



Making Medicines Affordable

EGA

Myths and Realities

of the pharmaceutical industry

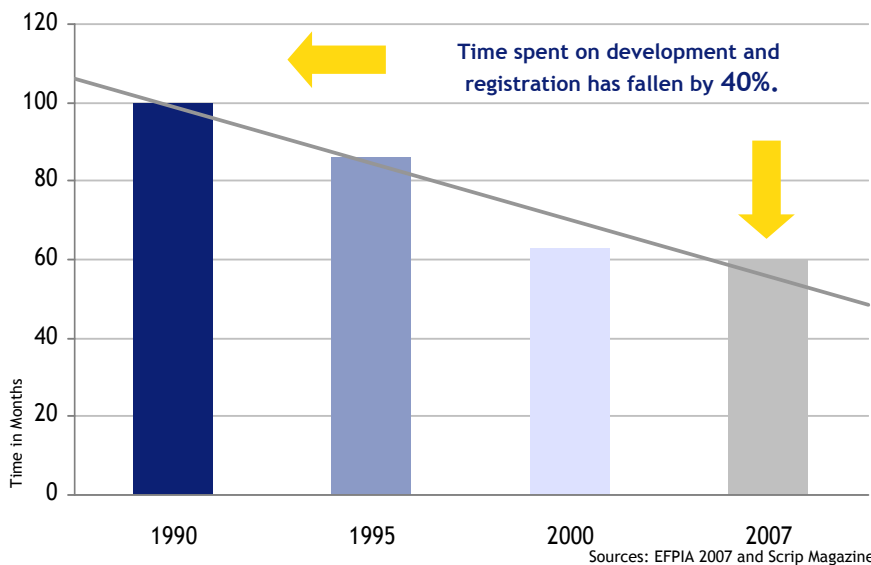
Myth

It takes an increasingly long time to develop and register a new pharmaceutical product.

&
Reality

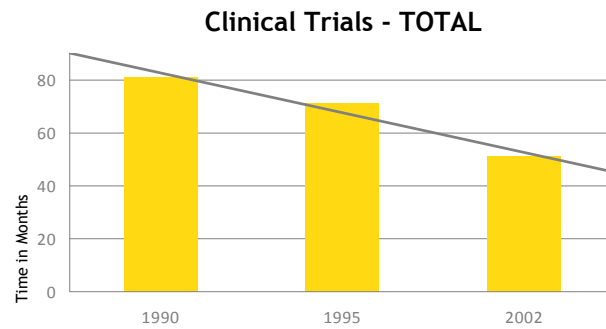
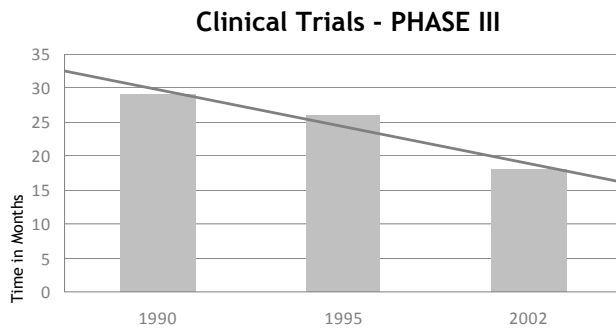
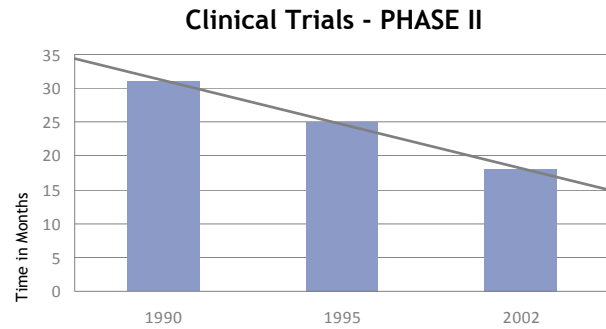
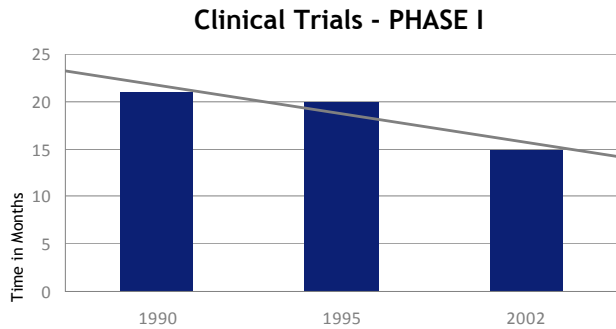
Pharmaceutical development and registration time is actually *decreasing*.

Decreasing Development and Registration Time
For Pharmaceuticals Products



Contrary to popular opinion, the average time spent in pharmaceutical development and registration for each product has **decreased by 40 months** in the past 17 years, giving originator companies three and a half extra years of market exclusivity ... and **three and a half extra years to make a return on investment**.

Despite complaints by the pharmaceutical industry, the evidence is compelling: development and registration times have decreased dramatically in recent years.



There is ample "...evidence that R&D times have indeed *shortened considerably* over the past 15 years, and that this improvement has occurred *across all phases* of development. In fact the reduction in time taken to conduct Phase II and III trials in particular is rather impressive. So it would appear that while the industry is not doing drug development any better, it is at least *doing it quicker*."

Source: Ian Lloyd MD of Pharma Projects in Scrip Pharmaceutical Magazine - February 2002

“...the likelihood of success in phase III trials rose by five percentage points.”

DiMasi, Hansen, and Grabowski, "The Price of Innovation", p.163, 2002

Formed in 1993, the EGA is the official representative body of the European generic pharmaceutical industry, which is at the forefront of providing high-quality affordable medicines to millions of Europeans and stimulating competitiveness and innovation in the global pharmaceutical sector.