

Our 10-year strategy

Our strategy narrative has been refreshed to introduce distinct layers differentiating the **ambition**, **goals** and **strategic priorities**.





Ambition

Make the UK the best place in the world to discover, develop, manufacture and bring to patients the medicines and vaccines of the future



Goal
1

Ensure innovative medicines and vaccines are appropriately valued for their roles in shaping UK healthcare



Goal
2

**Increase the UK's attractiveness
as a destination for pharmaceutical
industry investment**



**Strategic
priority 1**

Increase the UK's investment in medicines and vaccines to prevent and treat ill health

Measures of success

- ◆ Innovative medicines spending to reach 0.35% of UK gross domestic product (GDP) by 2028, on a clear path to 0.6% of GDP by 2035
- ◆ Funding of medicines transitions towards a model of 'risk sharing' of growth with industry



Accelerate access and equitable uptake of medicines and vaccines to improve patient outcomes

**Strategic
priority 2**

Measures of success

- ◆ Access reforms allow most new medicines to be available for their full licensed indications
- ◆ UK uptake of new medicines in top quartile versus comparable countries over first five years
- ◆ Access pathways streamlined across the Medicines and Healthcare products Regulatory Agency (MHRA), the National Institute for Health and Care Excellence (NICE), and the National Health Service (NHS)
- ◆ UK regulatory processes are predictable and innovative, and speed is comparable with the EU's European Medicines Agency (EMA) and US Food and Drug Administration (FDA)
- ◆ NICE and the NHS effectively support the implementation of guidance to improve access and adoption of innovative medicines
- ◆ Improved time to population access for innovative vaccines and optimal coverage rates across the immunisation schedule

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**Strategic
priority 3**



Improve the UK's ability to conduct research and harness health data

Measures of success

- ◆ The UK is a top two destination in Europe for late phase clinical trials
- ◆ The UK is in top three G7 countries for public research and development investment
- ◆ NHS data is accessible to industry within internationally competitive timeframes



Enhance the UK industrial, regulatory and trading environment

**Strategic
priority 4**

Measures of success

- ◆ The UK achieves the highest sustained pharmaceutical growth in the G7
- ◆ Improved competitiveness of UK tax and fiscal offer for domestic companies and foreign direct investment
- ◆ The UK has the right skills mix and numbers of appropriately skilled people to meet the needs of the life sciences sector
- ◆ The UK's intellectual property framework is the most robust amongst the G7 countries
- ◆ UK trade agreements improve conditions for inward investment and UK life science exports
- ◆ The UK has a predictable, innovative regulatory framework



Influence global life sciences policy, standards and frameworks

Strategic priority 5

Measures of success

- ◆ The UK champions pro-innovation policies internationally and seeks to export standards/practices that align with industry priorities
- ◆ The UK champions alignment of global standards and frameworks e.g. tech transfer under Volumetric Modulated Arc Therapy (VMAT) principles, removal of tariffs and export restrictions, and strong intellectual property protection
- ◆ The UK does not promote problematic health technology assessment practices internationally
- ◆ UK trade agreements contain world-leading intellectual property and regulatory provisions supporting the global industry business model
- ◆ The UK continues to champion global initiatives to combat antimicrobial resistance and stimulate the development of new treatments



Define ethical standards and build recognition of industry as a trusted partner in improving health outcomes and building UK Life Sciences capability

**Strategic
priority 6**

Measures of success

- ◆ The UK has a strong, pragmatic, ethical framework which continually evolves to uphold patient safety, fair business practice and stakeholder trust
- ◆ High levels of confidence and advocacy in NHS-industry collaboration and partnership amongst healthcare professionals and healthcare organisations
- ◆ Our industry attains the highest levels of public and stakeholder trust among business sectors, and is recognised as a valued partner in improving patient outcomes and in enhancing UK STEM education



About the Association of the British Pharmaceutical Industry

The ABPI exists to make the UK the best place in the world to research, develop and access medicines and vaccines to improve patient care.

We represent companies of all sizes which invest in making and discovering medicines and vaccines to enhance and save the lives of millions of people around the world.

In England, Scotland, Wales and Northern Ireland, we work in partnership with governments and the NHS so that patients can get new treatments faster and the NHS can plan how much it spends on medicines. Every day, our members partner with healthcare professionals, academics and patient organisations to find new solutions to unmet health needs.

The Association of the British Pharmaceutical Industry

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