



# New report reveals need for pricing and reimbursement and procurement reforms to ensure patient access and healthcare sustainability

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The generic medicines sector provides most prescription medicines in Europe, helping patients and healthcare professionals manage some of the most challenging health conditions, virtually across all therapy areas. Moreover, the COVID-19 pandemic showcased the essential role that off-patent medicines play in a large public health crisis.

As recently highlighted in the Pharmaceutical Strategy, tender reforms, pricing and reimbursement reforms and greater use of generic medicines are essential to ensure patients can access the medicines they need and to enhance healthcare sustainability. This demonstrates that generic medicines provide an outstanding opportunity to improve patient access to safe and effective medicines. However, to fully realise this potential, effective and comprehensive generic medicines policies are required.

The '2020 generic market review' provides a comprehensive overview of generic medicine policies in 22 European countries covering eight main topics: pricing systems, control of excessive spending, retail tendering, hospital tendering, reimbursement systems, physician incentives, pharmacist incentives and patient incentives.

Medicines for Europe Director General Adrian van den Hoven commented “*The report clearly shows the need for pricing and reimbursement and procurement reforms in order to expand patient access, promote sustainable uptake of generic medicines and increase security of supply. Unsustainable medicines policies, like unpredictable clawback policies and price cuts, have to be avoided at all cost*”

The 2020 Generic market review can be accessed [here](#).

## Medicines for Europe

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**Medicines for Europe** 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 directly employ 190,000 people at over 400 manufacturing and 126 R&D sites in Europe and invest up to 17% of their turnover in R&D investment. 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](http://www.medicinesforeurope.com) and on Twitter [@medicinesforEU](https://twitter.com/medicinesforEU).