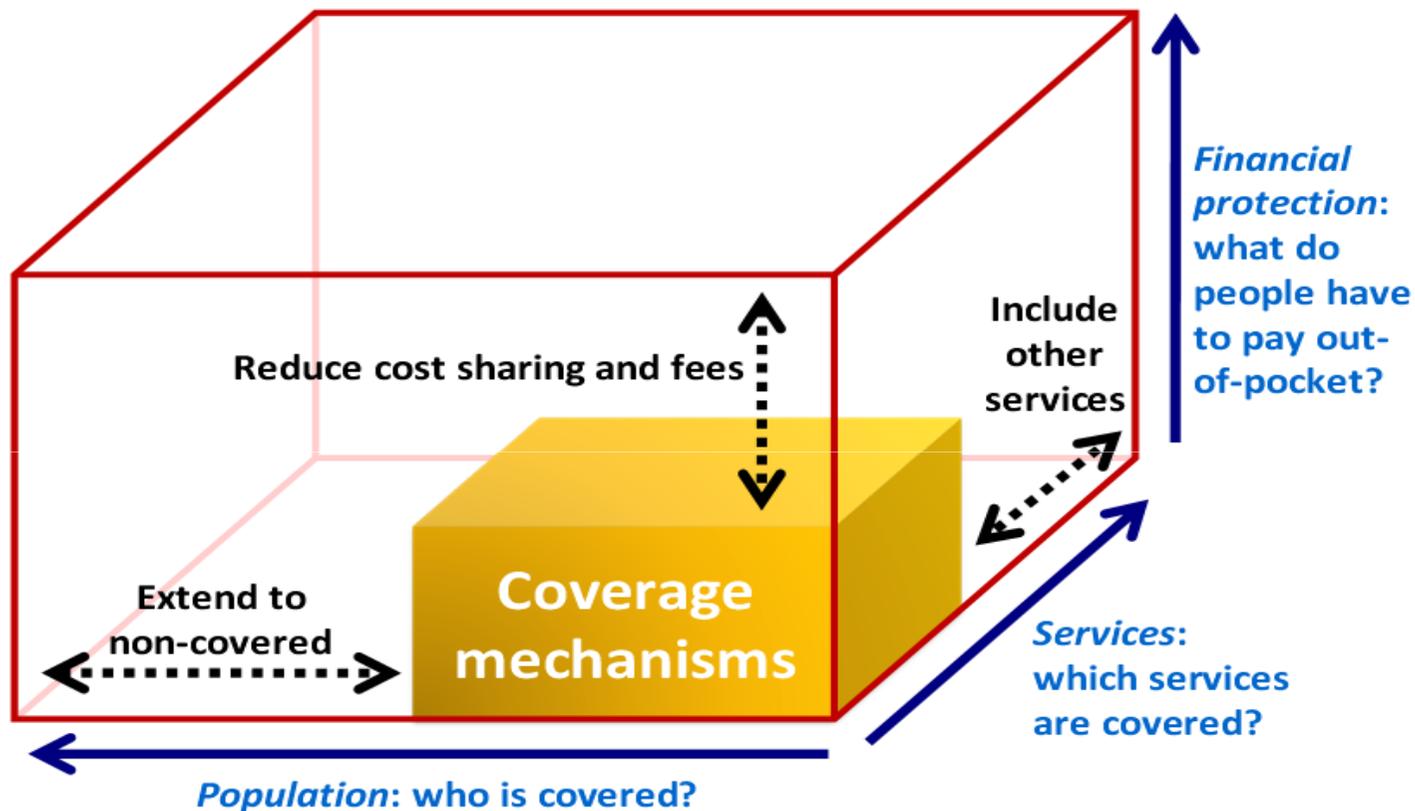


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COVERAGE – Innovations... what kinds of choices need to be made?



Breadth, depth and scope of coverage; level and distribution of utilization, extent of catastrophic and impoverishing payments...

How do we best navigate and balance our investments in health?



prevention and treatment

R&D, new medicines, jobs in pharmaceutical Industry etc.



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Managing cost of new medicines:



How do we know whether there is value for money when introducing new products ?

Much success and failure of new medicines introductions and public health interventions are anchored in engaging in the patient – having the patient decide what is right for them



How do we measure value for money in terms of health outcomes?



How do we include patient perspectives on value for money?

Systems perspectives: where are we and where should focus be ...

What are countries prepared to pay and what are the best investments (prevention & treatment)

Public health has to go hand in hand with treatment programmes and be consumer/ patient centred

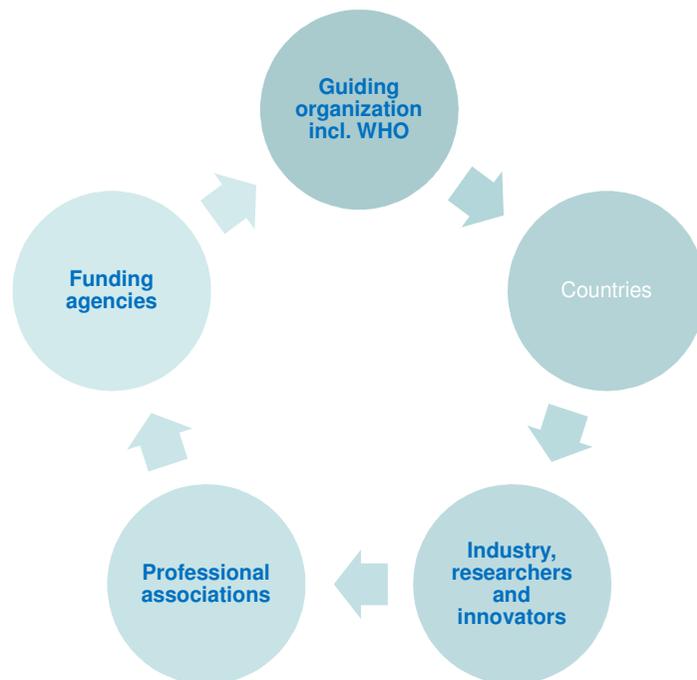
Critical medicines evaluation perilaunch, to consider if there is an added therapeutic value of new products and how much that value is worth to patient and society

Post-launch activities – including patients registries and monitoring of prescribing against agreed guidance to verify if the expected health outcome materialise – will be important to verify whether the expected health outcomes materialise

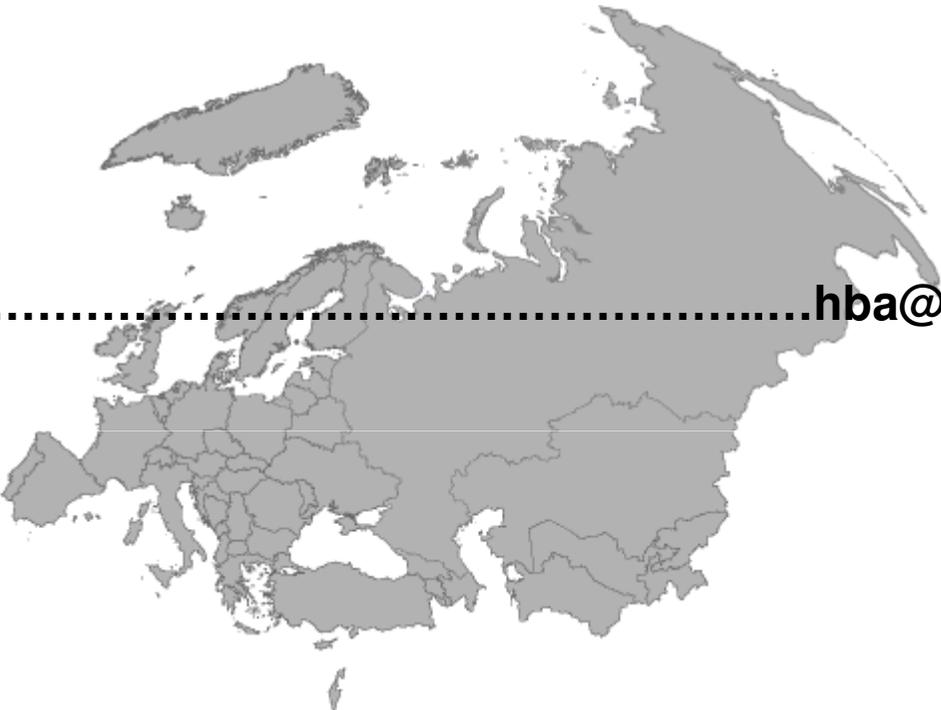


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- In summary – recommendations on getting value for money in the health system include many partners
- Focus on prevention as well as treatment is key
- Standards, systems and processes that supports efficient and transparent decisions making allow for making most efficient use of resources and ensure appropriate access and equity
- Develop systems that allow for monitoring of health outcomes, and support continuous improvements in decision making through critical analysis of data
- Think how you can prevent along with thinking about treatment - focus on the patient as well as society



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