

Fulfilling the Biosimilar Promise: Report Highlights Key Principles in Support of a Sustainable Market

For Immediate Release

Date of release: 19 September 2016

- **Aligning payers' and manufacturers' understanding of the short, medium and long term benefits of biosimilar medicines is a cornerstone of sustainable biosimilar policy making, says new report.**
- **Gainsharing schemes have proven successful drivers of increased use of biosimilar medicines in medical practice across Europe.**
- **Pricing and market access policies will provide for long term competition and delivery on the promise of healthcare system sustainability as long as:**
 - **multiple biosimilar medicines manufacturers can participate in a market.**
 - **commercial attractiveness is ensured.**
 - **there is a balanced relationship between price erosion and biosimilar medicines use in medical practice.**

Biosimilar medicines provide a tremendous opportunity for governments throughout Europe to increase patient access to treatment with modern biologic therapies while at the same time supporting the sustainability of healthcare budgets. **These benefits will however only continue provided the biosimilar medicines market is developed in a sustainable way. The cornerstone of a sustainable biosimilar medicines market is the alignment of payers' and manufacturers' understanding of the benefits in both the short and long terms, [a new report revealed today.](#)**

The research, undertaken by Simon Kucher & Partners on behalf of the **Biosimilar Medicines Group**, a **Medicines for Europe** sector group, takes a deep dive into biosimilar medicines pricing and market access policies across 7 European countries (DE, ES, FR, IT, NO, PL and the UK) and their impact on parameters such as biosimilar medicines use and price. Through a detailed analysis of today's biosimilar medicines landscape, combined with interviews with payers, policy makers and industry representatives, Simon Kucher & Partners were able to develop principles supporting a sustainable biosimilar medicines market, taking into account the perspective of both payers and manufacturers.

Michael Dilger, Partner at Simon-Kucher & Partners, explained that *"the challenge for a sustainable biosimilar medicines market is to align the perspectives of both payers and manufacturers. This report tried to develop principles for a sustainable biosimilar medicines market that were acceptable for both stakeholder groups."*

The research puts forward 13 principles, among which: the importance of healthy competition (multiple business operators), commercial attractiveness and a balanced relationship between price erosion and biosimilar medicines use in medical practice. **Carol Lynch, Chair of the Biosimilar Medicines Group and Global Head of**

Biopharmaceuticals at Sandoz highlighted that, “a sustainable biosimilar medicines market is one that provides continued benefits to all stakeholders: increased access for patients, more treatment options for physicians, sustainability healthcare budgets for payers and business opportunities for manufacturers. Beyond the payer-industry relationship, a multi-stakeholder approach is crucial to develop a sustainable biosimilar medicines market and gainsharing in particular has proven to be a successful driver for increased utilisation of biosimilar medicines in medical practice throughout Europe providing benefits to all stakeholders”.

For full insight, please find the report [here](#).

The report will also be presented through a dedicated webinar on Friday 24 September. For more information, please contact Andrea Bedorin at Medicines for Europe: abedorin@medicinesforeurope.com.

About the Biosimilar Medicines Group

The **Biosimilar Medicines Group** is a sector group of **Medicines for Europe** and represents the leading companies developing, manufacturing and marketing biosimilar medicines across Europe. Our members bring competition to the biologic medicines market, thereby increasing access to highly innovative medical treatments to patients in Europe and around the world, and supporting the sustainability of the European healthcare systems.

About Medicines for Europe

Medicines for Europe (formerly EGA) represents the generic, biosimilar and value added medicines industries across Europe. Its vision is to provide sustainable access to high quality medicines, based on 5 important pillars: patients, quality, value, sustainability and partnership. Its members employ 160,000 people at over 350 manufacturing and R&D sites in Europe, and invest up to 17% of their turnover in medical innovation. **Medicines for Europe** member companies across Europe are both increasing access to medicines and driving improved health outcomes. They play a key role in creating sustainable European healthcare systems by continuing to provide high quality, effective generic medicines, whilst also innovating to create new biosimilar medicines and bringing to market value added medicines, which deliver better health outcomes, greater efficiency and/or improved safety in the hospital setting for patients.

For more information please follow us at www.medicinesforeurope.com and on Twitter [@medicinesforEU](https://twitter.com/medicinesforEU).