

From: [REDACTED]
Sent: 09 October 2020 13:03
To: SANTE PHARMACEUTICALS B5
Cc: [REDACTED]
Subject: RE: Pharmaceutical strategy - reaching out from Copenhagen Economics
Attachments: 1. The Showdown_07OCT2020.pdf

Dear SANTE,

In response to your request for more information below, I have attached a 4 page CE document, which we call 'The Showdown'. I hope you will find it useful. It is the first document in a series, which we intend to publish throughout October where we share our thinking about the current trajectory towards a very damaging breakdown in our ability to develop medicines and treat patients in the EU. It centers around the rising conflicts between the traditional pharma business model and the traditional healthcare system procurement model.

As part of the series, we will share our view of strategies that we believe payers and companies should deploy to navigate these waters, and the opportunity for a third way altogether. We will keep you posted, and as we also share these documents on LinkedIn, you may be able to access them through that platform as well.

As noted earlier, should you be interested in a Teams-coffee meeting, we would welcome the opportunity.

All the best,

[REDACTED]

[REDACTED]

Copenhagen
Economics **CE**

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

From: [REDACTED]
Sent: 19. august 2020 17:21
To: SANTE-PHARMACEUTICALS-B5@ec.europa.eu
Subject: RE: Pharmaceutical strategy - reaching out from Copenhagen Economics

Dear SANTE,

Thank you for your reply and your patience with my answer. We are now all back in the offices following a nice summer break where corona took a backseat in my mind – nice for a change... We will be happy to send you a more elaborate description of the third way. I will revert to you as soon as possible with that description.

All the best and please do give my best to [REDACTED]
[REDACTED]



Dear

To: CAB KYRIAKIDES CONTACT

Cc: [REDACTED]

Subject: Pharmaceutical strategy - reaching out from Copenhagen Economics

Dear Commissioner Kyriakides,

My name is [REDACTED] and I am the [REDACTED] I am also the [REDACTED]

We have read the roadmap for the Pharmaceutical strategy with great interest, and we are curious to hear more about the key objectives you identify. Since we finalised the [REDACTED] my team and I have worked on the pharmaceutical and device forefront witnessing firsthand the progression towards what we believe to be a showdown between the traditional pharma (and device) business model and the traditional healthcare system procurement model. We believe a third way is needed, and we hope and believe that your Pharmaceutical strategy can be the vehicle to deliver just that.

If you are interested, I suggest we have a (virtual) coffee meeting to share more insight into your key objectives and our idea for a third way. If there is any way we can assist you let us know; we are at your disposal, and we truly want to contribute to making your vision for the future of pharma industry and healthcare systems in Europe come true.

If the above is not of interest to you, then please let me know such that I do not spend more of your nor my time following up.

Kind regards,

[REDACTED]

[REDACTED]

Copenhagen
Economics

CE

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]