

PRESS RELEASE

EuropaBio's new White Paper 'Realising the Potential of Personalised Medicine in Europe'

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Today, EuropaBio published a new White Paper on Personalised Medicine, entitled "*Realising the Potential of Personalised Medicine in Europe*". This paper aims to identify the required adaptations in terms of science, drug and diagnostic development programmes, as well as in terms of valuing and reimbursement that are essential in order to successfully integrate personalised medicine approaches in healthcare systems across Europe.

Building on the 2012 EuropaBio position "*Personalised Medicine: Status Quo and Challenges*", the current White Paper includes calls for action and policy recommendations to European and national institutions to foster the development of personalised medicine in Europe and help create the right eco-system for it to flourish.

"We believe that personalised medicine can and will be a pillar of a competitive EU healthcare biotech industry, and a significant contributor to the Union's ambition of becoming the world's foremost knowledge-based economy by 2020" explained Nathalie Moll, EuropaBio Secretary General. *"Supporting and facilitating research and development in the personalised medicine field will translate in investment in innovation, attraction and development of a highly skilled workforce and a positive ripple effect on academia, secondary and tertiary care institutions and other sectors. Most importantly, personalised medicine has the potential to address the unmet medical needs of patients"* commented Emmanuel Chantelot, Chair of EuropaBio's Healthcare Council.

The White Paper outlines recommendations and calls for action aimed at decision-makers and other stakeholders in the area of Personalised Medicine. Such calls for action include:

- the creation of a framework that stimulates public-private partnerships in basic and translational research;
- increased early stage cooperation among all relevant stakeholders;
- the design of a regulatory framework for medical devices that supports rather than hinders the ability of innovative companies, particularly small companies, of discovering biomarkers and further develop companion diagnostic tests;
- a more flexible regulatory health economic evaluation and adaptive licensing system for personalised medicines; and
- the organisation of educational programmes to raise awareness about personalised medicine.

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[EuropaBio White Paper on Realising the Potential of Personalised Medicine in Europe](#)

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About EuropaBio:

EuropaBio is the European Association of BioIndustries. Our members are involved in research, development, testing, manufacturing and commercialisation of biotech products and processes in human and animal healthcare, diagnostics, bioinformatics, chemicals, crop protection, agriculture, food and environmental products and services. EuropaBio also counts a number of National Biotech Associations in its membership who in turn represent more than 1800 biotech SMEs.