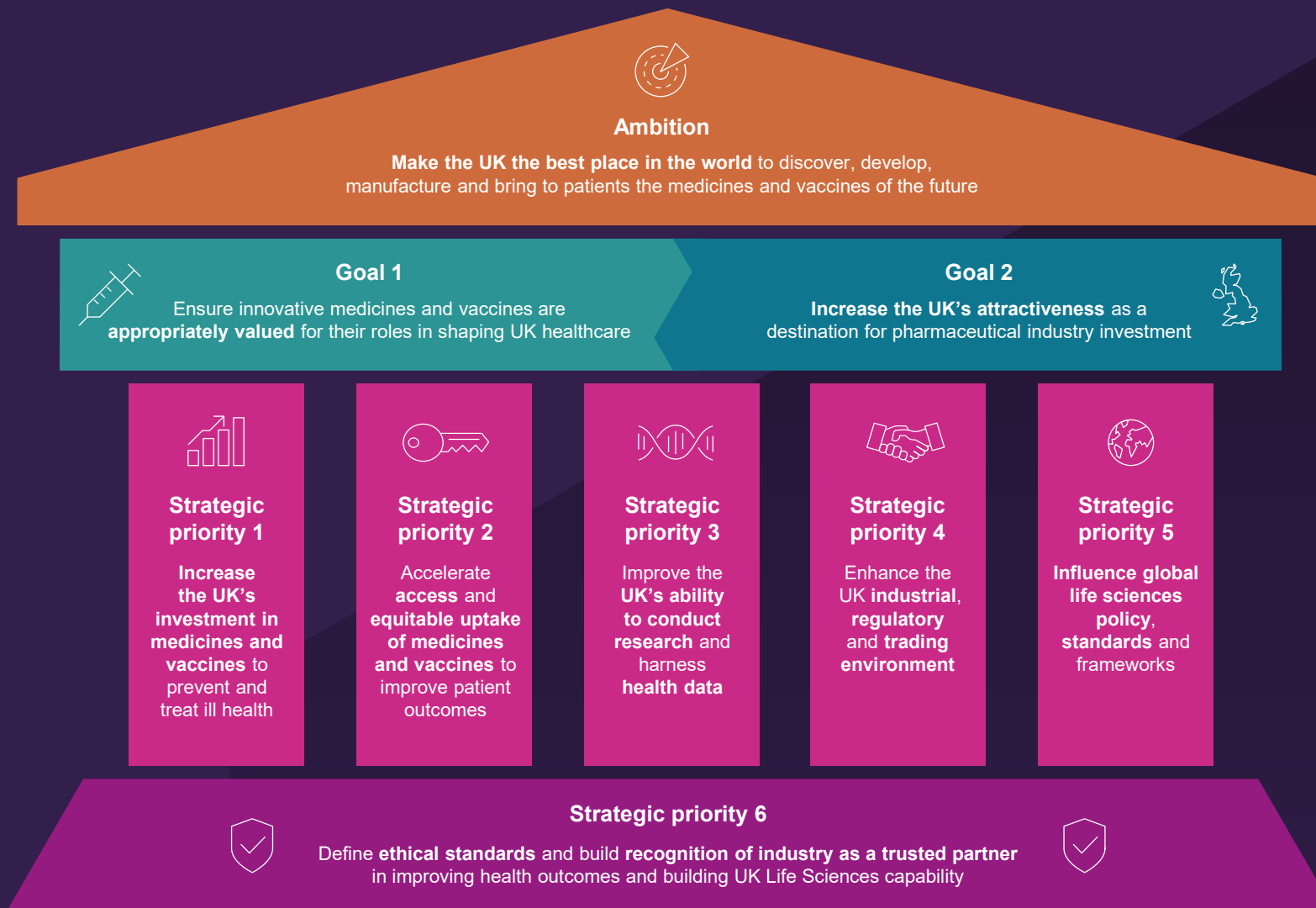


# Our 10-year strategy

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



## Strategic priority 1



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



## Measures of success

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- ◆ Industry payment rates return to an internationally competitive level
- ◆ Medicines spending as a proportion of healthcare to ~15% by 2030
- ◆ Government increases its funding of medicines beyond current cap and 'shares risk' of growth with industry

## Strategic priority 2



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



## Measures of success

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- ◆ Access reforms allow most new medicines to be available for their full licenced indications
- ◆ UK uptake of new medicines in top quartile versus comparable countries over first five years
- ◆ Access pathways streamlined across MHRA-NICE-NHS
- ◆ UK regulatory processes predictable and innovative, and speed is comparable with EMA and FDA
- ◆ NICE and the NHS effectively support 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

### Strategic priority 3



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



### Measures of success

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

## Strategic priority 4



### Enhance the UK industrial, regulatory and trading environment



## Measures of success

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**Lead measure:** UK achieves highest sustained pharmaceutical growth in the G7 (GVA).

- ◆ Improved competitiveness of UK tax and fiscal offer for domestic companies and foreign direct investment
- ◆ UK has the right skills mix and numbers of appropriately skilled people to meet the needs of the life sciences sector
- ◆ UK's Intellectual Property framework most robust among the G7 countries
- ◆ UK trade agreements improve conditions for inward investment and UK life science exports
- ◆ UK has a predictable, innovative regulatory framework

## Strategic priority 5



### **Influence global life sciences policy, standards and frameworks**



## Measures of success

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**Lead measure:** The UK champions pro-innovation policies internationally and seeks to export standards and practices that align with industry priorities.

- ◆ The UK champions alignment of global standards and frameworks, for example, technology transfer under Voluntary and Mutually Agreed Terms (VMAT) principles, removal of tariffs and export restrictions, and strong Intellectual Property protections
- ◆ 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 Antimicrobial Resistance (AMR) on the global stage to spur meaningful solutions in other countries to enable research and development in antibiotics

## Strategic priority 6



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



## Measures of success

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- The UK has a strong, pragmatic, ethical framework which continually evolves to uphold patient safety, fair business practice and enhances stakeholder trust
- High levels of trust, confidence and advocacy in NHS-industry collaboration and partnership amongst Health Care Professionals (HCPs) and Health Care Organisations (HCOs)
- 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 Science, Technology, Engineering, and Mathematics (STEM) education