



Public Affairs services



EU member states are facing **similar challenges** at the national level

- ✓ Patient Access to innovative drugs
- ✓ Pricing & Reimbursement procedures
- ✓ Sustainability and Performance of Healthcare systems
- ✓ Development of e-Health
- ✓ Regulation of “beyond the pill” solutions and services
- ✓ ...



Meanwhile, major changes are taking place in the European institutional landscape, with uncertain effects on Healthcare policies...



....and a growing number of topics are discussed at EU level, with potential impacts on national regulations

- ✓ IP Incentives and Patent Protection
- ✓ Gene & Cell Therapies
- ✓ Rare Diseases / Orphan Drugs
- ✓ Biosimilars
- ✓ HTA harmonization
- ✓ Artificial Intelligence & Health Data
- ✓ Medical devices regulations

Coordinated Public Affairs campaigns in support of market access for healthcare products

- ✓ Cross-country awareness campaigns
- ✓ Simultaneous roundtables and conferences
- ✓ Data gathering from multiple European countries
- ✓ Stakeholders plans across the EU

Advocacy and positioning on healthcare policies at EU level

- ✓ Monitoring and analysis of the EU political environment
- ✓ Coordination of affiliates to elaborate common positions on a given subject
- ✓ Public Affairs plans to leverage the EU level on national issues

We offer an integrated Public Affairs approach



We engage with various stakeholders

Government Parliament Regional authorities Medical experts & KOLs

Healthcare professionals Research institutions Political parties

Healthcare facilities National Administrations Patient advocacy groups

Think tanks Professional unions Academic & scientific societies ...



We deliver state-of-the-art Public Affairs solutions

- ✓ Public Affairs Strategy
- ✓ Public Affairs Roadmap
- ✓ Stakeholders Mapping
- ✓ Position paper / White paper
- ✓ Messaging Platform
- ✓ Strategic Event Planning (Roundtables, National Conference...)
- ✓ Study
- ✓ Political / Institutional Monitoring
- ✓ ...



We achieve positive outcomes for our clients

- ✓ Favourable environment in support of market access strategies
- ✓ Enhanced reputation
- ✓ Increased growth opportunities

Public Affairs Core Services

- ✓ Audit, Definition and Implementation of a PA Strategy
- ✓ Monitoring of the political environment
- ✓ Meeting plan with relevant stakeholders
- ✓ Coalition building
- ✓ On-boarding training for newly appointed local GM

Strategic Communications in support of Public Affairs

- ✓ PR and Media strategy
- ✓ Social Media monitoring

❖ **Strong expertise** in Public Affairs, alone or in support of Market Access strategies

- ✓ Senior management with proven experience in Government Affairs applied to the Healthcare sector and Patient Access
- ✓ **300+** projects and initiatives in 2017

❖ **“Think global, act local” is Medvance’s philosophy**

We combine:

- ✓ Close relationships established with local policy makers
- ✓ In-depth understanding of local environments and political dynamics
- ✓ Local offices in key European countries

With:

- ✓ An ability to reach out to European stakeholders
- ✓ An ability to address global challenges both at the national and European levels

❖ **Not just another European network of consultancies:** operating as a European economic interest grouping (EEIG), Medvance has privileged an integrated governance allowing for close coordination when implementing cross-country Public Affairs strategies



Medvance is a member of EUCOPE, Europe’s trade body for small to medium-sized innovative companies working in the field of pharmaceuticals, biotechnologies and medical technologies.

As an industry stakeholder recognized by the EMA, European Commission, European Parliament and Council, and by national authorities, EUCOPE is following important EU and national legislative dossiers in market access, rare diseases, pharmacovigilance, and medical devices, with a specific focus on the incentives framework.

Common Public Affairs capabilities: An example in the field of Rare Diseases



FRANCE

- ✓ Elaboration of the positioning platform of the Rare Diseases Committee for the pharmaceutical industry representative association in France
- ✓ Organization of a series of institutional conferences, both in United States and Europe, gathering French and American decision-makers in the field of medicines and innovation
- ✓ Tabling of an amendment and contacts with MPs and Government to delete a disposition in the Financing Bill authorizing the generics of a specific category of drugs



SPAIN

- ✓ Publication of a report on Rare Diseases and Orphan Drugs for the Ministry of Health
- ✓ Support for a key professional federation on Rare Diseases
- ✓ Identification of key stakeholders in each autonomous communities health systems, in each region related to the drug indications, analyses of disease management and characteristics in each region



ITALY

- ✓ Organization of a cycle of roundtables between high level institutional representatives and pharma companies' CEOs
- ✓ Organization of a conference about "Research and clinical trials in Italy" in collaboration with the University of Pavia and Irccs San Matteo di Pavia
- ✓ Collaboration with the University of Milan and Rare Disease companies for a media tutorial aimed at analyzing the role of Media in delivering appropriate and responsible information



GERMANY

- ✓ Organization of a breakfast event at the Parliament club in Berlin on a pediatric drug in order to increase awareness
- ✓ Through key opinion leaders' involvement, participation of patient representatives at the G-BA's oral hearing with impactful speeches on an orphan drug
- ✓ Organization of an expert roundtable in Switzerland in the context of a new orphan disease



UK

- ✓ Product support through commissioning systems (NICE, SMC, NHS England)
- ✓ Collaboration with a leading UK think tank on gene therapies
- ✓ Engagement with key stakeholders on the specific access challenges facing both Gene therapies and Rare Diseases, related to the appropriateness of the HTA pathways available to Gene therapies and OMPs.

The Public Affairs Team



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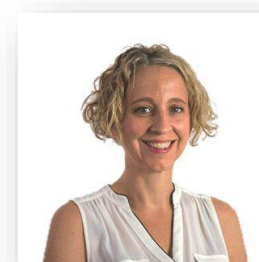
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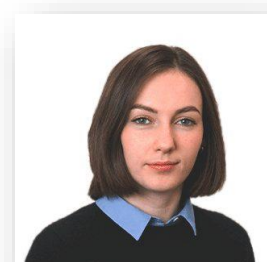
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