

## ***Welcome remarks***

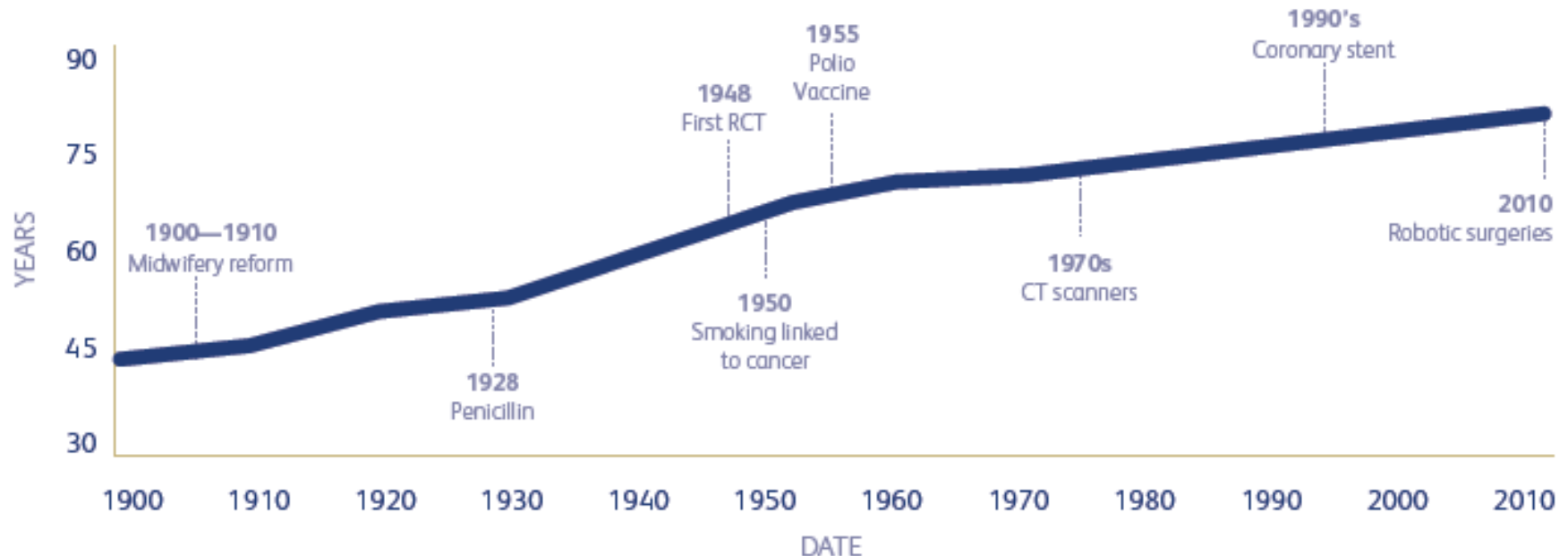
AmCham EU healthcare breakfast  
Friday 27 February 2015, AmCham EU

Alexander Roediger, MSD Europe, Inc., Chair of the Healthcare Committee



# *Investment in Innovation Has Contributed to Health and Wealth*

Life expectancy in EU-5 (Germany, UK, France, Italy & Spain) and US



Source: World Economic Forum and McKinsey & Company, 'The financial sustainability of health systems - a case for change', 2012, p.5; published in: AmCham EU (2014), Forever Healthy. The 2020 Healthcare Consumer

## ***What We Want – Our Priorities 2015-2019***

- Competitiveness: Smart regulation – to reduce red tape, to create incentives innovation (P&R policies) and to contribute to growth and job creation
- Society: Better understanding of health and wealth – the impact of healthier people on society and the economy (productivity)
- Health systems: Value of innovation – how innovation contributes to more efficient and sustainable health systems

