

# AmChamDenmark

## Healthcare Committee

### Comments to the Recommendations from the Life Science Growth Team October 2017

#### **Introduction**

The Danish life science industry has a strong, global position, and it is an industry with a huge potential for continued growth. With a strong research environment, Denmark has managed to attract innovative life science companies from around the world. However, the Danish strength in life science is being challenged from European as well as global competition as markets within the industry are constantly moving.

Therefore, it is crucial that Denmark has a sustained focus on the life science industry and creates the right conditions for growth in order to remain in the forefront. The growth strategy presented for the life science industry provides good initiatives and the American Chamber of Commerce supports a number of these.

Specifically, the following actions should be highlighted to ensure an even stronger position for Denmark in the field of life science:

#### **1. Public Procurement**

The public healthcare system is by far the largest procurer of life science products and devices. This gives the public healthcare system a strong position in a growth perspective. The public healthcare system as an innovative and intelligent purchaser is therefore important for international life science companies to develop new innovative solutions and devices, where the Danish healthcare system can promote showcases for innovative life science solutions. This also makes public research fundamental for innovation and therefore, it is important to focus on increasing the public investments within the life science industry.

#### **2. Risk-Sharing Models**

The pharmaceutical industry is in general very positive towards the introduction of risk-sharing models, as it enables companies to bear part of the risk associated with introducing new products and the possibility that healthcare services can offer patients new forms of treatment on an ongoing basis. However, by introducing innovative pricing and risk-sharing models, it is crucial that prices and unpublished data are treated confidentially, as it is important for the life science industry's ability and willingness to demonstrate the value of new drugs as well as awarding price agreements.

#### **3. Danish Medicines Agency**

Denmark should take the leading position in Europe and act as a pioneer country with the best national Medicines Agency. This will help creating a flexible, stable and rational system that acts fast in order to secure as short a process as possible when it comes to clinical trials, approval of pharmaceutical products and labelling of medical products.

#### **4. Innovation**

Denmark should take a leading position on value-based procurement focusing on innovation and ensuring high-quality products that make Denmark a pioneer for the deployment of new technology, which should attract and secure more foreign investments and clinical trials to Denmark.

## **5. Value-based Healthcare**

The Danish health service has the ability to implement the principles of value-based health due to well-functioning data systems and registries. Value-based health is about focusing on quality and outcomes in patient treatments, among other things. By ensuring that the healthcare structures, incentives and agreements focus on supporting outcomes for the patients, Denmark can be a leader in sustainable health care systems.

## **6. Ministerial Life Science Office**

It is very important for the life science industry to compose a clear and ambitious strategy for Danish life science, including a national export strategy, and further establish a permanent, strong national life science office with direct reference to the Minister of Business.

This can be decisive in order to secure progress in implementing the growth plan and handle upcoming initiatives. As the life science industry is fast moving, it is important that Denmark nationally is able to act fast on all initiatives in order to compete with our neighbors and secure success within the industry. There is a great need to strengthen and promote the public-private collaborations within Denmark.

## **7. Talent**

A common challenge with all the above mentioned points will be the difficulty to develop and grow the industry without access to qualified labor. It is essential to build a bridge between companies, students and young researchers, and in order to create the right ecosystem for life science students, the relevant higher educational institutions within the area must be continue to strive to be among the best globally. It is important to secure that no potential goes to waste.

### **About AmCham's Healthcare Committee**

AmCham's Healthcare Committee is an Executive Forum for research-based Life Science companies, IT companies specializing in healthcare solutions and MedTech companies operating in Denmark. Through their investments in R&D and partnerships within the Danish healthcare system, these companies are an invaluable asset to both the healthcare system and to the society as a whole.