



# PPPs and Bio-Pharmaceuticals

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PRMA



## PhRMA

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- The PhRMA is a trade organization that represents the leading research-based pharmaceutical and biotechnology companies in the United States.
- PhRMA companies are devoted to discovering and developing new medicines that will enable patients to live longer, healthier and more productive lives.



## Mission

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- To conduct effective advocacy for public policies that encourage discovery of important new medicines for patients by pharmaceutical/biotechnology research companies.



## Tradition of Support for Research

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- General Support for Research Activities at Institutions of Higher Education
- PhRMA Companies R&D \$38.8 Billion
- Other pharmaceutical and biotech companies add an additional \$10.5 Billion



# Strength of the US Bio- Pharmaceutical Enterprise

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- Tradition of Cooperation Between Academia, Industry & Government/Disease is The Enemy
  - Sponsored Research, Contract Research, Clinical Trials, Licensing, etc.
- Public Support for Research & New, Innovative Treatments
  - Patients and families want the latest and the best treatment and medication.
- Support of Reward for Risk
  - Protection of Intellectual Property
  - Market Economy
  - Availability of Venture Capital



# Bio-Pharmaceutical Research Enterprise

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- Complex/Numerous Active Players
- Dynamic Biological Organism
- Each Part of Organism Affects Corpus
  - Research Funding
  - IP Rights
  - Risk/Reward System



# PPP Challenges and Solutions

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- Old Systems Need a Update
- PPP-PD Provides a New Look
- Creative Methods of Funding Research, Purchase and Distribution
- Reliable Regulatory Systems



## New Initiatives

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Commend Leadership on Dutch EU Priority Medicines—  
Excellent Start on Seeking New Innovative and Long Term  
Solutions

Research Investment Key to Innovation and Future  
Development---Innovation Report

Need for More Treatments and Movement from the Bench to  
the Patient

Use Existing Strengths in Government—Industry—Non Profit  
Sector Coordination-----GATB, Rotarix, Progeria, Malaria  
etc.

New Attitudes



# Future of the Bio-Pharmaceutical Enterprise

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- Understanding and Balancing Outcomes Desired by Government, Industry and Academia/Non Profit Sectors
- Maintaining and Enhancing the Strengths of the Enterprise
- Communicating to the public the value to society from interaction between these vital sectors



# Contact Information

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