

Personalized health

WHY?

Healthcare demand, costs, and a shortage of professionals in the sector are on the rise.

Development is lengthy, expensive and risky.

Technological innovation has made personalization possible, but accessibility is falling short.

The pharmaceutical industry's business model is under pressure.

Industry is often left out of the conversation.

Our ambition:
Personalized health

In many ways, we are all the same, but we are also all unique. Your health depends on many factors: DNA, lifestyle, where you live, the kind of work you do, what you eat – but often disease is also just bad luck. When you get sick, you just want one thing: to get well. Better yet, to not get sick in the first place: after all, it's better to be safe than sorry. However, what works for one person doesn't necessarily have to work for you. Luckily, technological innovation is making it more and more possible to pinpoint the best treatment for a particular individual.

Our ambition is to give our all to personalized health. The best treatment for everyone, and at the right time, whether it's medicine, antivirals, antibiotics, vaccines, or some other intervention. Where there's no treatment yet, we dedicate ourselves to developing it. When a treatment does exist, then we do everything we can to make sure it reaches the patients who need it.

Therefore, we want:
New treatments faster and better from bench to benefit

Technological innovations include, among others, whole genome or single-cell sequencing, 3D cell cultures, organoids, organs-on-a-chip, imaging, bioinformatics and artificial intelligence.

HOW?

We advocate:
A more adaptive ecosystem. Seamless progression through the steps of the development process

We advocate:
Smarter testing. Implementing technological innovations, such as diagnostics

WHAT?

We're working toward:
A unified, factual basis for access to and reimbursement of new treatments

We're working toward:
Clarity on how to get a product to patients or onto the market

We're working toward:
Optimal, or even new, ways of getting innovative products to patients or onto the market

We're working toward:
Talking, thinking and working together on solutions where health benefits, innovation and affordability go hand in hand

JOIN US. LET'S CHALLENGE THE STATUS QUO TOGETHER, TODAY.