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Bringing Patient Centricity to Life: Harnessing the patient voice for a better healthcare system

Whitepaper focuses on putting patients first in transforming healthcare and medicines delivery to prioritise Australian patients' values, preferences, and outcomes

Melbourne, Australia - 30 May: The current environment presents many opportunities for a variety of stakeholders, including patients, to engage with the Australian health system and government on reform.

- Australians have never been more aware of the importance of efficient approval processes for medicines and vaccines following the COVID-19 pandemic;
- Recommendations from the 2021 Parliamentary Inquiry into the approval processes for new drugs and novel medical technologies¹ are being considered by the Australian government
- The 2022 strategic agreement between the Commonwealth and the medicines industry includes a commitment to deliver enhanced consumer engagement with respect to applications to list new medicines on the Pharmaceutical Benefits Schedule (PBS).
- Current review of Health Technology Assessment (HTA) policy, processes and methods.

All these initiatives are aligned with the revised National Medicines Policy, promoting well-coordinated person-centred care.

Now is the time for significant healthcare system reform and we have the opportunity to bring **patient centricity to life**. Effectively harnessing the patient voice in our healthcare decision making represents an opportunity to not only align with the principles of patient centricity but to shape the health system into one that delivers better access, equity, responsiveness, and efficiency.

Today, Bristol Myers Squibb Australia (BMSA) launched the *Bringing Patient Centricity to Life* Whitepaper. Developed for BMSA by Biointelect, the Whitepaper makes recommendations regarding broad scale system reform, but also smaller, practical steps towards practice and process improvements. Recommendations range across the medicines lifecycle and aim to empower consumers and enhance their involvement in design, approval, access, and post marketing review of medicines. A partnership approach across Government, HCOs and Industry was seen as key to prioritising, shaping and implementing these recommendations.

“In March, Medicines Australia welcomed the revised HTA Review Terms of Reference that reinforced the focus on patients. We will continue to advocate for patient-centric reform, as part of the Review, the first of its kind in 30 years. Medicines Australia is committed to listen and work with patient organisations and clinicians to eliminate barriers within current decision-making systems and ensure patients can swiftly access innovative medicines, vaccines, and treatments,” said Elizabeth de Somer, Chief Executive Officer, Medicines Australia.

Patient-centric system health reform aims to improve the overall patient experience, enhance patient outcomes, promote shared decision-making, and ensure equitable access to innovative medicines, vaccines and treatments. System reforms to enhance patient centricity in the Australian system will strive to reduce barriers to healthcare access, promote health equity, and ensure that all patients receive equitable and timely care.

Richard Vines, Chair, Rare Cancers Australia, said: “Patient centricity just makes sense. Why wouldn’t you consult with and listen to the people with the most intimate knowledge and understanding of the system. Patients are experts in their own disease and everything associated with it. A patient centric model is essential if we want

¹ Parliament of Australia. (2021). *Inquiry into approval processes for new drugs and novel medical technologies in Australia*. Available at, https://www.aph.gov.au/Parliamentary_Business/Committees/House/Health_Aged_Care_and_Sport/Newdrugs

Australia to provide the best care and support to those of us in need. This white paper is a great contribution and potential roadmap for the country.”

The *Bringing Patient Centricity to Life* Whitepaper highlights three critical areas for reforming Australia’s HTA system to meet the needs of Australian patients:

1. Effective and Meaningful Consumer Engagement
2. Broader Value Considerations in HTA Decision Making
3. Speed of Access to Medicines

Leah Goodman, Managing Director, BMSA said: “Bristol Myers Squibb Australia is committed to actively shaping the environment to deliver transformational medicines to Australian patients. Over the past five years, BMSA has collaborated with Health Consumer Organisations (HCOs) to pursue shared objectives in system reform, primarily through the *Broadening the Evidence* project. BMSA remains dedicated to initiatives that bolster the involvement of consumers and patients in healthcare decision-making and health policy with the aim to empower consumers and enhance their involvement in approval processes and access to medicines.”

About *Bringing Patient Centricity to Life* Whitepaper

Bristol Myers Squibb Australia (BMS), supported by Biointelect, convened the November 2022 *Shaping Healthcare Together* Roundtable and a series of subsequent focus groups with over 20 representatives of HCOs in March-April 2023, to discuss and gather perspectives regarding Australia’s HTA processes and how they can better align with the principles of patient centricity. BMS has worked with HCOs towards achieving common goals in system reform over the last five years, through the *Broadening the Evidence* project and is committed to initiatives that support the role of consumers and patients in healthcare decision making and health policy.

About Bristol-Myers Squibb

Bristol Myers Squibb is a global biopharmaceutical company whose mission is to discover, develop and deliver innovative medicines that help patients prevail over serious diseases. For more information about Bristol Myers Squibb, visit us at <https://www.bms.com/au>

About Biointelect

Biointelect is a strategic healthcare and life sciences consultancy. Biointelect provides a range of services for biopharmaceutical and medical device companies seeking to commercialise new technologies in Australia and overseas. Biointelect helps clients develop and drive strategy, including improving on and evaluating new business opportunities. This includes undertaking stakeholder engagement, detailed market evaluations and identifying the optimum clinical, regulatory, reimbursement and market-entry strategy to support patient access to innovative medicines. Biointelect partners with industry, government and not-for-profit clients to enable the therapeutic sector to better improve patient outcomes, visit us at <https://www.biointelect.com/>

To read the full report see: [Bringing Patient Centricity to Life](#).

If you would like any further information or to arrange an interview, please contact:

Alison Melville
Bristol Myers Squibb
0477 309 012
alison.melville@bms.com

Tanya West
Weber Shandwick
0406 907 845
Tanya.west@webershandwick.com.au