

# Reshaping health for a stronger Europe

## Why prioritising health matters for Europe's security, growth and competitiveness

Health is fundamental to the wellbeing of individuals and families, and to our societies, economies and security. Well-performing health systems, a resilient health workforce and a strong footprint in research and innovation for life sciences are key for Europe to remain prosperous and competitive in a turbulent world.

**As a broad Coalition whose membership spans all 27 EU countries and all areas of the health and life sciences sector, we are proposing five actions that can help Europe leverage health to achieve its vision for security, growth and competitiveness.**

1



**Ensure the meaningful involvement of patients, patient organisations and all other relevant health stakeholders in health policy development, research, and practice.**

**This will prioritise patient needs, optimise resource allocation, and enhance health outcomes.**

**HOW CAN WE ACHIEVE THIS?**

- Identify appropriate, sustainable funding models to support these stakeholders' role in policymaking processes
- Deploying people-centred methodologies and indicators in healthcare planning and delivery.

2



**Invest in training, education, and retention programs to prepare a resilient, skilled and future-proof health workforce. This can be done by ensuring adequate support and resources for healthcare professionals to maintain high standards of care, i.e., preventing burnout, and investing in digital upskilling.**

**HOW CAN WE ACHIEVE THIS?**

- Elevate the health workforce in the Pact for Skills and the planned Quality Jobs Roadmap
- Support Member States in strengthening their health workforce through EU-funding programmes.

3



**Prioritise investments in health under the EU's new fiscal rules and ring fence the health budget in the next long-term financial framework (2028-2034), to capitalise and amplify the health sector's return on investment (ROI) in the medium- and long-term.**

**HOW CAN WE ACHIEVE THIS?**

- The European Commission can support Member States by providing **guidance** on how to assess the ROI of different types of health investments, as well as supporting **assessments and investment plans** that are in line with the new framework.

4



**Help Europe regain its competitive edge, putting research & innovation at the heart of the European Life Science Strategy.**

**HOW CAN WE ACHIEVE THIS?**

- Ensure access to funding for start-ups, foster an innovation-friendly regulatory framework, and increase Europe's attractiveness for clinical trials.
- Facilitate the translation of early scientific discoveries into safe and effective innovative products that meet patients' needs.
- Create and scale up hubs of innovation, to connect industry, manufacturing, researchers and academic hospitals.
- Develop a culture of learning within and between health systems, ensuring the uptake and scaling of innovative best practices.

**5**  **Create a health and life science office in the European Commission, connecting DG SANTE, DG HERA, DG RTD, DG CNECT, DG ENVI, DG GROW and DG JUST to spearhead a coherent European strategy for this sector. Only by linking EU policies for public health, research and industrial policy can Europe deliver a coherent vision, strategy and policies for a vibrant end-to-end health research and care eco-system.**

# WHY ACTING FOR HEALTH MATTERS



European populations are ageing and the burden of disease is growing, putting pressure on the workforce, fiscal sustainability and the economy.

- ✓ Non-communicable diseases drive 80% of the disease burden, are the **leading causes of avoidable premature deaths**, and account for approximately 70% of healthcare costs in Europe.



The health workforce is shrinking.

- ✓ In some countries, there are just **2.4 doctors for every 1,000 people**.



Health expenditure is falling to pre-COVID-19 levels – or lower.

- ✓ **Rigid financing models**, which create barriers for necessary investments and the uptake of innovation, further **impact health systems**.



Europe's attractiveness as a clinical trial destination is decreasing.

- ✓ Europe's share of global clinical trials dropped from 22% in 2013 to 12% in 2023, resulting in **60,000 fewer clinical trial places for Europeans**.

## How the health and life sciences sector boosts Europe's economy, workforce and social systems

The economic footprint of the pharmaceutical sector is:



**€311 billion**

gross value added (2022)<sup>1</sup>.



Supporting **2,3 million jobs** in Europe<sup>1</sup>.

The medtech sector employs

**800,000 people** in Europe and files a new patent every **30 minutes**<sup>2</sup>.

On average in the EU, the health sector accounts for

**5,3%** of the economically active population<sup>3</sup>.



In the Czech Republic, the value of services provided by 7 patient organisations alone amount to up to

**€76.3 million** per year<sup>4</sup>

## How investing in health pays off

Every euro invested in public health generates a

**14-fold return** in economic benefits<sup>5</sup>

Adult immunisation programmes return up to

**19 times** their initial investment<sup>6</sup>

More than **1 million** fatal heart attacks & strokes

could be prevented with better management of four risk factors<sup>7</sup>

## WHAT WILL BE THE IMPACT?

Keeping health high on the policy agenda, especially at a time of geopolitical tensions and stretched resources, will reduce long-term healthcare costs, improve the overall health and productivity of the population, and contribute to Europe's growth and stability.

### References

<sup>1</sup> PricewaterhouseCoopers (PWC), 'Economic Footprint of the Pharmaceutical Industry in Europe,' available here.

<sup>2</sup> The European Medical Technology Industry in figures 2022, available here.

<sup>3</sup> European Observatory on Health Systems and Policies, Health and the Economy: A Series of Country Snapshots, How Does Germany's Health Sector Contribute to the Economy?, 8 December 2022, available here.

<sup>4</sup> Ernst&Young Czech Republic, 'EY analysis quantifies the contribution of patient organisations to the Czech economy,' available here.

<sup>5</sup> Centre for European Reform, 'Is investing in public health a no-brainer?,' available here.

<sup>6</sup> The Office for Health Economics, 'The socio-economic value of adult Immunisation programmes,' available here.

<sup>7</sup> The London School of Economics and Political Science, 'Determining the Benefits of Improving Secondary Prevention of Cardiovascular Disease,' available here.