

## **Redesigning medicines: New options for patientcentric treatments (5 min read)** <sup>[1]</sup>

### Access to Medicines <sup>[2]</sup>

A crying toddler, sick with pneumonia, needs a dose of antibiotics. His mother has the medication – but first she has to prepare it. This means adding water to a gritty-tasting powder in a bottle, then extracting the liquid mixture at a precise amount into a syringe. Now she has to try to get the liquid into the mouth of the feverish, cranky child. Already uncomfortable, the child jerks away from the syringe coming at him – and the antibiotic ends up spilled all over his shirt. Now imagine the benefit for the young patient, and the relief for his mother, when this medicine is available as a small, quickly dissolving tablet that can be placed under the boy's tongue. A user-friendly formula like this is one example of value added medicines, or VAMs.

Value added medicines, according to Medicines for Europe – the official trade association for the European generic, biosimilar and value added pharmaceutical industries – are defined as “medicines based on known molecules that address healthcare needs and deliver relevant improvements for patients, healthcare professionals and/or payers.”<sup>1</sup> Because VAMs are based on known molecules, the basic ingredient is already there. To use an analogy, you could compare the known molecule – a generic medicine – to a bicycle. Then think of a VAM like a bike equipped with a small electric motor. On an e-bike, riders can go faster and travel longer distances with less effort. Or, parts of the bike can be added or replaced to make it more comfortable, convertible or safer. Similarly, medicines can be “upgraded” in different ways – to create tailored therapies for patients.

# Designing value added medicine

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Value added medicines (VAMs) are existing generic medicines that are reformulated or repositioned to deliver benefits for patients, physicians and healthcare providers.

**REPOSITIONING**

**REFORMULATION**

**COMBINATIONS**

**Route of administration**



**New indication or patient group**



**Application devices (e.g. inhalers, patches) coupled with known molecule**

