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# Eucomed, working for you

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## Economic Affairs

It is of vital importance to the medical technology industry that the full value of its ongoing innovation is appropriately recognised and rewarded. This means establishing an environment that encourages rapid market access and appropriate levels of funding for new introductions, so that clinicians and citizens can reap the benefits of industry's advances.

Ensuring that this happens is Eucomed's Economic Affairs mission. We are committed to:

- Acting as your competent, responsive centre of excellence, communicating educating and developing data on the economic value of medical technology;
- Contributing to shaping Eucomed policy activities;
- Working to serve your business interests.

Eucomed pursues its economic affairs mission in three areas of activity. We are actively:

1. Engaging on your behalf as the trusted representatives of the medical technology industry;
2. Monitoring the debates and policies that shape the economic environment for our members;
3. Collecting, generating and creating the data that demonstrates the importance of the industry to Europe.

## Engaging on your behalf

Manufacturers require HTA structures that meet the needs and realities facing our industry. Eucomed's expertise and broad membership make it a trusted partner to engage with European HTA networks to present the industry perspective.

### Our activities

- Providing the industry's voice to policymakers, payers, patient representatives and physicians;
- Extending the scope and range of relationships and dialogue with HTA stakeholders in Europe;
- Making industry contributions to all relevant EUnetHTA consultations;
- Providing training for members on HTA and procurement issues and organising profiling events for industry.

## Monitoring the economic environment

Policy environments are never static, and the economics of medical technology are no exception. Eucomed closely monitors current events and future trends likely to affect our members' businesses, particularly on the issue of how to secure funding for new technologies.

### Our activities

- Mapping the key stakeholders involved in market access processes;
- Tracking economic developments that will shape medical device funding;
- Helping to shape a policy environment that encourages innovation;
- Advocating health economic arguments in purchasing, reimbursing and funding of medical devices;
- Maintaining a map of key stakeholders who are influential in market access;
- Horizon scanning on the economic environment around medical device funding.

## Data collection and creation

Economic arguments require quality data to support them. Eucomed collects and interprets available information to provide evidence of the importance of medical technology on a European level.

### Our activities

- Providing current, up-to-date information on the economic performance of the industry;
- Promoting collaboration to generate reliable, accurate market data;
- Generating evidence to support Eucomed's messaging on the value of the industry.

## About the Eucomed Economic Affairs Group

The Economic Affairs group consists of experts in Health Economics, HTA, and Reimbursement from Eucomed member companies, national associations and the Eucomed secretariat. The Group's priorities are pursued in collaboration with other relevant Eucomed working groups.

If you have suggestions or questions please contact Victoria Malakhova, Director Economic Affairs (tel.: +32 2 761 22 86; e-mail: [victoria.malakhova@eucomed.org](mailto:victoria.malakhova@eucomed.org)) or Cristian Manoiu, Industry Intelligence Analyst (tel.: +32 2 761 22 80; e-mail: [cristian.manoiu@eucomed.org](mailto:cristian.manoiu@eucomed.org)).