



Making Medicines Affordable

# EGA

## Myths and Realities

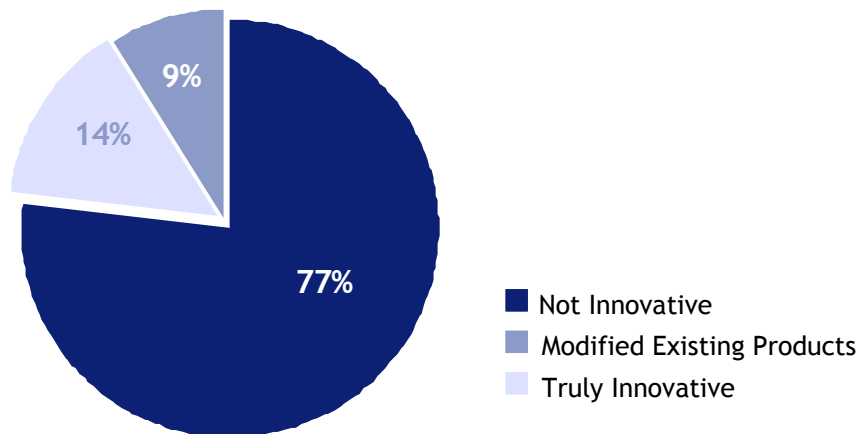
of the pharmaceutical industry

*Myth*

New, expensive medicines automatically provide better treatment for patients.

*&*  
**Reality**

Most “new” and expensive medicines are not truly innovative and provide only limited or *no added therapeutic benefit* to patients.



“...in the five years 1998 through 2002, 415 new drugs were approved by the Food and Drug Administration (FDA), of which **only 14 percent were truly innovative**. A further 9 percent were old drugs that had been changed in some way that made them, in the FDA’s view, significant improvements. And the remaining 77 percent? Incredibly, they were me-too drugs – classified by the agency as being no better than drugs already on the market to treat the same condition.”

Marcia Angell, “The Truth About the Drug Companies”, 2004

“More and more drug makers are turning to reformulation to prolong the lifecycle of their top sellers and protect precious revenue from generic copies, as well as supplement dwindling pipelines..”

Source: In-Pharma - 2007

### The NEXIUM® example:

- “Nexium® costs much more than Prilosec®, which is now available in both a generic and over-the-counter. PAL’s lawsuit claims AstraZeneca misled consumers into thinking the drug was an improvement over Prilosec, even though clinical studies show that Nexium® is no more effective than Prilosec®.”

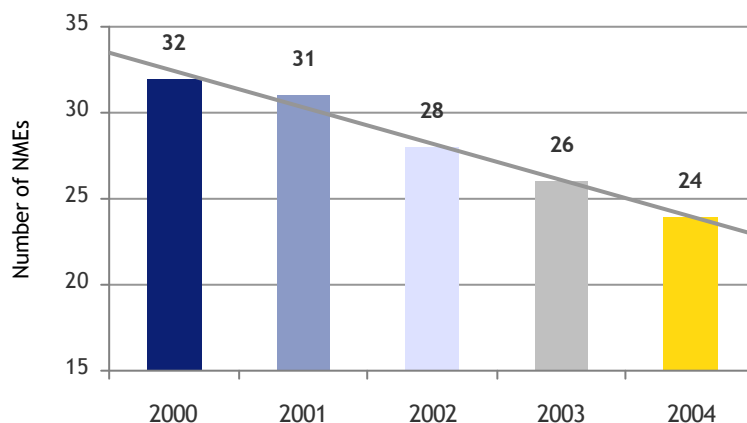
PAL Director Alex Sugerman-Brozan interviews Jerry Avorn, MD (2004)  
author of “Powerful Medicines: The Benefits, Risks and Costs of Prescription Drugs”

- “...An alternative rationale suggested for the use of esomeprazole [Nexium®] was the reduction in interindividual variability in efficacy. There is, however, little evidence for even this advantage.”

Somogyi A., Bochner F., Foster D. (2004). Inside the Isomers:  
The Tale of Chiral Switches. Aust Prescr 27, 47-49.

### Number of New Molecular Entities (NMEs)

Launched Worldwide 2000-2004



EFPIA, The Pharmaceutical Industry in Figures 2007  
(Total NMEs including biotechnology products)

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.