

Update/Consider, ¿Why we matter in the Mexican market? What do we offer that others do not? How can we transmit this in a better way?

Great Challenges to achieve:

ACCESS

There are great challenges to achieve access to innovative therapies for all.

☐ **Public Policy**

- NHS
- Budget
- Universal coverage that includes more innovative therapies
- Reliable health

☐ **Pharmaceutical Policy**

☐ **Basic Formularies and Catalog of Medicinal Products (CSG)**

☐ **Rationalization of drugs**

☐ **Institutional supply**

- Coordinating Commission for the Negotiation of Prices
- Market Research
- Rules for the accreditation of national content
- Procurement administrative processes

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❑ **Public Policy**

- NHS
 - ✓ Improving the quality of services
 - ✓ Optimizing Infrastructure
 - Hospitals
 - Medical
 - Nurses
- Budget
 - ✓ Ad Hoc to the epidemiological transition and needs of the Mexican population.
- Universal coverage that includes more innovative therapies
- Reliable health
 - ✓ Metrics that demonstrate that the measures adopted, mitigates health problems.

❑ **Pharmaceutical Policy**

- Balanced (G vs. Innovative)
- Quality, Safety and Efficacy
- Respect for Intellectual Property

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❑ **Basic Formularies and Catalog of Medicinal Products (CSG)**

- Adjustments to the Internal Regulation of the Interinstitutional Commission
- That recognizes the real value of the innovation drugs
- That includes internationally adopted methodologies to evaluate drugs:
 - ✓ Pharmacoeconomics
 - ✓ Scientific Evidence
 - ✓ That be impartial and consistent with the needs of the population.

❑ **Rationalization of drugs**

- Fair measures
- Include more diseases to the Seguro Popular CAUSES
- Remove institutional bureaucratic processes
- IMSS Control Tower

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❑ **Institutional supply**

- Coordinating Commission for the Negotiation of Prices
 - ✓ Transparency
 - ✓ That be negotiation
 - ✓ Guaranteed volumes
 - ✓ Relocation of resources saved
- Market Research
 - ✓ Guidelines with internationally recognized standards
- Rules for the accreditation of national content
 - ✓ Enforce and prevent unfair competition
- Procurement administrative processes
 - ✓ Homologated
- To public officials Education
- Timely payment to providers

What do we offer that others do not?

Asociación Mexicana de Industrias de Investigación Farmacéutica's main principle is protection and guild representation, it also contributes to motivate and foster the fundamental values of its affiliates:

1. Research and Development
2. Brand Medicines
3. Intellectual Property
4. Respect to Medical Prescriptions
5. Scientific Information
6. Social Developer Motivator
7. Free Supply

Value Industry

Merit/Value	We offer and can transmit
Research/Development	<ul style="list-style-type: none"> •Dedicated to Research and Development •Constantly working on behalf of the population's improvement of health and life expectancy. •Control and eradication of diseases, life quality of the population through research and the discovery of new medicines, as well as the production and marketing of products with high quality standards, that are also safe and reliable. •With research technologies of areas such as molecular Biochemistry, Genetics, cell Biology, Immunology, IT and Clinical Research Practices for the assurance of efficiency and safety in the use of medicines.

Value Industry

Merit/Value	We offer and can transmit
Brand medicines	<ul style="list-style-type: none"> •A brand medicine has its name, the study that the laboratory carried out during many years for its development. •Eight to twelve years went by for its marketing. •Out of 10 thousand substances that are studied at the laboratory, only one becomes feasible. •A significant scientific effort, financed through the investment of 15 to 21% of the annual income of the companies that research and develop them. •The cost of each medicine in its development stage is in the order of 900 million dollars. •The obligation and the responsibility of providing trustworthy information and education on its products and responding before events.

Value Industry

Merit/Value	We offer and can transmit
Intellectual Property	<ul style="list-style-type: none"> • Legal protection of inventions stimulates new inventions that improve society's life levels. • Patents have allowed to compensate the people or organizations that were the inventors, the risks incurred upon in the research and in the development of its invention.

Value Industry

Merit/Value	We offer and can transmit
Respect to the medical prescription	<ul style="list-style-type: none"> •The prescription received by each patient is backed up by years of academic preparation, permanent scientific updating, and the clinical experience of their doctor. •The doctor/prescription/medicine relationships are indissoluble and therefore, self-medication and the substitution of medicines are serious threats for the patients. •The use of medicines without a medical prescription turns them many times into useless substances and in other cases, dangerous and potentially mortal. •Only when the doctor prescribes and surveys the administration of such medicines, will they efficiently fulfill the therapeutic function they were created for.

Value Industry

Merit/Value	We offer and we can transmit
Scientific Information	<ul style="list-style-type: none"> •Commitment to back up the affirmations about our products with exhaustive information, technical as well as scientific, available and that it complies with the current medical and scientific knowledge. •Adherence to the regulations of the Code of Ethics of Scientific Information.

Value Industry

Merit/Value	We offer and can transmit
Social Development Motivator	<ul style="list-style-type: none"> •It generates more than 78,500 direct jobs of high value (scientists, technicians, postgraduate professionals, and highly specialized laborers). •Their remunerations are on average two times greater than those of the economy's secondary sector. •Responsible for more than 330,000 indirect jobs •It pays taxes : Approx: 28,000 mdd •It exports: Approx: 2,200 mdd

Sources: INEGI; Science and Development June 2009; AMIIF Clinical Research Survey 2003-2008. 2009 Economic Census, IIFAC, IMS, Knobloch, CANIFARMA, Funsalud

Value Industry

Merit/Value	We offer and we can transmit
Free Supply at the Market	<ul style="list-style-type: none"> •The offer of generic medicines depends on the number of innovative medicines in the market. •Fair rules for everybody. •Quality, Safety, Efficiency, Effectiveness and Ethics before all.

Thank you