



PRESS RELEASE

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Leem is launching a public campaign on the current status of research

**80% of French people say they lack information on the research conducted by pharmaceutical companies**

**LEEM (the French Pharmaceutical Companies Association) will be launching a public information campaign on 1 October 2017 to focus on the treatments currently under development by pharmaceutical companies.**

**"Illness never sleeps, so neither do we"**: the strapline of this campaign testifies to the tireless commitment of pharmaceutical companies to combat disease. Adapted from a pan-European campaign launched by the EFPIA<sup>1</sup>, this initiative is a direct response to the expressed need by the French public for information on the current status of research into new treatments.

*"The general public is broadly unaware of the innovative capacity of pharmaceutical companies and is keen to know more about therapeutic advances. This is why Leem is seeking, through representative examples, to showcase and honour the commitment of the 100,000 women and men in France's pharmaceutical industry who contribute day-in and day-out to discovering, developing and making innovative medicines capable of curing patients and improving their living conditions", explains Leem Chairman Patrick Errard.*

Nearly 9 out of 10 French people think that pharmaceutical laboratories play a key role in the discovery of new treatments but feel they lack information on these research and development activities, according to the BVA survey<sup>2</sup>.

<sup>1</sup> European Federation of Pharmaceutical Industries and Associations: [www.efpia.eu](http://www.efpia.eu)

<sup>2</sup> Leem-commissioned BVA survey conducted among 1000 French respondents in early September 2017

## 95% of French respondents think that pharmaceutical laboratories should communicate more about their R&D activities

" For the first time in 15 years, pharmaceutical companies are addressing the public directly. This marks a real turning point in our communications. Through a 30-second TV ad, posters displayed in Paris metro stations and adverts appearing in print magazines, the French will discover key facts on the current status of research into diseases such as cancer, AIDS, diabetes, heart disease, and Alzheimer's disease", says Jean Monin, Chairman of the Leem's Communications Committee.

- ➔ **The 30-second TV ad** will be broadcast from 1 to 14 October on three mass-audience television channels (TF1, M6 and Canal+) and on five DTT channels (BFM, LCI, CNews, C8 and TMC).
- ➔ **Paris metro posters:** two posters - one focusing on new medicines in development and the second on cancer - will be on display throughout the Paris metro (in nearly 200 stations) for one week from 4 October.
- ➔ **Print magazines:** These two posters will also be published in: Le Parisien Magazine, Paris Match, Elle, Le Monde Magazine and Les Echos Week-End) for three weeks.



They will be circulated too in the medical press from 28 September 2017 to raise awareness among doctors and pharmacists.

The entire campaign - TV ad and 10 posters - will be broadcast **online and on social media outlets**. In addition to this information, each campaign poster will be further supplemented on Leem's website with content provided by experts in the form of factsheets on diseases, the outcome of Leem's 2030 prospective study on health. Each factsheet provides an instructive summary of the disease: its onset, incidence, key figures, treatments, prospects and challenges.

The findings of the survey carried out by BVA show that the French have high expectations of future treatments. This demand is being met by the 7,000 new medicines currently being developed by pharmaceutical companies, a figure heralding the advent of an unprecedented wave of innovation.

Leem is motivated in this campaign by the strong conviction that therapeutic innovation must be shared with the greatest number of people.

### Key figures on the research conducted by pharmaceutical companies

- **7,000** new medicines currently in development
- Cancer: **1,800** new medicines in development
- **3 million** lives saved worldwide each year thanks to vaccines
- AIDS: **160** new medicines in development
- Heart diseases: **600** new medicines in development
- Diabetes: **475** new medicines in development
- Eczema, psoriasis: **277** new medicines in development
- Rare diseases: **567** new medicines in development
- Alzheimer's and Parkinson's disease: **1,300** new medicines in development
- Hepatitis C: over 95% of treated patients recover. **29** new medicines in development

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