PRESS RELEASE

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"France has a choice to make":
Leem launches a campaign to raise awareness of patients' access to therapeutic advances

Debates in the National Assembly on the Social Security Financing Bill have so far taken place with little consideration for the consequences on universal access to medicines. France must respond to the shocks of intensifying global competition and make a strategic choice: invest in therapeutic progress or fall behind the rest of the world.

It is to warn decision-makers and the public about the concrete consequences of political decisions regarding access to medicines, as well as pharmaceutical research and production, that Leem is today launching the campaign "The Moment of Choice", echoing the European federation EFPIA's[1] initiative "Europe has a choice to make."

A campaign designed to raise awareness and mobilise action

Running from 17 November to 20 December 2025 on social media, the campaign focuses on two possible futures, depending on the choice France makes:

• **Choosing to invest in therapeutic progress:** to protect patients, strengthen the economy and preserve our health sovereignty.

• **Doing nothing:** exposing France to a loss of attractiveness for research, industrial decline and, ultimately, longer and longer waiting times for patients to access medicines and treatments.

Each visual in the campaign, adapted to several different scenarios, presents a choice between two options that lead to these two contrasting futures for patients. These illustrated stories, grounded in statistical data, serve as a reminder that **behind every budgetary or regulatory decision lie lives, families** and the future of our healthcare system.

Medicines: a strategic issue for health and the economy

Our latest Social Observatory [2]report shows that the French public have a clear expectation: to support research and the production of medicines, rather than reduce spending in a sector they recognise as innovative. And with good reason. A dynamic pharmaceutical sector means faster access to treatments for patients, better public health, less pressure on hospitals, skilled jobs across the country, resilient local production and preserved health sovereignty.

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[1] *European Federation of Pharmaceutical Industries and Associations*

[2] *Observatoire sociétal Odoxa pour le Leem, septembre 2025*

A call to action

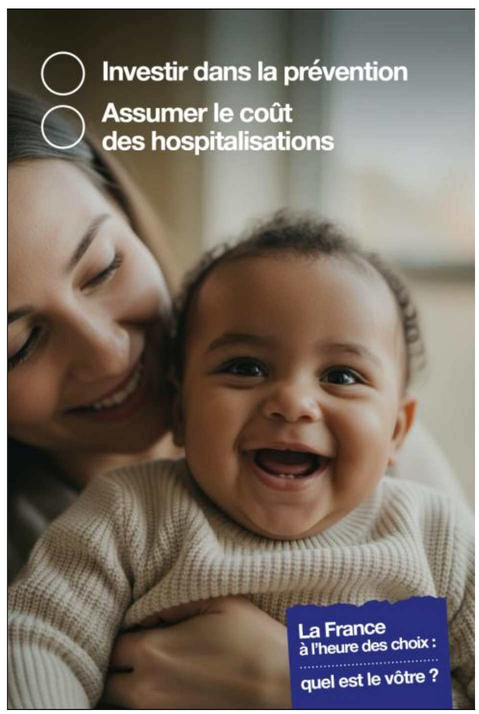
Investing, simplifying access to treatment and modernising economic regulation means viewing medicines not as a cost, but as a strategic investment in the country's health, employment and sovereignty.

"Therapeutic progress is an opportunity for France. It saves lives and strengthens our sovereignty. But it requires courageous choices today. If we want to preserve the chances for French patients to be treated to the highest standards, and if we do not want to completely discourage investment and therapeutic progress in our country, we need to make a 180-degree turn with regard to the current Social Security Financing Bill," says Stéphane Lassignardie, Chairman of the Leem Communication Commission.

To find out more

- Discover the campaign: Leem's France at a Crossroads landing page
- Discover the manifesto: "Let's Rethink Medicines Policy Together"

*The Leem campaign appeals to every citizen through examples of specific diseases (breast cancer, hepatitis C, migraine, etc.) for which patients would be left without solutions if investment in innovation is not encouraged. France has a choice to make… **What will yours be?***



Press Contacts :
Virginie PAUTRE - 06 31 86 82 70 - **vpautre@leem.org** / Julien GOUGEROT - 06 08 97 50 49 jgougerot@leem.org

Communication Department : Stéphanie Bou –06 60 46 23 08 - sbou@leem.org