



Innovative Medicines Initiative

Why IMI matters to Europe's patients group

Dr Mary Baker, MBE
President, European Brain Council
President, European Federation of Neurological Associations



IMI at the European Parliament - 6 October 2011



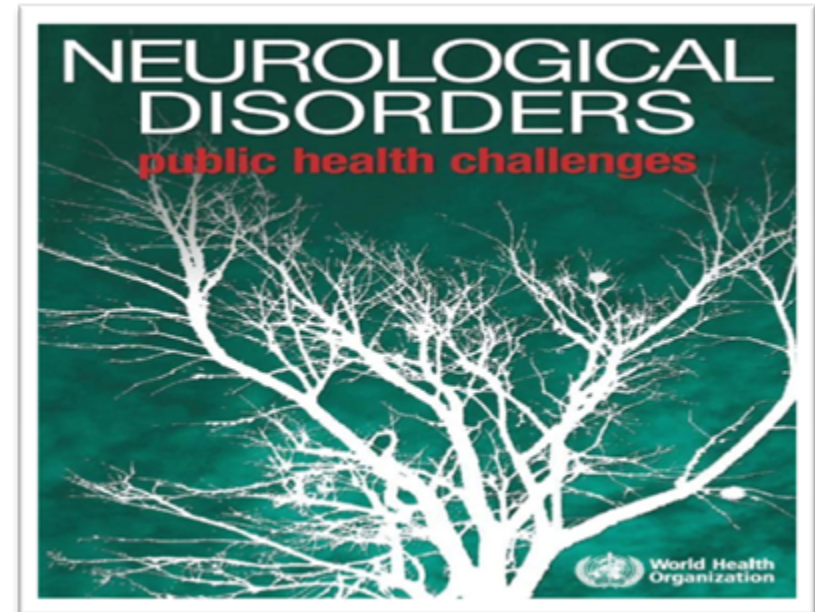
efpia

The WHO global burden of diseases



Measure of lost health –
(disability-adjusted life years)

35% is Brain Disease



2004 EBC study showed that 127 million Europeans suffer from a brain disorder (27%) and costs €386 billion

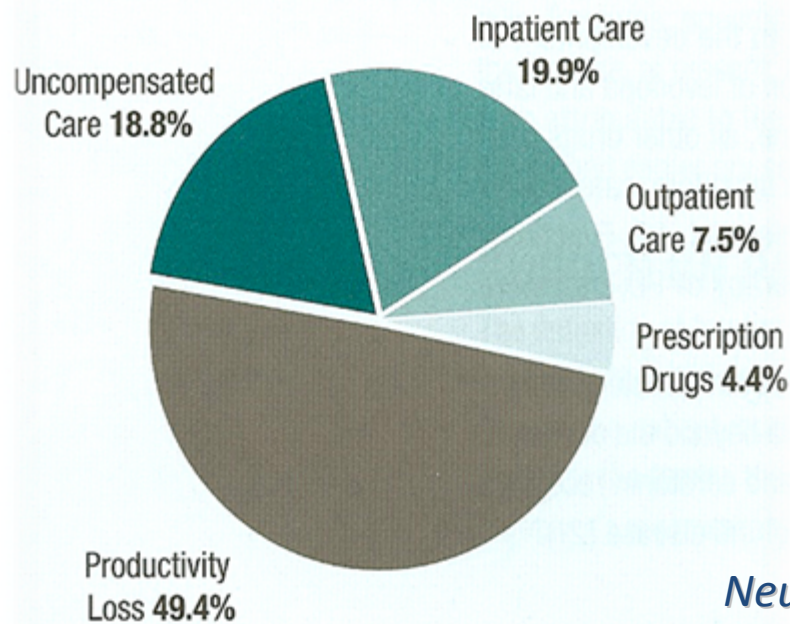
2011 Study - how much has this grown?



The cost of Parkinson's



Figure 3.8.1 Cost distribution in Parkinson's disease



Source: (23).

*Neurological Disorders
Public Health Challenges
WHO 2007*




The world is living longer



A baby girl born in Japan has a 50/50 chance of living 100 years



The changing role of women



In the 1920's, a couple in their 80's had 44 female relatives - *14 of these did not work outside the home environment*

In the year 2000, a couple in their mid 70's had 13 female relatives - *3 of these did not work outside the home environment*

What is the situation in 2011?



Provision of 'culturally relevant care'



The challenge of migration



Time with the doctor



.....12 minutes



Access to medication



NOT AVAILABLE

A very uneven playing field



A large yellow warning sign with a black border. On the left is a black triangle containing a white exclamation mark. To the right of the triangle, the word 'WARNING' is written in large, bold, yellow capital letters on a black background.

Globally an estimated 2000 people die daily through
Counterfeit Medicines

2008 'Project Medifake' European Customs initiative
discovers...

- 3 million packs captured over two months
- 4 MHRA batch recalls in 2007
- EAASM found 62% of medicines bought from internet to be fake or substandard (Counterfeit Superhighway -

2008)

EU Legislation anticipated - this will tighten supply chain

... in production



WARNING



GMP Colombian style

Ingredients include:

Boric Acid

Lead-based road paint

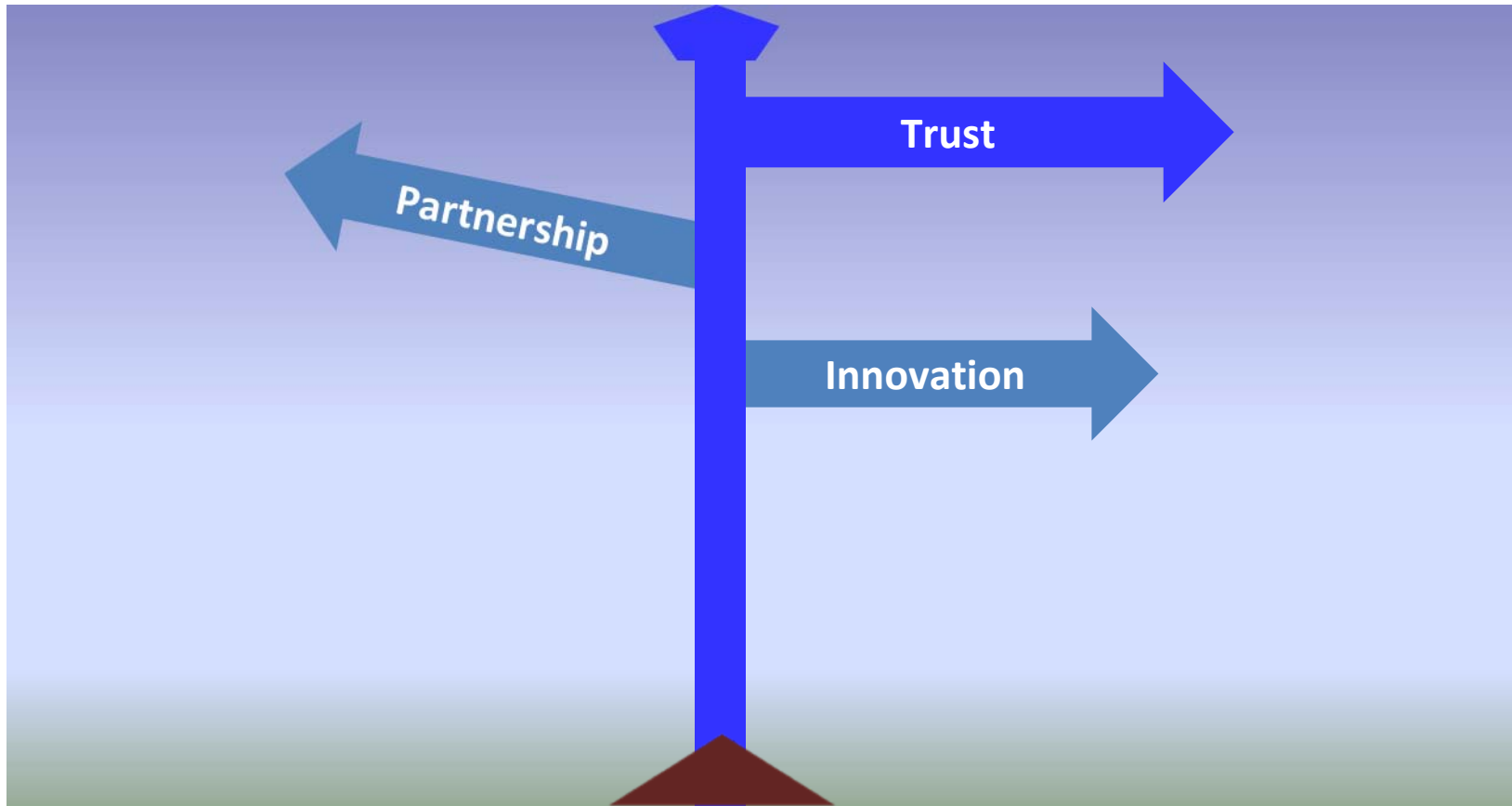
Shoe polish

Brick dust

Profit before patients!



The way forward



Launch of Innovative Medicines Initiative



IMI at the European Parliament - 6 October 2011



IMI Achievements



- **IMIDIA**
- **SUMMIT**
- **eTOX**
- **SAFE-T**
- **MARCAR**
- **U-BIOPRED**
- **Open PHACTS**
- **ProACTIVE**



IMI Achievements



- **NEWMEDS:** Schizophrenia
- **Database:** Depression
- **PHARMACOG:** Alzheimers
- **EUROPAIN:** Chronic Pain



Chronic Pain



Pain Alliance Europe



Delegates at the first meeting of EFNA's initiative 'Pain Alliance Europe' in preparation for its launch on 29 Nov 2011 in the European Parliament



Education & Training Project



- **Innovative training programmes including:**
 - SafeSciMET
 - PharmaTrain
 - EU2P: Certificate & Masters courses plus new PhD programme
 - EMTRAIN
- **Publications in highly respected peer-reviewed journals**



Age of the Elderly



The shape of things to come:



The world stands on the threshold of a social transformation - even a revolution - with few parallels in humanity's past.... perhaps two-thirds of all people who have ever reached the age of 65 are alive today.'

Peter G. Peterson



Clinical Trials



IMI at the European Parliament - 6 October 2011



Safety versus Innovation



Education of benefit/risk

Quote from cancer patient:

'I am already in an unsafe world, a little more unsafeness doesn't worry me'



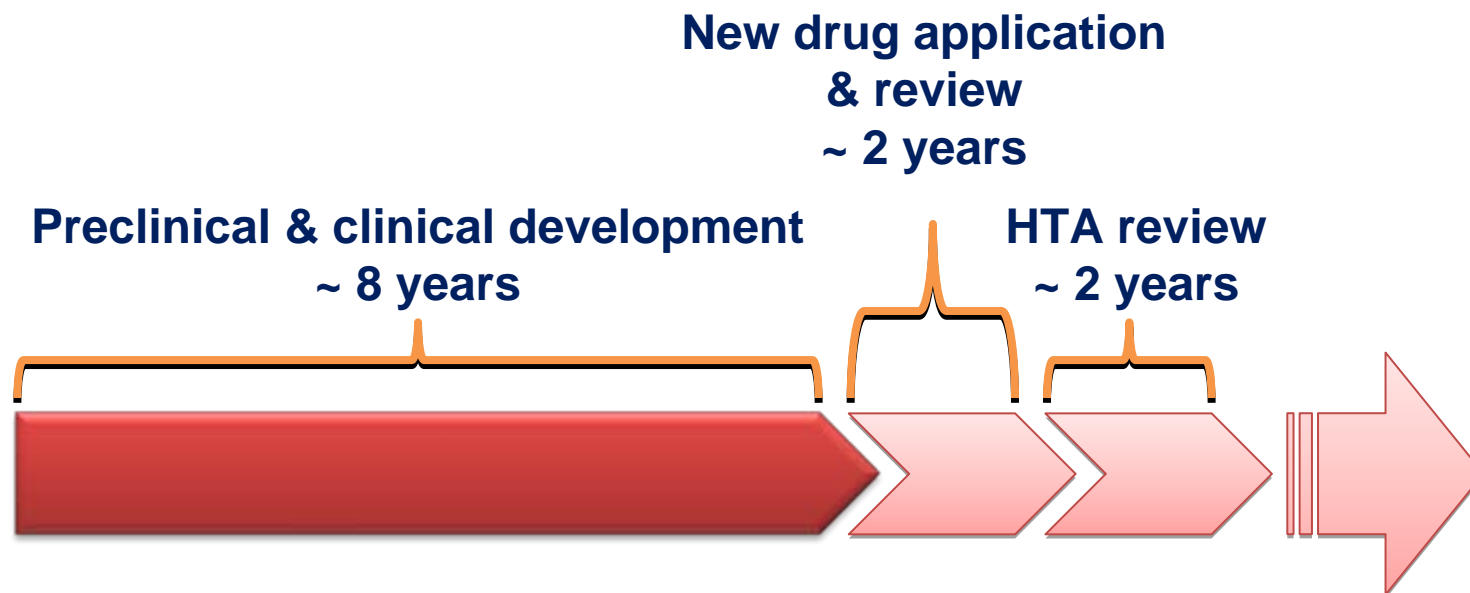
Trust and Transparency



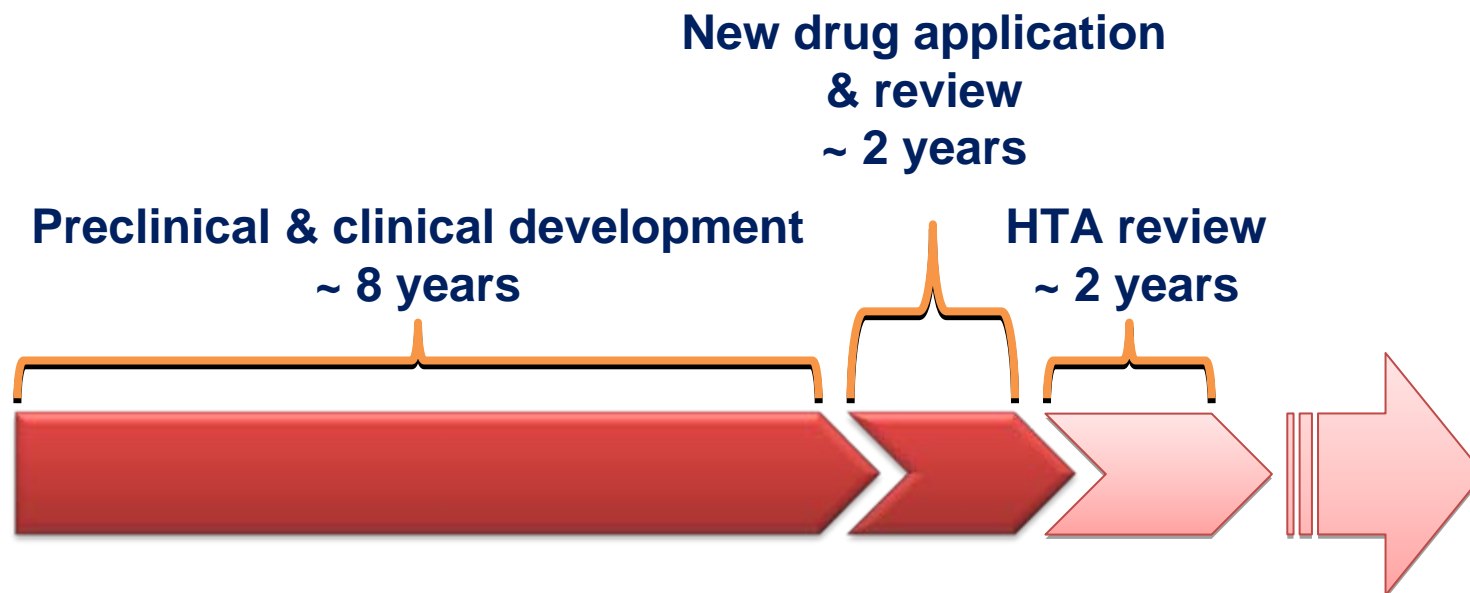
- Suspicion of the pharmaceutical industry
- Who is more important to them - patients or shareholders?



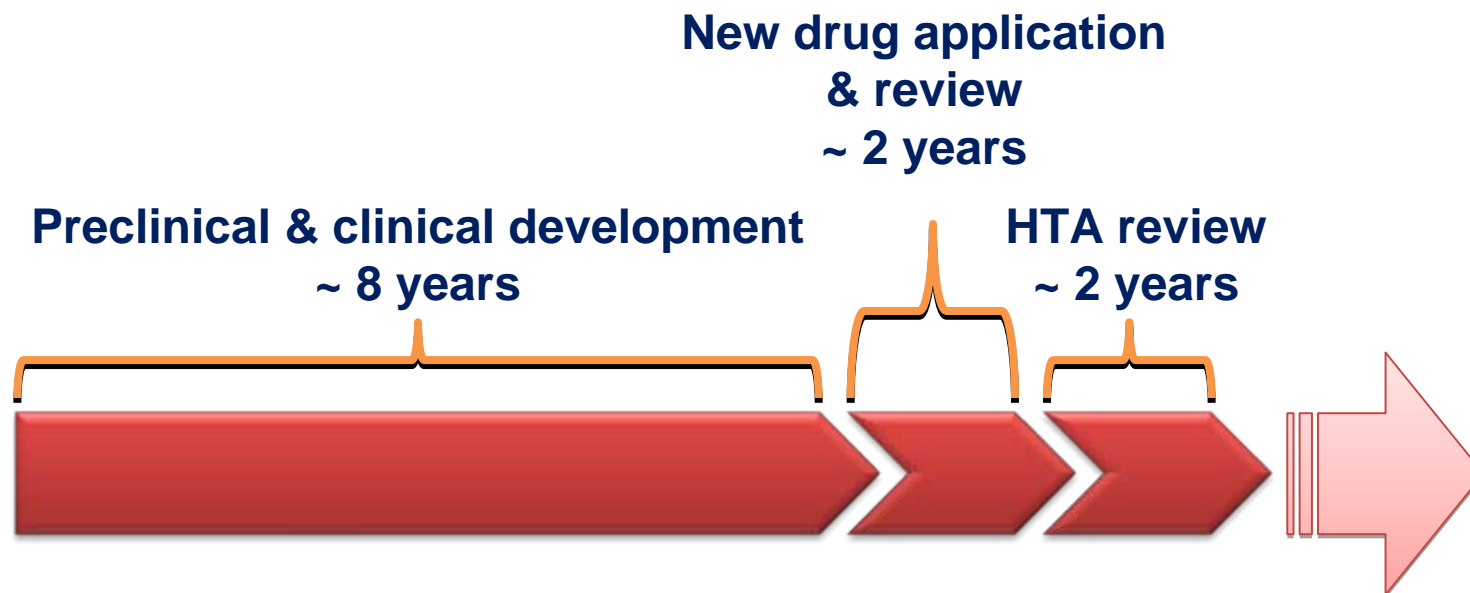
... from the bench to the bedside



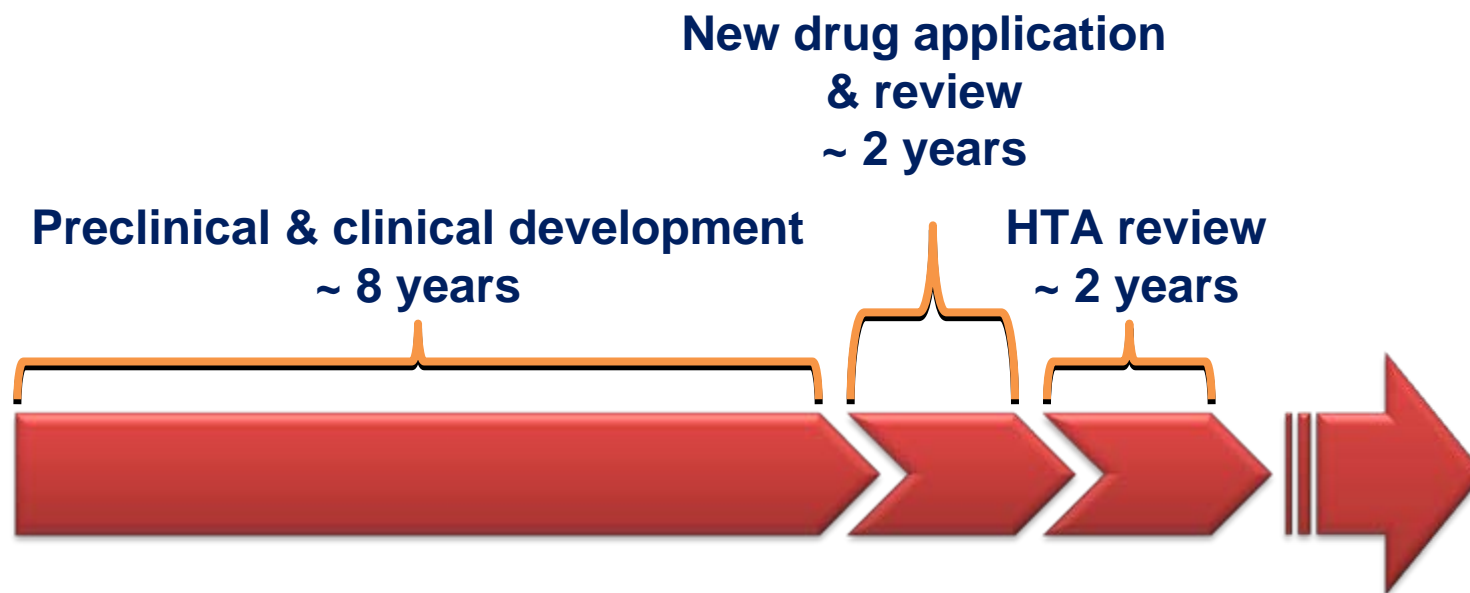
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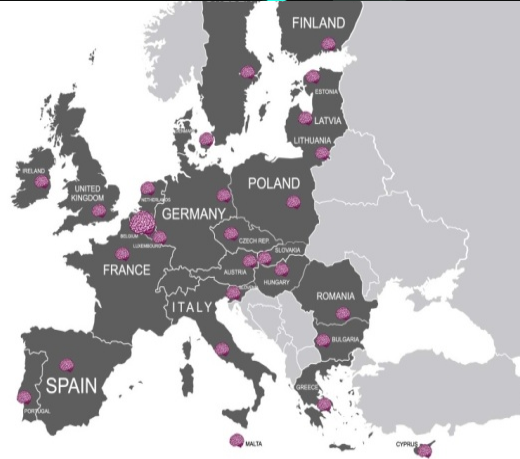
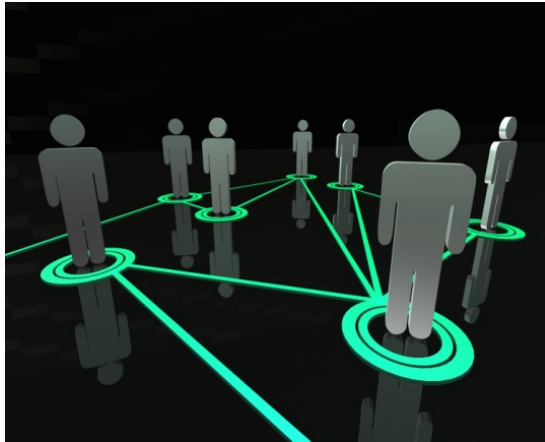
... from the bench to the bedside



Moving forward



Need Multi-disciplinary partnership



- The grand challenge of society requires co-operation and partnership from a range of stakeholders
- Creating high performing networks is essential
- European Brain Council and European Year of the Brain are examples of this in practice



The place of genetics



The UK Health service is 'completely unprepared' to deliver personalised genome-based medical care

Sir John Bell

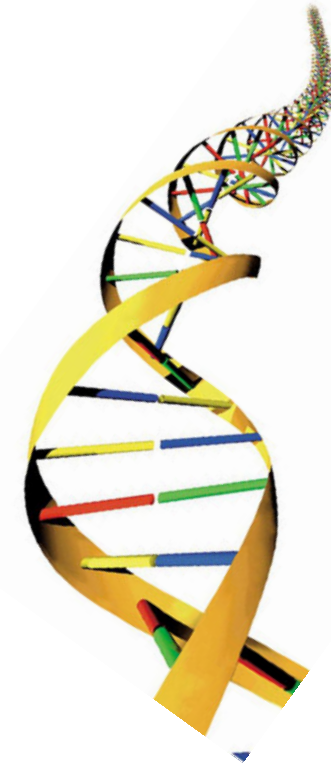


Threats



Communicating scientific ideas to a non-scientific audience is not easy:

- **Failure to plan for the future**
- **Lack of incentives for commercial development**
- **Unsuitable evaluation procedures for genetic tests**
- **Widespread lack of understanding of the uses of genetic testing by health care professionals**



The challenge for the future



Management of long term chronic illness



- The ability to *adapt* and self manage
- To be able to participate in social activity despite all limitations



Congratulations to IMI



- **Successfully tackling diseases for which there is currently no cure e.g. Alzheimers, diabetes, asthma**
- **Actively involving patients**
- **Actively communicating much needed information to the patients**



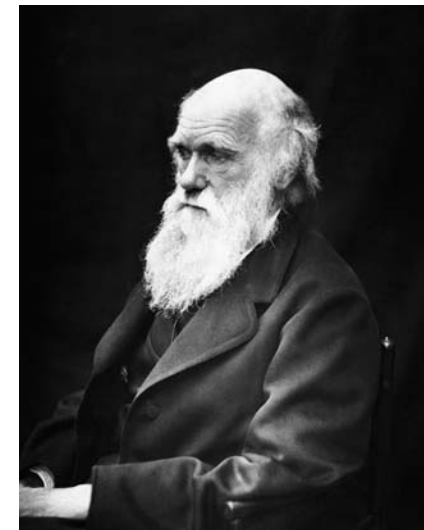
What matters most



'It is not the strongest of the species that survives nor the most intelligent that survives.

It is the one that is most adaptable to change.'

**Charles Darwin
1809 - 1882**



Still I learn



Engraving by Goya at the end of his life

