

Let us not miss this opportunity

POINT OF VIEW

By **Mr. Theodore Tryfon**, President of the Panhellenic Union of Pharmaceutical Industry (PEF), on the Study of the Secretariat General of Industry for Domestic Pharmaceutical Industry Growth.

It has become clear that the destructive policy, which was implemented for a number of years in the drug field, along with the immense reductions in drug prices and the unbearable rebates and clawbacks, has driven the Greek pharmaceutical industry –one of the most dynamic sectors of the Greek financial activity– to a marginally viable point.

There is now an immediate need to deal with the problems faced by the domestic pharmaceutical industry sector, through the materialization of necessary structural interventions, as the ones that were extensively analyzed during the presentation of the Domestic Pharmaceutical Industry Growth Study, which was conducted by the Secretariat General of Industry (GGB) of the Ministry of Economy.

We are currently going through a period, during which domestic economic activity has suffered a dramatic reduction.

For this reason, it is necessary for everyone –each on behalf of the entity or sector he or she represents– to proceed with the submission of detailed proposals, in order to contribute to the formation of conditions that will help reboot and strengthen the growth procedure of the Greek economy within the next decade. Over the years, the Greek pharmaceutical industry has proved that it constitutes a sector, which marks a dynamic growth course, with continuous investments in technological innovation, research, productive infrastructure and human resources development, as well as through the creation of new jobs.

Creating a framework with the essential short- and long-term actions, such as the one put forward by the GGB's Study, is a fundamental requirement in order to fully reveal the creative potential of the Greek pharmaceutical industry and to contribute to the domestic financial and social prosperity.

Certainly, the first and foremost prerequisite is to promptly rationalize prescribing and drug consumption, with a clear aim: to save necessary public resources. In parallel, through this procedure, the disastrous clawback (automatic return) must be reduced. On a second level, it is necessary to focus our interest on the growth prospective of the Greek pharmaceutical industry beyond national borders, so as to confirm its role as a lever of growth for our national economy.

Furthermore, the Greek pharmaceutical industry, a sector which, on its whole, has distinguished itself for its innovation and extroversion, can only base its developmental strategy on the pillars of technological novelty, specialization and partnerships.

Undoubtedly, any collaborations between the Greek pharmaceutical industries and the established foreign drug industries can lead to significant investments in Greece, within the fields of production and clinical trials.

The clarification and analytical recording of the needed actions, as completed within the context of the GGB's Study, provides us with an essential tool for their immediate realization by the involved competent bodies – from both the public and private sectors.

This is a unique opportunity and, under no condition, must we let it slip away, since we deeply believe that Greek drugs can, in fact, become the solution for health, economy and society in our country.