



PERFORMANCE-BASED INNOVATION REWARDS



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REWARD

MAKING MEDICINES ACCESSIBLE TO ALL

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REWARD is a 5-year research project funded by the European Research Council under grant agreement 339239.

1 February 2014 – 31 January 2019

VISION

- We strive to realise the universal human right of access to medicines.
- We believe that global justice must guide the design of the system of rewards for pharmaceutical innovation.
- Our research contributes to policy reforms addressing health inequalities in high, middle and low income countries.

BACKGROUND

Every year approximately 10 million people around the world die from lack of access to life-saving medicines. High prices generated by the intellectual property rights system are partly responsible, leaving patients – especially in low and middle income countries – unable to access the medicines they need.

Rewarding the pharmaceutical industry based on the performance of their products, e.g. the impact on the global disease burden, could help address the challenge of preventing millions of unnecessary deaths. To do so, performance-based metrics such as QALYs need to be developed further and refined.

High prices affect not only poorer countries. Some drugs, especially cancer drugs, are currently not available through national health systems in the North because of their cost.



Members of REWARD at UNESCO in Paris from left to right: Schroeder, Srinivas, Hollis, El-Said, Pogge, Sutton, Banerjee, Ladikas.

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OUR AIMS

The main aim of **REWARD** is to find realistic solutions to the lack of access to medical products and services for underprivileged populations.

In an interdisciplinary collaboration of ethicists, lawyers, economists, clinicians, statisticians and experts in science and technology policy, our specific aims are to:

1. Undertake in-depth, global research into performance-based reimbursement (PBR) in order to establish a best practice benchmark.
2. Analyse possible ethical objections to previously benchmarked PBR tools and develop ethically sound refinements.
3. Analyse possible legal impediments to the implementation of previously benchmarked PBR tools and recommend legally sound refinements.
4. Move from clinical trial data to the real world by testing ethically and legally sound PBR tools in both a developed and a developing country setting.

"We all want medicines that work and are affordable. We can have them by making sure that the rewards for innovation go only to those who invent and manufacture demonstrably effective treatments. REWARD's work on evidence for health impact will help to get us there."

Baroness Onora O'Neill of Bengarve, Chair of the UK Equality and Human Rights Committee

"Achieving universal coverage of health services is about getting the incentives right so that drug development and commercialisation are aligned to need and ability to pay. REWARD and the related Health Impact Fund are one of the most promising and important initiatives in international health policy right now."

Dr Kalipso Chalkidou, Founding Director, National Institute for Health and Care Excellence International (NICE International)



Photography: Uwe Nestler

REWARD PROJECT PARTNERS

THE PROJECT LEAD

Professor Thomas Pogge

REWARD is led by Professor Thomas Pogge, whose main positions are at UCLan (UK) and Yale University (USA). Thomas Pogge is a European political philosopher who has published widely on Kant and Rawls.



His cosmopolitan theories of global justice and the moral obligations of the North have influenced philosophical debates for decades. He currently devotes most of his research time to the intractable problem of how to provide access to medicines for all.

He welcomes the ERC funding for **REWARD** as it provides him with an opportunity to bring together a team of specialist experts and researchers to support him in his efforts.

THE TEAM AT UCLAN

The Centre for Professional Ethics at the University of Central Lancashire (UCLan) will celebrate 25 years of research during the **REWARD** project (2018). One of the few research-only centres in ethics in Europe, it is well-known internationally for its work on global research ethics, global justice, and human rights and medicine. In particular, the global outreach of the Centre is considerable, with long-standing collaborations across the world and excellent links to policy makers and advisors.



The current team includes:

- **Professor Doris Schroeder**, Director of the Centre for Professional Ethics
- **Professor Aidan Hollis**, (Economics), seconded to UCLan
- **Dr Mohammed El-Said**, Reader in Law
- **Dr Chris Sutton**, Principal Lecturer in Clinical Trials
- **Dr Amitava Banerjee**, Senior Research Fellow, Cardiologist
- **Dr Miltos Ladikas**, Senior Research Fellow, Social Psychology
- **Julie Cook Lucas**, Finance, open access and compliance management
- **Jane Burnell**, Medical Statistician
- **Alexander Rawcliffe**, Research Assistance
- **Barry Guihen**, PhD student

THE TEAM AT RIS



Research and Information System for Developing Countries (RIS) is a New Delhi based think-tank affiliated to the Ministry of External Affairs, Government of India.

The Institute specialises in policy research on international economic issues and development cooperation with specialist expertise on intellectual property rights (IPR) issues.

- **Dr Sachin Chaturvedi**, Director General of RIS and specialist on IPR, Trade and Innovation
- **Dr Ravi Srinivas**, Associate Fellow



**WE BELIEVE THAT GLOBAL JUSTICE MUST GUIDE THE DESIGN OF
THE SYSTEM OF REWARDS FOR PHARMACEUTICAL INNOVATION.**





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