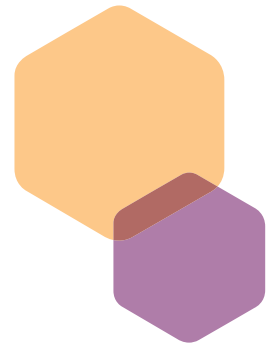




Association of
the British
Pharmaceutical
Industry

2010 Strategic Plan





.....

Our purpose

The ABPI brings together the research based UK pharmaceutical industry, presenting a compelling single voice founded on a shared understanding with stakeholders and focused on delivering more effective healthcare to benefit patients, the NHS and our members.

.....

Our key messages

- The ABPI is the globally respected voice of the UK pharmaceutical industry, which is world leading in the discovery and development of vital new medicines.
- The UK pharmaceutical industry is one of the most valuable industries in the UK and is part of the solution for delivering better outcomes for patients, the NHS and the UK economy.
- The ABPI believes that UK patients should have access to appropriate, innovative medicines, ensuring that the right patient receives the right medicines at the right time.



Our role

As the leading body representing both large and small research based pharmaceutical companies in the UK, we will work collaboratively with the diagnostics (BIVDA), medical devices (ABHI) and biotech (BIA) trade bodies, in order to create one voice to government from the life science sector.

We develop differentiated services to meet the different needs of our members.

How have we done since publishing our last strategic plan?

We set out to become a powerful and respected force for positive change within the world of biomedical research and within the health service that depends on its products.

We believe that over the last 12 months there has been a 'step change' in the partnership between the life sciences sector, and the government and the NHS.

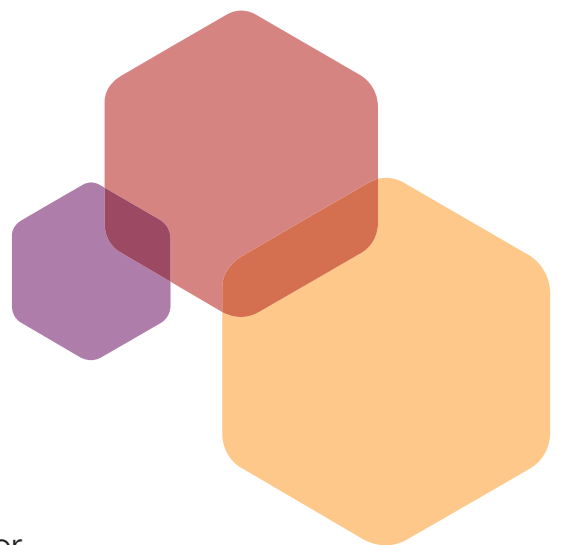
Major 2009 achievements

- Stimulated the creation of the Office for Life Sciences, a cross-government initiative to support a thriving UK environment for the Life Sciences.
- Created and shaped the Innovation Pass, which aims to give patients earlier access to licensed medicines. It is part of a package of measures to promote innovation in the NHS. It is literally a 'pass' for NHS access for certain categories of products prior to Health Technology Appraisals.
- Developed the patent box to encourage retention and commercialisation of Intellectual Property within the UK from the pharmaceutical and biotech industry. The patent box applies a 10% rate of corporation tax to UK patent-related income from April 2013.
- Influenced the Kennedy report on NICE, which included recommendations that will enable much greater engagement of industry in Health Technology Assessment and processes.

The ABPI is a catalyst for a new era of innovation in pharmaceuticals, improving the health and wealth of the nation. In the next decade, the UK will move to a position of world leadership in creating, valuing and accessing healthcare innovation.

To achieve this vision, we need:

- To maintain the UK's position as a leader in the global pharmaceutical industry.
- To be a trusted partner in the delivery of healthcare.
- To ensure the ABPI is the acknowledged authority for the pharmaceutical industry with key stakeholders.
- To continue to forge a single voice for the Life Sciences sector.





Strategic imperatives and objectives

The four imperatives – **Value, Innovation, Trust and Access, VITA** – will drive the ABPI's proactive campaigns and our key objectives.

VITA campaign objectives

Value

- Pharma is one of the UK's most valuable industries, delivering health and wealth to the nation.
- Medicines are regarded as good value for money.
- Medicines and pharma are part of the solution for delivering better outcomes for patients, the NHS and the economy.

Ensuring innovative medicines are valued in the UK as cost-effective solutions for preventing and treating diseases.

Innovation

- UK pharma is world leading in the discovery and production of vital new medicines for unmet clinical need.
- The pharma industry pipeline is aligned with NHS disease priorities.
- The pharmaceutical industry is the largest investor in health research in the UK.

Restoring the UK as a world class leader in innovation by fostering excellence through key stakeholder partnerships.

Trust

- The pharma industry listens to, understands and acts on the views of a broader range of stakeholders.
- The pharma industry's ambition is to be a trusted partner in the healthcare system, creating a new contract with society based on openness, transparency and trust.
- Industry is embracing greater transparency with its external stakeholders and this will place the UK in a world leading position.
- The pharma industry is driving new behaviour by changing the way we provide medical education and ceasing the provision of promotional aids.
- The industry's aim is to bring innovative, safe and effective medicines to patients, operating with honesty and integrity at all stages of medicines development delivery.

Creating a new contract between industry and society based on integrity, honesty, knowledge, appropriate behaviours, transparency, openness and trust.

Access

- UK patients have access to appropriate innovative medicines.
- The pharmaceutical industry is more than a maker of medicines. Our skills and capabilities can help to drive quality and productivity in the NHS.

Right medicine, right patient, right time.

Business objectives for 2010

Top level ABPI organisational objectives.

- Maintain Office for Life Sciences momentum.
- Secure commitment to Health Technology Assessment (HTA) reform.
- Agree principles for future 'PPRS'.
- Implement Trust behaviour changes.
- Improve smaller member engagement.
- Resolve pension deficit, agree forward ABPI financing.
- Modernize ABPI systems and facilities.
- Bring Life Science trade associations together.



VITA Imperatives for 2010

Below is a list of key activities and focus for each Imperative, for delivering across the UK.

Value

- Secure commitment to HTA reform such that the UK is an environment that champions innovation.
- Retain the PPRS and agree principles for future evolution.
- Implement the Innovation Pass.
- Launch the Value of Industry campaign.
- Leverage the QIPP (Quality, Innovation, Productivity and Prevention) opportunity.
- Engage stakeholders and generate third party support.
- Strengthen input to HTA debate.

Innovation

- Launch Super Cluster; with first two therapeutic capability clusters in immunology and inflammation.
- Implement recommendations of Skills Needs For Biomedical Research report.
- Industry-Higher Education Forum including its constituent groups such as the Bioscience Skills Board being operative as a mechanism to deliver industry's skills needs; courses in place addressing critical areas identified by industry.
- Create a positive environment for experimental medicine, early clinical research.
- Support Technology Strategy Board in launching an innovative platform in personalised medicine.
- Guidance/best practice document on data collection for HTA; Blue Print document launched, to describe why the UK can be a global centre of excellence in demonstrating the value of new medicines.

Trust

- Place UK industry in world-leading position on transparency.
- Deliver detailed proposals for inclusion in 2010 Code of practice revision on greater transparency of industry support for education, training and meetings and relationships with external stakeholders.
- Develop our understanding of stakeholder views and perceptions through a snapshot reputational survey, repeated annually to act as a metric for the Trust imperative.
- We will establish a workstream on "Transparency in Research" to deliver a UK industry position paper to EFPIA by the end of 2010 on best practice in research data sharing.
- Build on existing progress to support and develop senior level partnering opportunities between industry and NHS staff to build understanding of each other's agenda and develop a platform for increased joint working projects.

Access

- Establish international uptake metrics and improve national uptake metrics; create and publish national benchmarks for access/uptake.
- Elevate joint partnership working to national scale, leveraging QIPP opportunity.
- Implement outstanding PPRS commitments.
- Complete ongoing joint working projects and drive new opportunities.
- Deliver live horizon scanning database. Ensure companies have entered their pipeline information before the database goes live and updated their products.



Principal departmental objectives

- **Commercial:** develop/implement collaborative supply diversion solution.
- **Medical and Innovation:** shape more positive research & clinical trial environment.
- **Government affairs:** build and strengthen relationships with government and politicians.
- **Communications:** develop a communications strategy and plan that encompasses all ABPI outputs.
- **Members & stakeholders:** secure smaller company engagement: implement stakeholder management plan.
- **Legal:** establish credible PPRS Dispute Panel.
- **Finance & Support:** improve financial planning and reporting transparency.
- **Office of Health Economics (OHE):** develop strategy to secure market positioning and financial future.

ABPI Values

The ABPI's core values mirror the strategic imperatives:

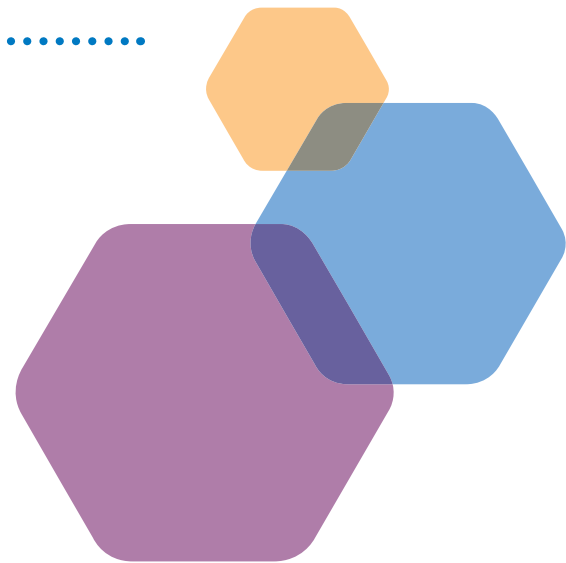
Being **Collaborative** – developing partnerships, being involved and involving all our stakeholders.

Communicative – focusing on empathy, responsiveness, listening, transparency and openness.

Honesty and Integrity – treating others as we would be treated.

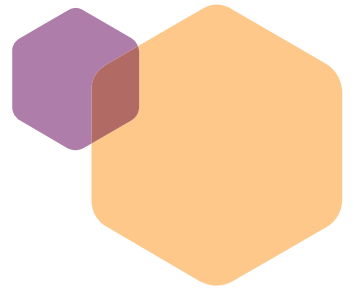
Empowering – concentrating on accountability, delivery of the strategic plan and development of our people.

Innovative – challenging the process, encouraging flexible thinking and taking calculated risks.



What you will see

- We anticipate future issues and work to a proactive agenda.
- We develop and plan for possible futures, enabling member companies and our stakeholders to be better prepared.
- We see the value in developing a shared understanding with our stakeholders and working collaboratively to drive change. We see partnership as central to our way of working.
- We focus on the important rather than the urgent, demonstrating follow-through and completion.
- We share information widely to enable others to play their part in the vision.
- We act as a first point of contact and knowledge for our stakeholders and members.
- We feel energised to be part of a focussed and empowered team.
- We will be known for the expertise we hold and can access.
- We value the meaning in everyday conversation and encounter, rather than relying on e-mail.



New Services

The ABPI is at the heart of many critical discussions that affect the whole pharma industry. Members should benefit from appropriate and timely communication about these developments. However it is often beneficial for all pharma companies to have the option of attending briefings. In future, non-members will be invited to attend briefings on payment of a fee.

In addition, we will explore how we may use the ABPI brand to develop and arrange consultancy, training and information services for a wider range of pharma company employees.

OHE

The OHE will continue to provide focused economic and statistical advice to the ABPI and consultancy clients. The OHE's publications and events programme will continue to contribute to a better understanding of important health and pharmaceutical policy and practical issues. The programme will support the environment – building activities of the ABPI, address issues facing its stakeholders and maintain/enhance the reputation of the OHE. The OHE will do this in three areas:

- the economics of Health Technology Assessment,
- the economics of the pharmaceutical industry, and
- the economics of financing and organising healthcare systems.

OHE's plan for 2010–2012 and beyond is to keep building on its strengths and in doing so, OHE will become even more valuable to stakeholders, helping them to better understand, measure and segment their markets, optimise their portfolio planning, generate more impact from their sales and promotional investments, and better demonstrate the value of medicines. OHE is well positioned to deliver value to the ABPI, as a strong, resilient organisation, with an increasingly international reputation and scope, substantial market differentiators, and a talented team to keep growing the scale and scope of its research, consultancy and advisory work.



Summary

Great progress has been made in pooling our resources to support a thriving life sciences sector. However, we still need to do more to ensure that all patients in the UK have access to the right medicines at the right time. We are looking forward to continuing to work with our members and stakeholders in the new political environment to achieve this.

For more information about the ABPI and its related organisations, visit our websites:

ABPI

www.abpi.org.uk

Office of Health Economics

www.ohe.org

Prescription Medicines Code of Practice Authority

www.pmcpa.org.uk

Association of the British Pharmaceutical Industry

12 Whitehall, London SW1A 2DY
Telephone: +44 (0)870 890 4333
Fax: +44 (0)20 7747 1411
abpi@abpi.org.uk
www.abpi.org.uk

ABPI Scotland

3rd Floor Crichton House,
4 Crichton's Close,
Edinburgh EH8 8DT
Telephone: +44 (0)870 890 4333
Fax: +44 (0)131 523 0491

ABPI Cymru Wales & ABPI Northern Ireland

2 Caspian Point, Pierhead Street,
Cardiff Bay CF10 4DQ
Telephone: +44 (0)870 890 4333
Fax: +44 (0)29 2045 4298

