



RSVP to Dr Jennifer Gill at Jennifer.Gill@ucl.ac.uk

An invitation to the launch of *Licensed to Cure?*

10am for 10.30am on Wednesday March 12th 2014

The Kohn Centre, The Royal Society, 6-9 Carlton House Terrace

London SW1Y 5AG

On Wednesday March 12th the UCL School of Pharmacy, supported by funding from the European Medicines Group, is holding a meeting to launch a new report entitled ***Licensed to Cure?*** This publication investigates how organisations such as NICE value new treatments and discusses the use of unlicensed medicines as comparators in cost effectiveness appraisals.

Inappropriate practices in this area challenge the integrity of the medicines licensing system developed since the thalidomide tragedy. Undervaluing new medicines and other health technologies also threatens to undermine biomedical innovation and harm wider patient and public interests. Correcting imbalanced approaches will help assure timely access to anti-cancer treatments and encourage further investment in new medicines for rare childhood diseases and the pursuit of 'healthy ageing.'

Coffee will be served from 10.00am, with the formal event running from 10.30 am to 12 noon.

Contributors to this occasion will include:

- **Dr Thomas Lönngren.** Dr Lönngren was Executive Director of the European Medicines Agency (EMA) until December 2010. Thomas currently has a number of Board and advisory roles and is a consultant with the NDA Group, a leading European regulatory development, pharmaco-vigilance and HTA consulting company
- **Dr Mike Smith**, co-chair of the Patients Association and a leading medical communicator. Mike is a long standing patient advocate and defender of NHS care standards
- **Dr Panos Kanavos** of the London School of Economics. Panos is currently leading the European Commission funded Advance_HTA project on developing better ways of valuing health technologies
- Report author **David Taylor**, who has held a personal University of London chair in Pharmaceutical and Public Health Policy since 2000. David's previous roles include being an NHS Trust chair and having responsibility for health care quality at the Audit Commission for England and Wales.

The ***Licensed to Cure?*** launch will be chaired by **Ashok Soni**, OBE FRPharmS. Ash was elected to the English Pharmacy Board of the Royal Pharmaceutical Society in 2012. He is now its Vice Chair and a member of the Assembly of the RPS. Ash was awarded an OBE in 2014 for services to community pharmacy and the NHS, and is currently involved in reviewing the NHS Constitution.

If you wish to attend on March 12th please contact Dr Jennifer Gill at Jennifer.Gill@ucl.ac.uk and/or Professor Taylor at David.G.Taylor@ucl.ac.uk Please note that the number of places available is limited.

For further information call David Taylor on 07970 139892