

## From Adaptive Licensing To Adaptive Pathways

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## How can we address the access vs. evidence trade-off?

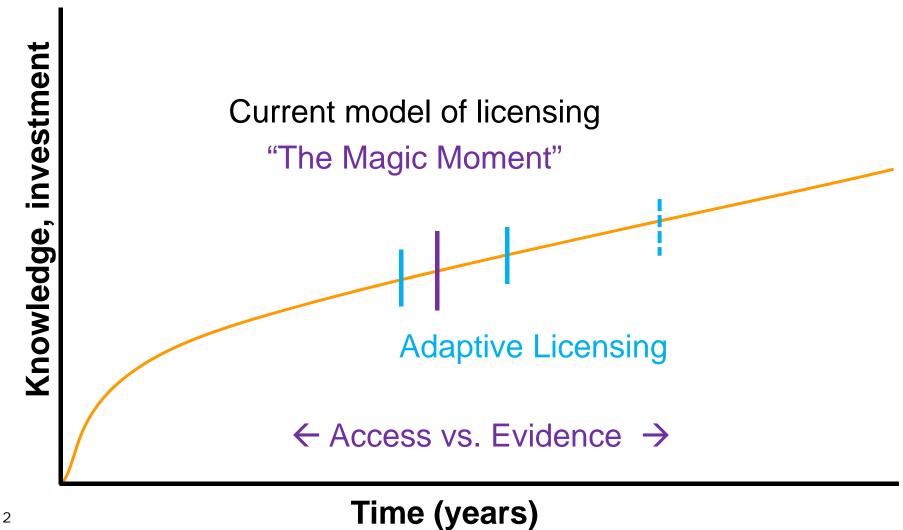
#### Competing objectives

- Allow timely access for patients to address unmet medical need: "the safest drug that arrives too late is of no benefit to a patient"
- Provide an environment supportive of innovation

 Provide 'complete' information on benefits, risks, relative effectiveness



#### From magic moment to life-span management



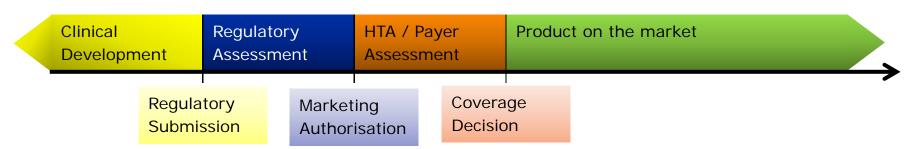


### A systems approach

Comprises the entire life-span:

Development → licensing → coverage → utilization → monitoring

- Adaptive Licensing
- Adaptive Pathways





# What needs to be in place to enable adaptive pathways? 1/2

- Culture of collaboration with patients and physicians to agree on level of unmet need and acceptable uncertainty
- Collaboration of sponsor, regulators, payers/HTA bodies throughout the life-span of a product



# What needs to be in place to enable adaptive pathways? 2/2

- Rapid learning systems for data generation across whole life-span → to minimise *realised* risk (as opposed to *inherent* risk)
- Tools to provide reasonable assurance of appropriate Rx



#### Conclusion

- We are on a trajectory to more adaptive pathways
- The speed of change will depend on how fast preconditions can be met
- Adaptive pathways are likely the best (only?) way to address the access versus evidence trade-off
- EMA is currently running the 'Adaptive Licensing Pilots Project'; to date: 26 products submitted, 7 selected for pilot watch this space!



### Thank you

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