



## Pharma sector inquiry

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President



Pharmaceutical companies spend  
more on marketing and  
promotional activities than on  
research and development of new  
medicines



## Further investigations are needed on

- advertising to health professionals
- advertising to consumers for OTC medicines
- disease awareness campaigns
- medicines consumption
- financing of continuing medical education (CME) and medical research
- post authorisation safety studies
- distribution channels



ME TOO medicines,  
a flaw in the law!



Artificial patent extensions are anti competitive, prevent the entry of generics into the market, result in higher expenditures for consumers and for Europe's health care systems. Any abuse should be prosecuted.



It is imperative to find a better balance between industrial and public health interests to ensure consumers' right to access medicines with a well understood safety profile, an added therapeutic value and affordable prices

