



# Health systems, medical products and innovation

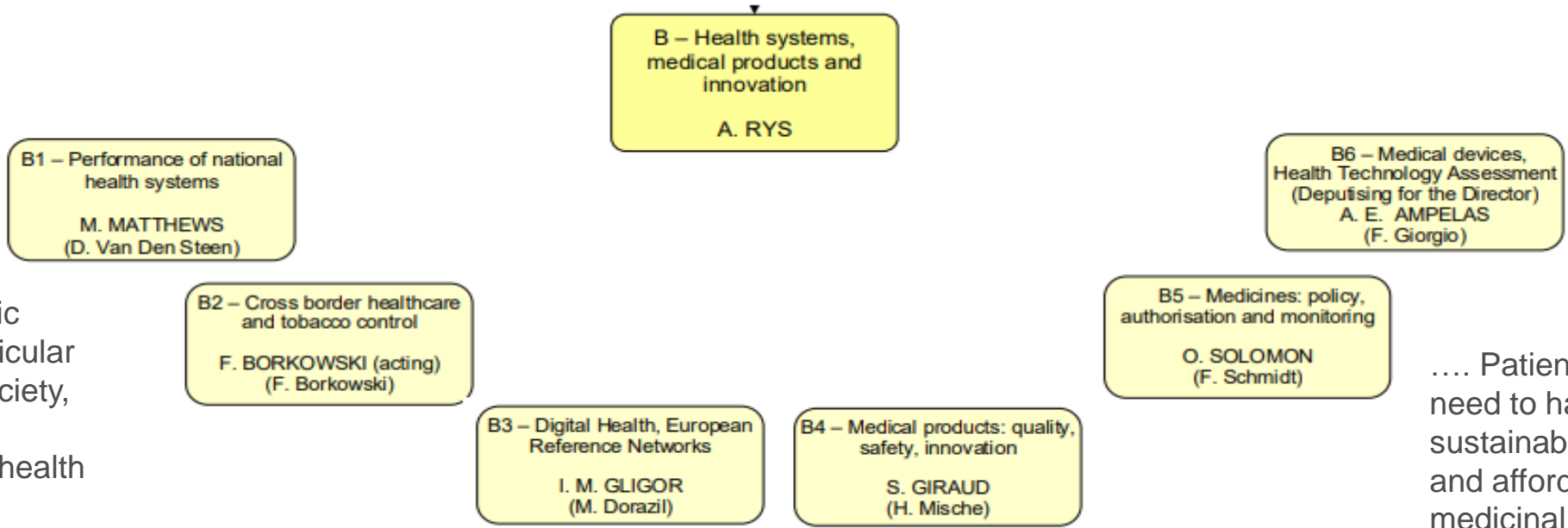
## Directorate B of DG SANTE

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SANTE B2

EU4Health 2022 work programme  
**Information Session for Operating Grants**

20 January 2022

# Our main areas of work .... AWP 2022



The demographic changes, in particular the ageing of society, challenge the sustainability of health systems and disorders.....

..... tobacco use and harmful use of alcohol are risk factors common to other chronic diseases, such as cardiovascular diseases may also require attention.

The views of the patients with complex or rare diseases and conditions that require highly specialised treatment, and concentrated knowledge and resources, need to be heard and their access to diagnosis and high-quality healthcare improved.

..... to fully benefit from those medicinal products on the basis of transparent, consistent, and patient-oriented medical information.

.... Patients and health systems need to have access to sustainable, efficient, equitable, and affordable high-quality medicinal products, including in the cross-border context...

# Pharmaceutical Strategy for Europe

- Adopted in November 2020
- Ambitious long-term agenda in the field of pharmaceutical policy
- Objective: creating a future proof regulatory framework and at supporting industry in promoting research and technologies that actually reach patients in order to fulfil their therapeutic needs



# Pillars of the pharmaceutical strategy

- Ensure access and affordability of medicines for patients and health systems sustainability
- Enabling sustainable innovation
- Ensuring availability and addressing shortages
- Succeeding on the global level: promote regulatory convergence to ensure access to safe, effective high-quality and affordable medicinal products globally

More information on the pharmaceutical strategy:



European Commission  
Pharmaceutical strategy:

[https://ec.europa.eu/health/medicinal-products/pharmaceutical-strategy-europe\\_en](https://ec.europa.eu/health/medicinal-products/pharmaceutical-strategy-europe_en)



@EU\_Health  
**#EUPharmaStrategy**



# Towards a European Health Data Space (EHDS)

## OBJECTIVES

Timely and simplified *exchange of and access to* health data

## ADDRESSING:

### Use of health data for healthcare (primary)

Sharing of health data for healthcare

Single market for digital health products and services

### Re-use of health data (secondary)

Access to health data for research, innovation, public health policy making

Use of Artificial Intelligence

## SCOPE & EXPECTED IMPACT

Use of health data (primary, EHDS1)

- **Individuals to access and control their data & exchange of health data** (incl. cross-border), irrespective of source (electronic health records, tele-health, m-health, wellness apps)



Single market for data, data protection, free movement of people, digital goods and services

Re-use of health data (secondary, EHDS2)

- **Research, innovation**
- **Policy** (incl. e.g. public health, HTA) & **Regulatory decisions**



Facilitated Research & Innovation



Better Policy Making

## MEANS

Legal / Governance

Quality of data

Infrastructure

Capacity building/digitalisation (MFF)

# European Reference Networks (ERNs)

- **Virtual networks** connecting highly specialised healthcare providers in the area of rare and low prevalence complex diseases.
- **Objectives:** to facilitate clinical collaboration on diagnosis and treatment through virtual expert panels; knowledge generation and sharing (e.g. clinical guidelines, training programmes); joint research projects.
- **24 ERNs** established in 2017 on the basis of Article 12 of Cross-border healthcare directive and supported from Commission funding instruments (Health Programme/EU4Health, CEF, Horizon Europe)
- As of 1 January 2022 almost **1500 hospital units** from all **27 MS and Norway** participate in ERNs. **1.7 million patients** treated by the ERN members.
- **Patient organisations** (“ePAGs”) play crucial role in the ERN activities and are involved in ERN governance structures.

# Tobacco control in the #EUCancerPlan

- Aiming at creating a **'Tobacco-Free Generation'** where **less than 5% of the population uses tobacco by 2040**, compared to around **25% today**.
- The interim goal is to reach the WHO target of a **30% relative reduction** in tobacco use by 2025 as compared to 2010, corresponding to a **smoking prevalence of around 20% in the EU**.



Tobacco use is most significant cause of premature death in .

But we also know 9 in 10 lung cancer diagnoses could be avoided by quitting.

Ahead of #WorldNoTobaccoDay, be part of our bold and ambitious action for change  
[europa.eu/!hv43du](https://europa.eu/!hv43du)

#EUCancerPlan #EWAC2021

## Create a 'Tobacco Free Generation' by reviewing

- Tobacco Taxation Directive;
- the legal framework on **cross border purchases** of tobacco by private individuals in view of legislative proposals;
- Update the **Council Recommendation on Smoke-Free Environments**;
- Tobacco Products Directive;
- Support Member States in full implementation of the **WHO Framework Convention on Tobacco Control**.

2021-2025

27% OF ALL CANCERS ARE ATTRIBUTED TO TOBACCO USE

LET'S CREATE A  
**'TOBACCO-FREE GENERATION'**  
WHERE LESS THAN **5%** OF THE POPULATION  
USES TOBACCO BY **2040**

#EUCancerPlan #HealthUnion



# Tobacco control – ongoing work

- The [report on the application of the Tobacco Products Directive](#) indicating various areas of improvement (May 2021);
- a [Support study to the report on the application of the Directive](#);
- a study on [Consumer preference and perception of specific categories of tobacco and related products](#);
- [SCHEER's scientific opinion on electronic cigarettes](#);
- the most recent [Eurobarometer survey](#) (506 Special Eurobarometer on attitudes of Europeans towards tobacco and electronic cigarettes);
- [Joint Action on Tobacco Control](#) facilitating MSs collaboration on the Tobacco Products Directive application;
- [Study on smoke-free environments and advertising](#) of tobacco and related products;
- Ongoing work on the revision of [tobacco taxation](#) (DG TAXUD).

