

# Life Sciences for Europe

## An integrated strategy for healthcare innovation (2019-2024)



In the last decade the innovation in health technology – medicines, medical devices, diagnostic technologies and increasingly, digital health – has revolutionised healthcare, transforming the way we organise healthcare systems as well as deliver and manage treatments. At the same time, we see an increasing use of integrated treatment options that combine these technologies, offering significant benefits to patients and helping to maximise healthcare system efficiency and resources.

'Life Sciences for Europe: An integrated strategy for healthcare innovation (2019-2024)' examines key trends in healthcare and corresponding future policy challenges. It also offers a set of novel policy solutions to promote more favourable conditions, incentivise innovation and deliver benefits to patients across the entire life sciences sector in the EU.

### Key trends in healthcare and innovation in health technology:



**Socio-economic:** demographic (changing epidemiology, patient expectations and behaviour) and economic trends (overall health of public finances)



**Technology:** digital health, emergence of personalised medicine, data sharing



**Policy-related:** regulatory changes affecting the industry with respects to approval, access, pricing and reimbursement or market diffusion

### COVID-19 crisis

The COVID-19 pandemic has brought a series of challenges to the forefront as healthcare systems have been placed under increased pressure to face the public health emergency, including:

- Shortages in medical supplies and equipment and lack of hospital capacity;
- Fragmented research and innovation landscape; and
- Policy framework not equipped to support rapid cross-border sharing of health data for research.

As a result of the crisis, ongoing trends are accelerating and new ones have emerged, including:



Increased pressure on healthcare budgets



Turn towards joint procurement and cross-country collaboration



Scrutiny of intellectual property and incentives



Accelerated digitalisation of healthcare



Increased focus on disease prevention and diagnosis

## Policy solutions

The policy proposals outlined in this report remain more relevant than ever in this new context: they contribute to building the long-term resilience of Europe's health systems and boosting the EU's economic recovery.

In the new global health context, Europe needs an integrated approach to unlock the strength and enhance the competitiveness of its life sciences sector in order to bring ground-breaking benefits to patients, healthcare systems and the economy.

The report highlights how different health technologies face shared challenges. In particular, it points to four main issues where novel policy solutions are lacking, recommending concrete policy proposals:



### Overcoming limited funding and budgeting issues

1. **Integrated funding models**
2. **Budgeting for long-term spending**
3. **Monitoring the performance of budget holders**
4. **Conducting holistic value assessment**



### Introducing robust data protection and security

1. **Building digital interoperability for health information sharing across Europe**
2. **Regulatory clarity and legal certainty**
3. **Education and training to improve electronic (eHealth) and mobile (mHealth) skills**



### Tailored approaches to value assessment across different technologies

1. **Early dialogue and horizon scanning**
2. **Appropriate value assessment mechanisms**



### Adapting to new healthcare business models

1. **An industrial strategy incorporating the whole life sciences sector**
2. **Better incorporating digital capabilities**
3. **Fostering partnerships between private health providers and healthcare systems**
4. **A flexible and adaptable regulatory regime fit for future technologies**



Read the full report:  
[amchameu.eu/lifesciences4eu](https://amchameu.eu/lifesciences4eu)