

How to make legislation more supportive for innovation

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*European Medicines Agency Info Day
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Innovation's purpose:

Progress

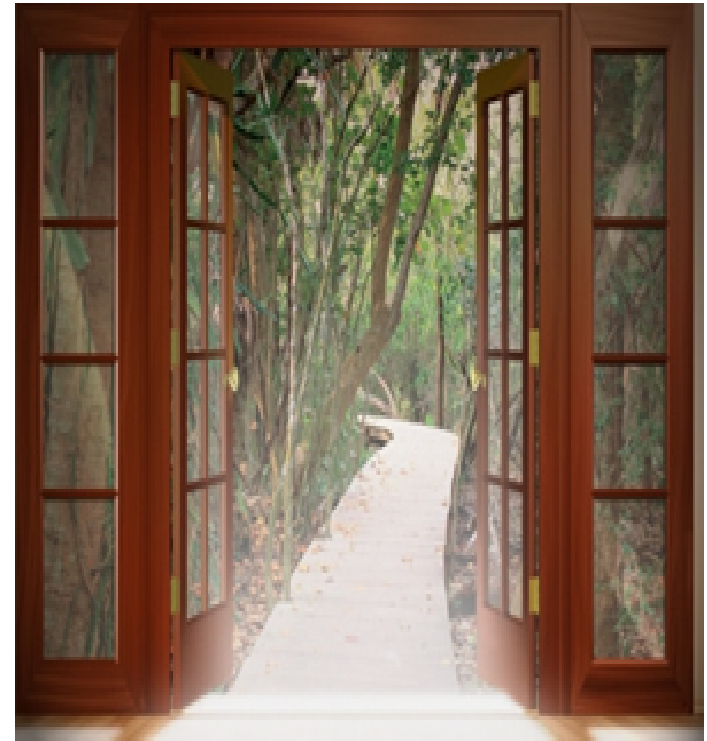
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Innovation x Implementation



Impact Legislation

- Supportive for innovation
 - ✓ Consistent re requirements and response
 - ✓ Unambiguous re interpretation
 - ✓ Bi-directional, open dialogue
 - ✓ Anticipative regarding new technologies
 - ✓ Competitive / Level playing field with other geographies
 - ✓ etc.



Perceived current status

	Inadequate	Improvement required	Improvement potential	Adequate
Consistent			X	
Unambiguous			X	
Dialogue		X	X	
Anticipative	X			
Competitive		X		X

Anticipative regarding new technologies = future proof

Anticipative regarding new technologies is the BIG challenge:

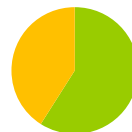
- Basic research
- Applied research
- Evaluation and legislative acceptance

} Produce innovation

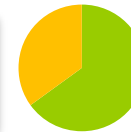


- Societal acceptance, IFAH-Europe citizens survey:

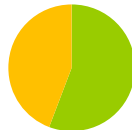
- animals have same rights to medicines as humans
- new technologies to develop new veterinary medicines
- A large majority of EU citizens are unaware /don't feel sufficiently informed on the use of animal medicines



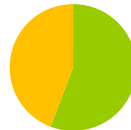
59% agree for farm animals



65% agree for pets



53% agree for VMPs



68% agree for science

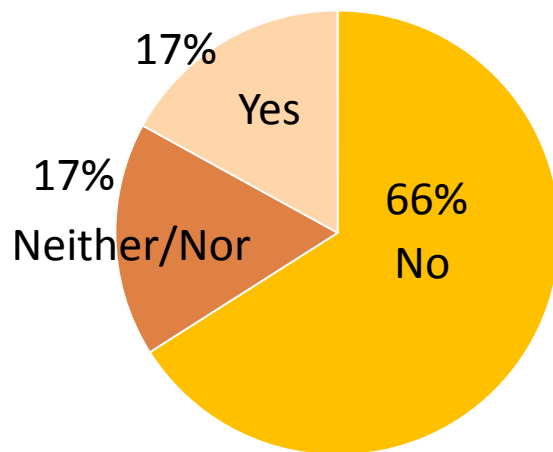
- Appropriate and timely response required to ‘harvest’ the deliveries (benefits) of innovation to manage current and new challenges:
 - ✓ Use of evaluations performed elsewhere
 - ✓ Proportional for adequate evaluation of safety, quality, efficacy and risks
 - ✓ More dynamic approval route for technologies / platforms



'The Red Flag Locomotive Act'
(UK, 1865)

Way forward, cont'd

- Appropriate, quick response required to 'harvest' the deliveries of innovation to manage current and new challenges:
 - ✓ Science-based
 - Animal welfare
 - Use of innovative technologies
 - ✓ Communication challenge:
 - Well informed by the media in general re use of vet medicines?



*Who is the most credible voice?
(May differ per audience)*

credible

/ˈkredɪb(ə)l/ 

adjective

adjective: credible

able to be believed; convincing.

"few people found his story credible"

synonyms: acceptable, trustworthy, reliable, dependable, sure, good, valid; *More*

antonyms: untrustworthy

- capable of persuading people that something will happen or be successful.

"a credible threat"

synonyms: believable, plausible, able to hold water, within the bounds of possibility, reasonable, sound, compelling, persuasive; *More*

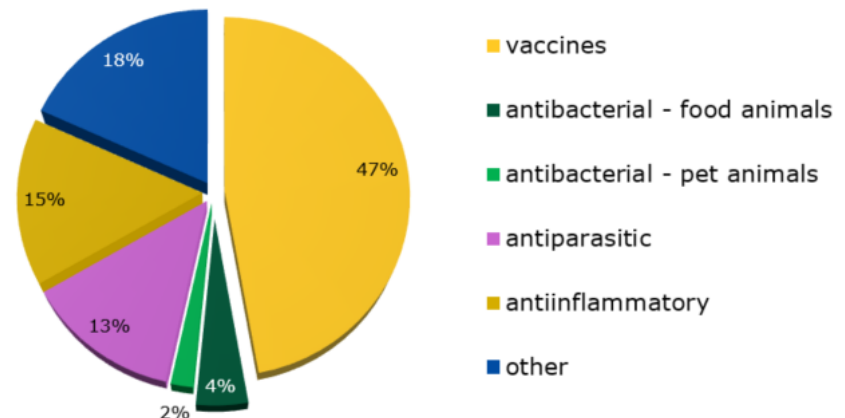
antonyms: unbelievable

Way forward, legislation specifics

The new Regulation on Veterinary Medicines can impact innovation by:

- Providing transparent and predictable rules and data requirements
- Providing sufficient protection of technical documentation
- Providing a balanced and proportionate approach to ensure public health and environmental safety

Innovative products over the past 2 decades



Conclusions

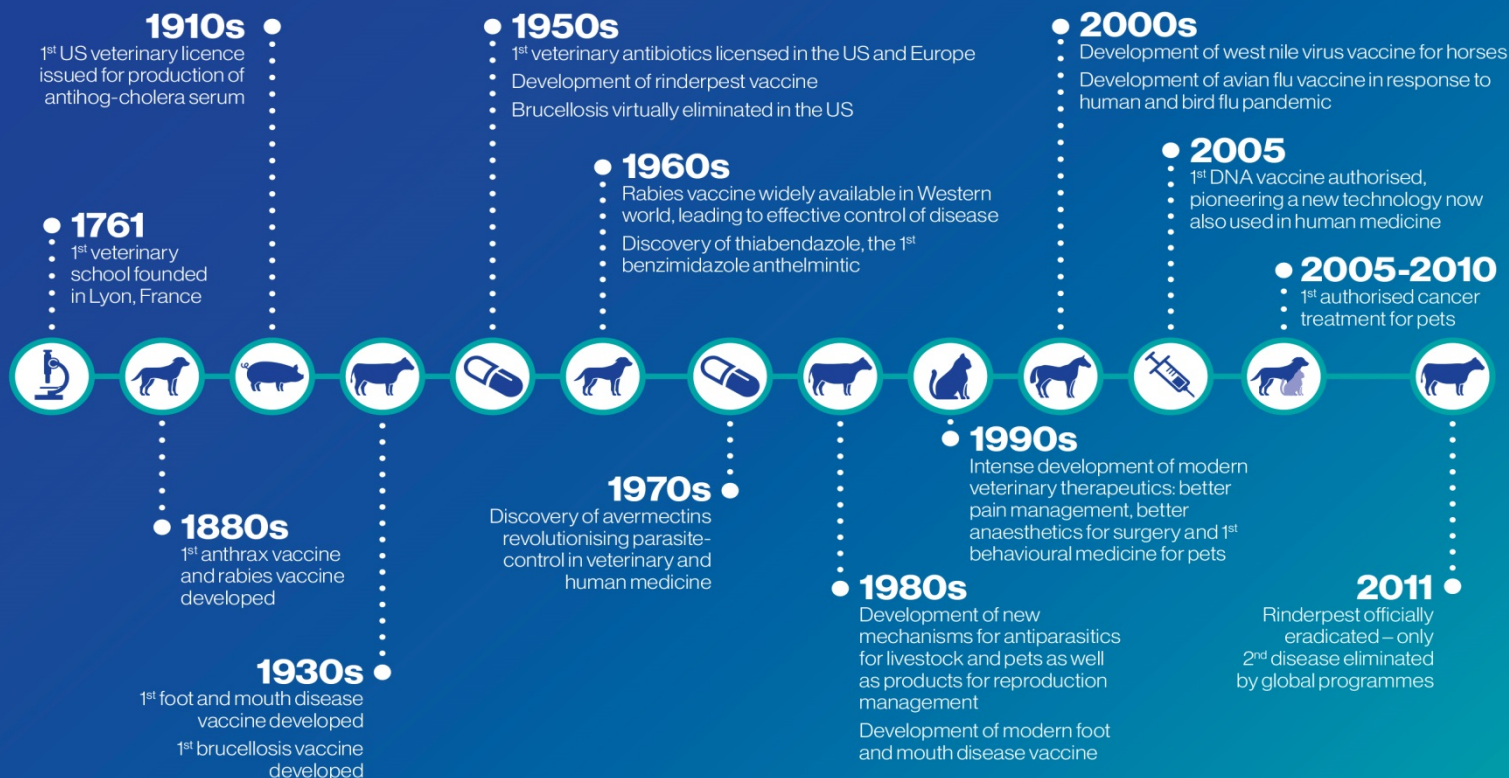
- European structure remains world class, but not unique anymore
- Sufficient room for improvement / fine-tuning
- Science based → a responsibility and a communication challenge for all actors
- To make the required progress, innovation in animal health and innovation in legislation:
 - should go hand in hand
 - is a multistakeholder responsibility
 - may involve risks
 - not starting is no option



Progress = Innovation x Implementation

Keep on innovating!

INNOVATION IN ANIMAL HEALTH



We want to continue to deliver the benefits of innovation for animal health and welfare, and public health