



## 2017 China/EU Pharmaceutical Industry Forum

# The EU system for marketing authorisation

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## The EU system for Marketing Authorization

### Key Principles of EU Pharmaceutical Law & Policy

#### Objectives

Protection of public health

Free movement of medicinal products  
within the EU

## The EU system for Marketing Authorization

### □ Key Milestones

**1965**

First EU legislation on medicinal products.

- To prevent a recurrence of the **thalidomide** disaster
- To safeguard public health by not allowing medicinal products ever again to be marketed without **prior authorisation**
- Authorization only granted after demonstration of the: **safety, efficacy** and **quality** of the product

**1995**

Establishment of:

- The EU **centralized authorization** system for medicinal products
- The **European Medicines Agency (EMA)**



# The EU system for Marketing Authorization

## □ Key Actors

### LEGISLATION

Proposal:



European Commission



European Council

Adoption:



European Parliament

Implementing Acts:



European Commission



Committee of EU MSs

Interpretation:



European Court of Justice



# The EU system for Marketing Authorization

## □ Key Actors

**AUTHORIZATIONS**

Centralised  
Procedure

Application to:



European Medicines Agency  
EMA



European Commission

Decision:



Committee of EU MSs

Appeal:



European Court of Justice



## The EU system for Marketing Authorization

### ❑ Marketing Authorizations

A medicinal product may only be placed on the market in the European Union when a **marketing authorisation** has been issued:

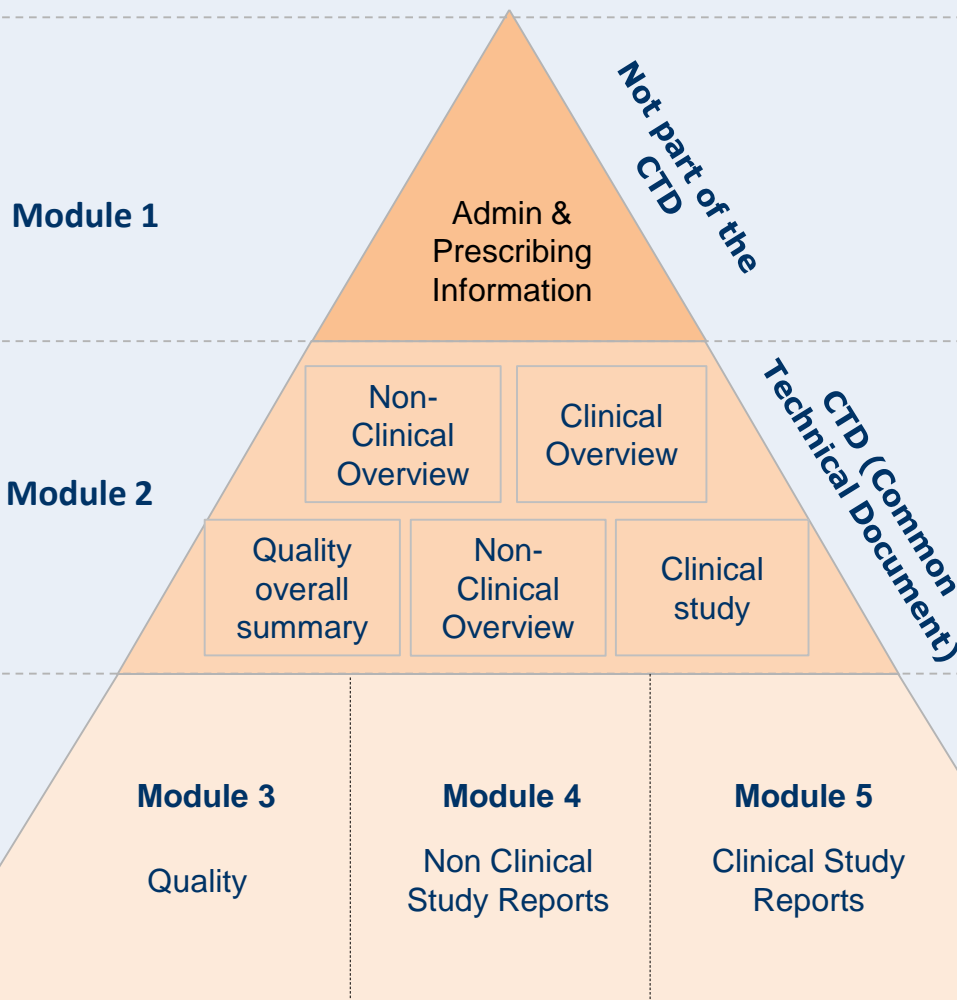
- by the **competent authority of a Member State** (National authorisations) or
- by the **Commission** for the **whole EU** (Union authorisation).

Authorisations are granted on the basis of the criteria of  
**QUALITY, SAFETY** and **EFFICACY**



# The EU system for Marketing Authorization

## □ Application requirements



- Authorisation of medicines in the EU reflects the internationally agreed standards

- EU-CTD (Common Technical Document) presentation is applicable irrespective of the type of procedure (centralised, mutual recognition or national).

- Companies need to submit data of tests and trials, demonstrating the Efficacy, Safety and Quality of the medicinal product.

## The EU system for Marketing Authorization

### □ The procedural set-up

Approval in one Member State

➤ National Authorisation

Approval in several or all Member States

➤ Mutual Recognition Procedure (MRP)

➤ Decentralised Procedure (DCP)

➤ Centralised Procedure (CP)

**ROUTE? CHOICE?**

**Depends on:**

- Type of product
- Authorisation history in EU
- Regulatory & marketing strategy
- Company preferences etc ...





## The EU system for Marketing Authorization

### Procedures for granting a marketing Authorization

**Mutual Recognition  
Procedure  
(MRP)**

**Decentralised  
Procedure  
(DCP)**

**Centralised  
Procedure  
(CP)**

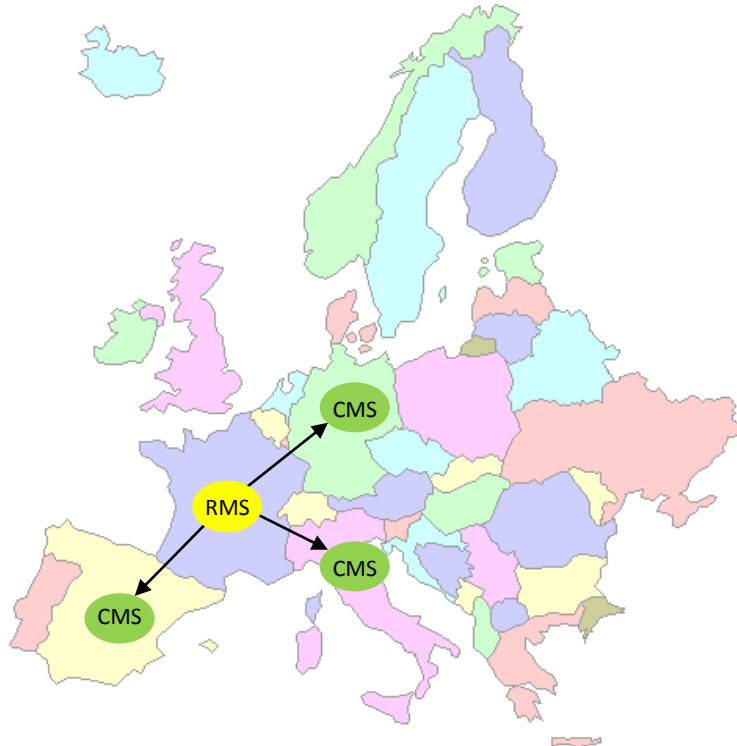
## The EU system for Marketing Authorization

### ☐ Mutual Recognition Procedure

**Mutual Recognition  
Procedure  
(MRP)**

**Decentralised  
Procedure  
(DCP)**

**Centralised  
Procedure  
(CP)**



➤ Starts from an **already existing national marketing authorisation** granted by one Member State – the **Reference Member State (RMS)**

➤ One or more Member States – the **Concerned Member States (CMS)** – are asked to **recognize** the authorization granted by the Reference Member State.

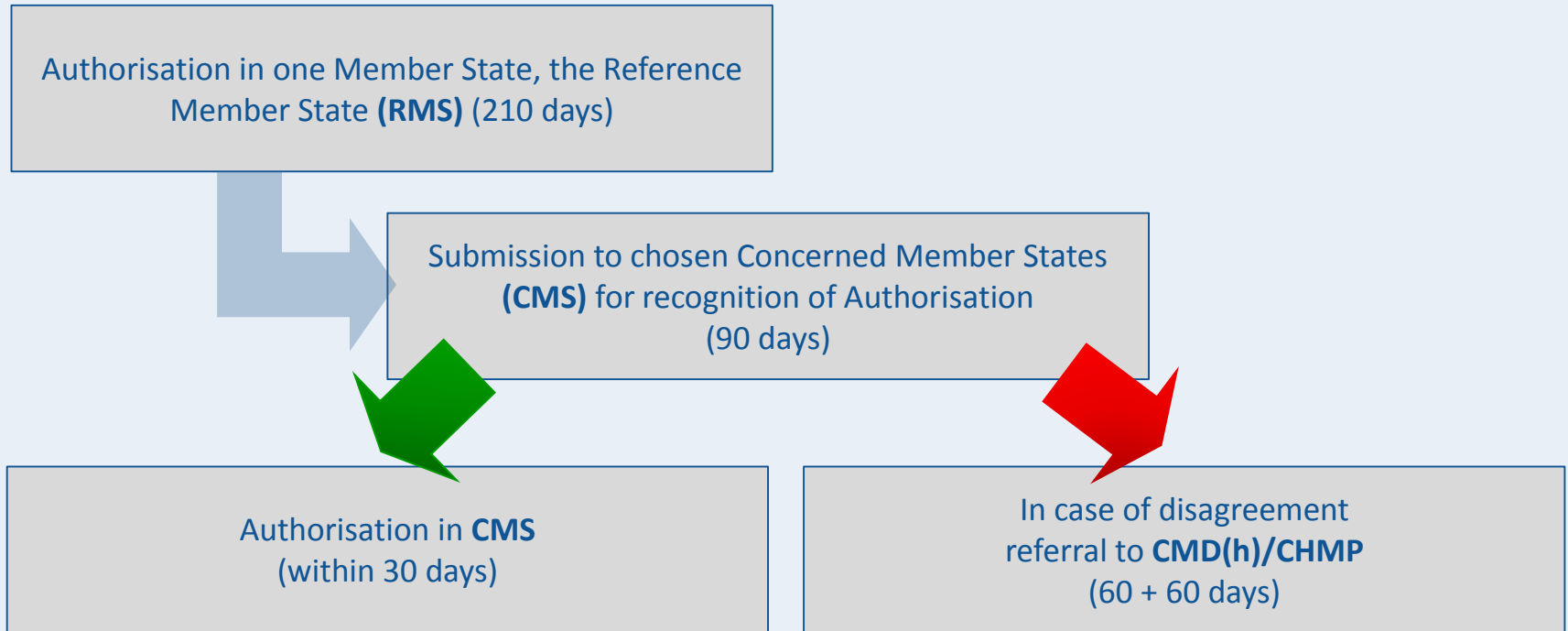
➤ In case of disagreement the matter is referred to:

- - the **CMDh** (60 days), and, if needed, to
- - the **CMPH** (60 days).



# The EU system for Marketing Authorization

## ☐ Mutual Recognition Procedure (MRP)



**CMD(h)** : Coordination Group for Mutual Recognition and Decentralised Procedures – Human

**CHMP** : Committee for Medicinal Products for Human Use (EMA)



Serious risk to public health



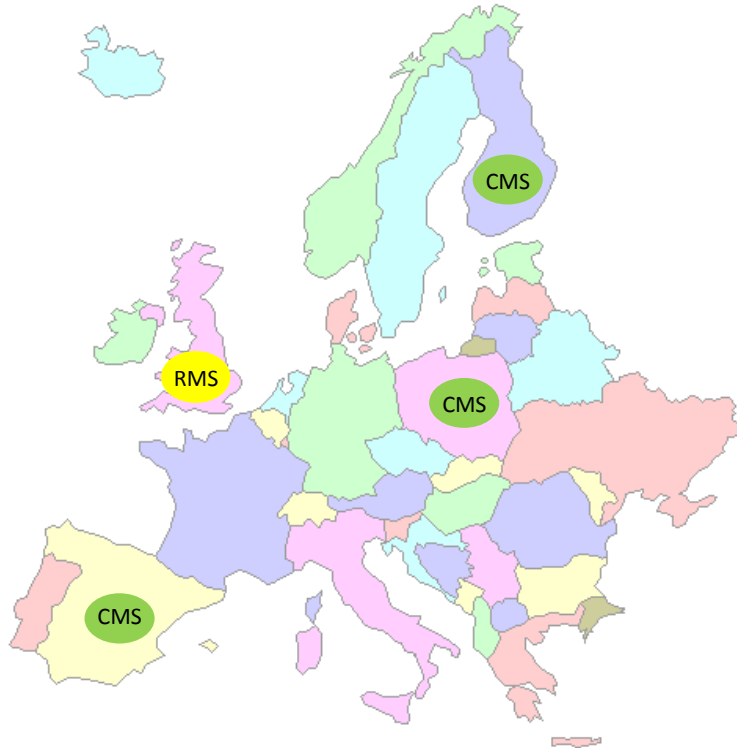
# The EU system for Marketing Authorization

## ☐ Decentralised Procedure

Mutual Recognition  
Procedure  
(MRP)

**Decentralised  
Procedure  
(DCP)**

Centralised  
Procedure  
(CP)



➤ No pre-existing **marketing authorisation** granted by one Member State.

➤ Simultaneous application to a **RMS** and several **CMS**.  
➤ Assessment by **RMS** and reactions by the **CMS**.

➤ In case of disagreement the matter is referred to:  
➤ - the **CMDh** (60 days), and, if needed, to  
➤ - the **CMPH** (60 days).



# The EU system for Marketing Authorization

## ❑ Decentralised Procedure (DCP)

- No MA existing in EEA
- Application to **RMS & CMS**
- Initial assessment by **RMS** and comments by **CMS** (120 days)

Second phase of assessment and position by Member States (90 days)

Authorisation in **CMS**  
(within 30 days)

In case of disagreement referral to **CMD(h)/CHMP**  
(60+ 60 days)

**CMD(h)** : Coordination Group for Mutual Recognition and Decentralised Procedures – Human

**CHMP** : Committee for Medicinal Products for Human Use (**EMA**)



Serious risk to public health

Referral to **CMD(h)**



# The EU system for Marketing Authorization



Mutual Recognition Procedure (MRP)	Decentralised Procedure (DCP)	Centralised Procedure (CP)
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- Single application to place the product on the market throughout the European Union.

- Scientific assessment made by the **EMA**.
- Authorisation granted by **the European Commission**, after consulting a committee of **Member States**

- Marketing authorisation, **valid in all Member States**
- **Product name** identical in all Member States
- Authorization **managed** by EMA/Commission

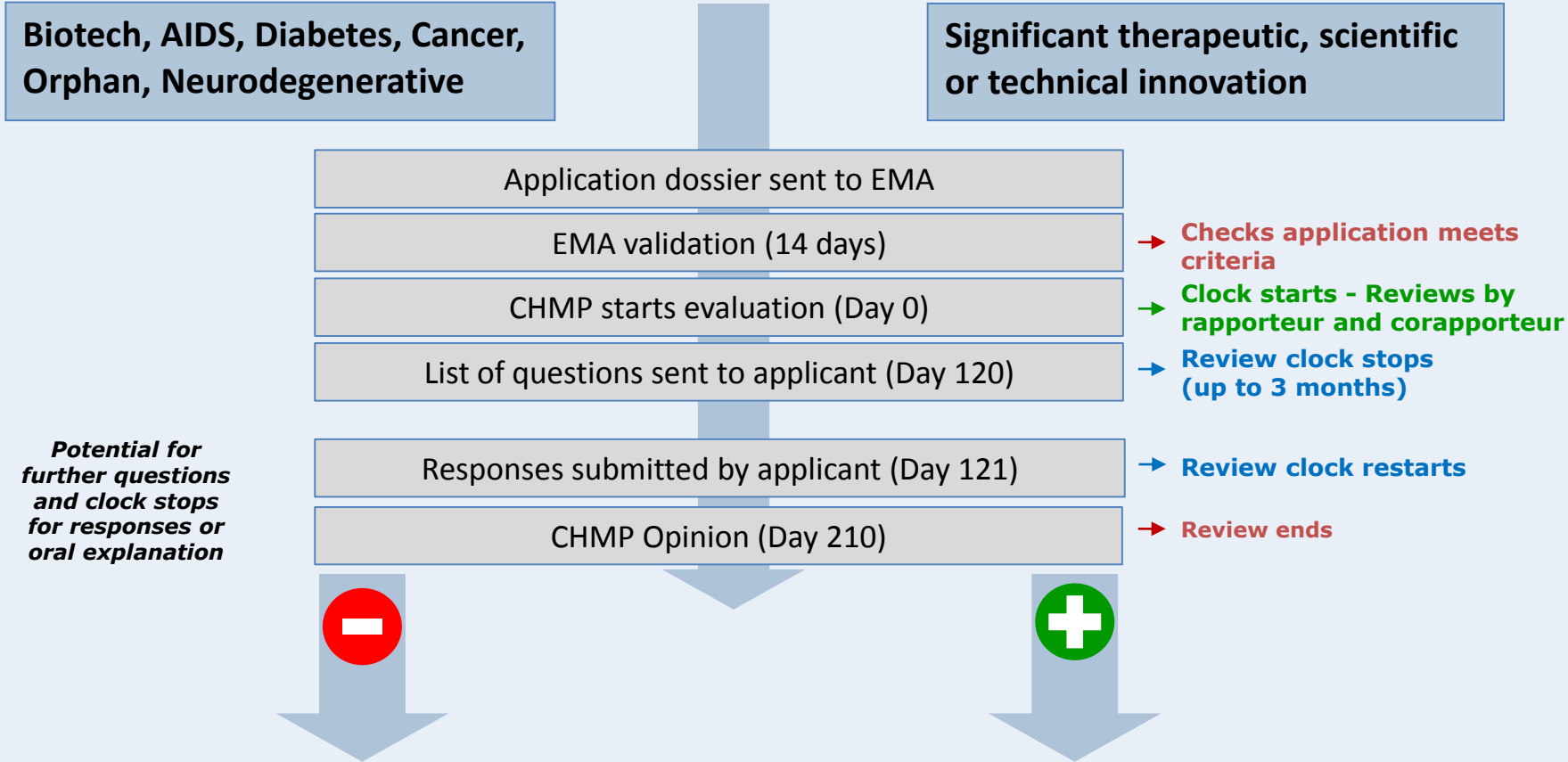


# The EU system for Marketing Authorization

## ☐ Centralised Procedure (CP)

### Mandatory

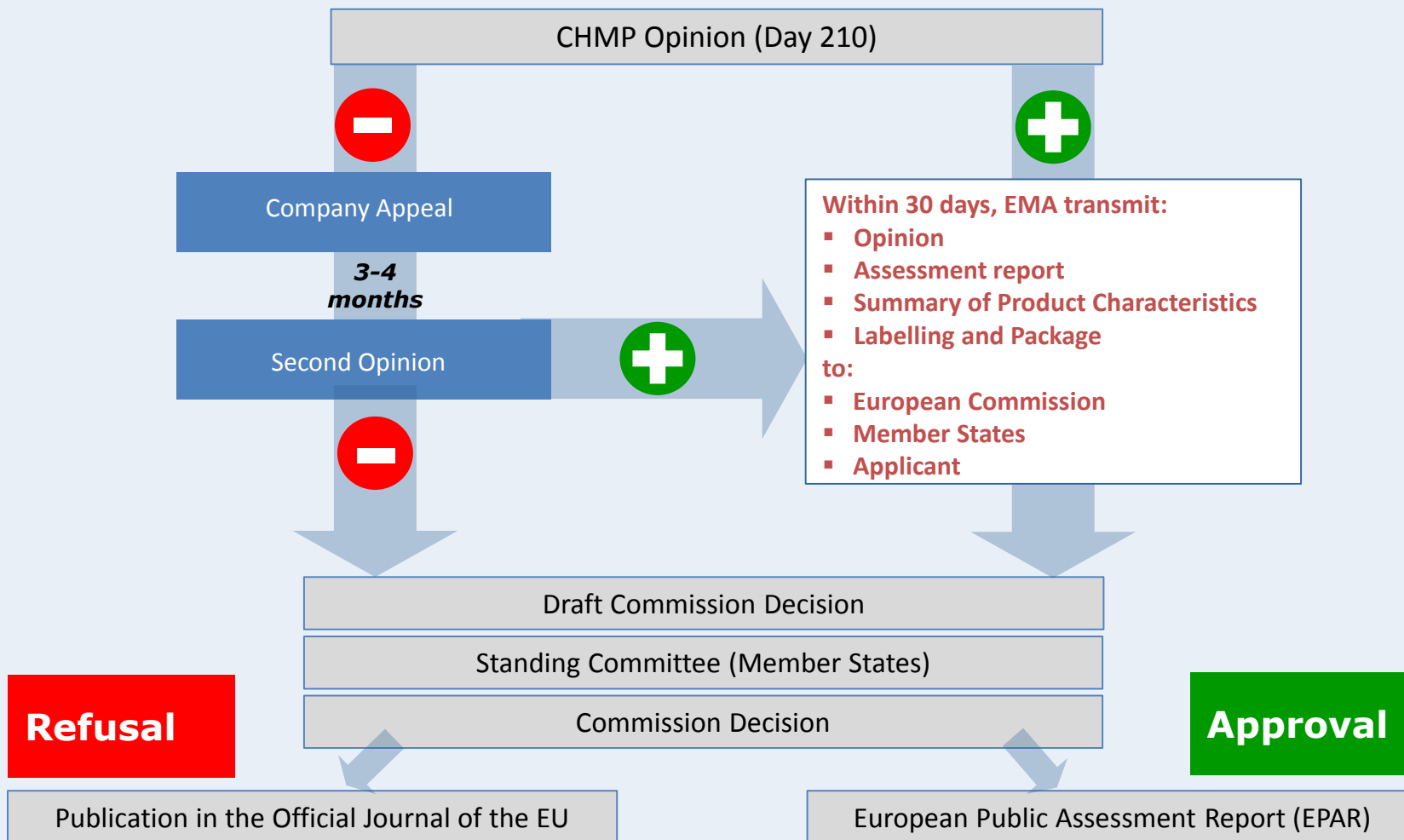
### Optional





# The EU system for Marketing Authorization

## ☐ Centralised Procedure (CP)

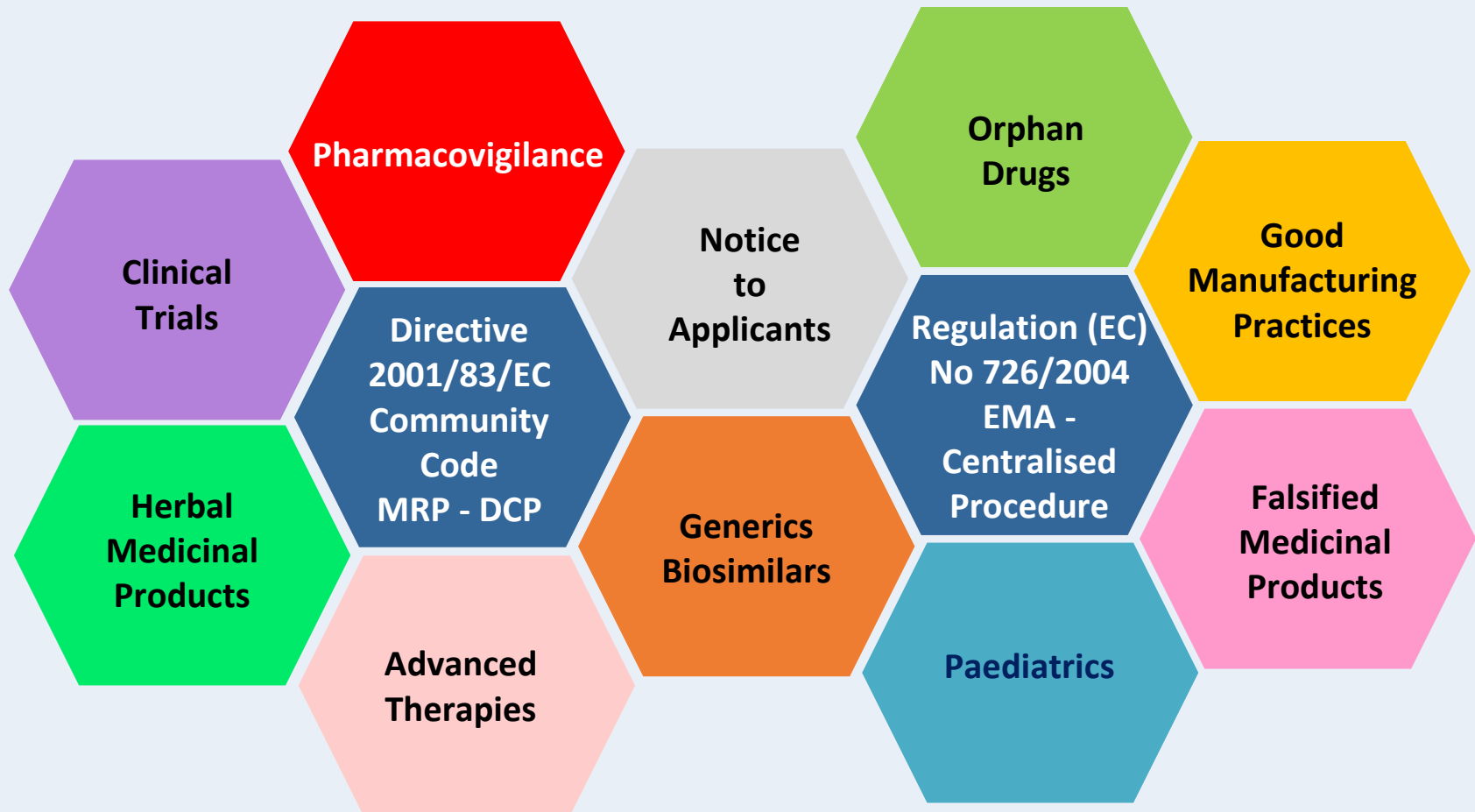






# The EU system for Marketing Authorization

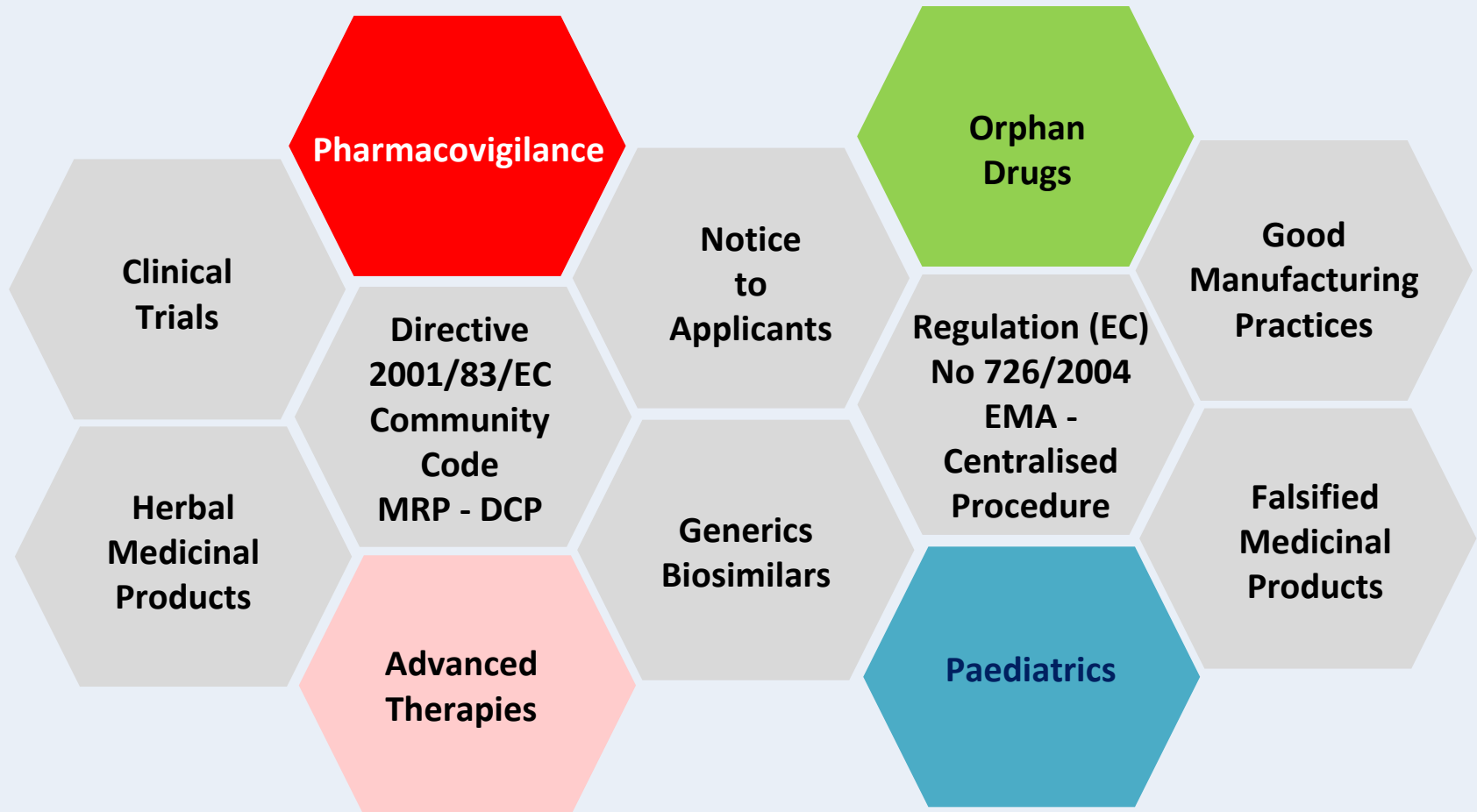
## EU Pharma Legislation





# The EU system for Marketing Authorization

## ☐ EU Pharma Legislation





## The EU system for Marketing Authorization

### Pharmacovigilance

## Principles

**Pharmacovigilance** is the process and science of monitoring the safety of medicines and taking action to reduce the risks and increase the benefits of medicines.

### Related activities

- **Collecting and managing data** on the safety of medicines (RMP, PSURs)
- Evaluating the data to **detect 'signals'** (any new or changing safety issue)
- Acting to **protect public health** (incl. regulatory action)
- **Communicating** with/informing stakeholders and public

### Stakeholders

- **Users of medicines (reporting ADRs)**
- **Health care professionals** working with medicines
- **Regulatory authorities**, including the European Medicines Agency(EMA) and those in the Member States in charge of the safety of medicines
- Pharmaceutical **companies** and companies importing or distributing medicines



## The EU system for Marketing Authorization

Pharmacovigilance

### Functioning

#### TRIGGERS OF THE DECISION MAKING PROCEDURE

- Monitoring ADRs
- Signal of a new AE, ADR
- Periodic safety update reports
- Oversight of post-  
authorisation obligations
- Specific procedure: referrals

#### ACTIONS BASED ON PHV CONCERNS

- Change of MA
- Suspension
- Withdrawal
- Revocation
- Non-renewal

## The EU system for Marketing Authorization

### Pharmacovigilance

## Withdrawal of marketing authorization

### The competent authorities suspend, revoke or vary an authorization if:

- the product proves to be harmful in the normal conditions of use,
- its therapeutic efficacy is lacking,
- risk-benefit balance is not favourable,
- its qualitative and quantitative composition is not as declared
- certain conditions related to MA not fulfilled.

### Products are withdrawn from the market, if:

- the above listed reasons are present,
- the controls on the medicinal product and/or on the ingredients and the controls at an intermediate stage of manufacturing have not been carried out,
- other requirements or obligations relating to the granting of the manufacturing authorisation has not been fulfilled.

## The EU system for Marketing Authorization

Orphan  
Drugs

### Regulation (EC) No 141/2000

#### Criteria for designation:

- Rare disease (not more than 5 in 10,000 persons in the EU) or not sufficient return on investment
- Seriousness: life-threatening or chronically debilitating
- No satisfactory method of treatment or if existing significant benefit has to be demonstrated

#### Incentives:

- 10 years of market exclusivity
- Protocol assistance (fee reduction for product development)
- EU marketing autorisation
- Eligible for national incentives

## The EU system for Marketing Authorization

Orphan  
Drugs

### Regulation (EC) No 141/2000

#### Some figures:

- 1340 products in development designated as orphan medicinal products by the European Commission
- 125 orphan medicinal medicines authorised by the European Commission (one on the basis of the 'insufficient return on investment' criterion)
- 84% of new active substance



## The EU system for Marketing Authorization

Paediatrics

### Regulation (EC) 1901/2006

#### Facts:

- 21% of Europeans are **children**
- **Children** are not just small adults
- Situation prior to the paediatric legislation:
  - ❖ Absence of age- and development-related research and lack of suitable products
  - ❖ Recurrent off-label use
  - ❖ Economic/ethical factors
  - ❖ Experience prevails evidence





## The EU system for Marketing Authorization

Paediatrics

### Basic features

<b>Aim</b>	<ul style="list-style-type: none"> <li>▪ Ensure high-quality research into developments of medicines for children</li> <li>▪ Ensure that over time majority of medicines used for children are authorised for such use</li> <li>▪ Ensure availability of high-quality information about medicines used by children</li> </ul>
<b>Scope</b>	<ul style="list-style-type: none"> <li>▪ New products</li> <li>▪ Line extensions of a patent-protected product</li> <li>▪ PUMA (Paediatric Use Marketing Authorisation)</li> </ul>
<b>Procedure</b>	<ul style="list-style-type: none"> <li>▪ Paediatric Investigation plan</li> <li>▪ Waiver/Deferral</li> <li>▪ Authorisation</li> </ul>
<b>Actors</b>	<ul style="list-style-type: none"> <li>▪ Industry/Paediatric Committee at EMA/National Competent authorities</li> </ul>
<b>Rewards/ Incentives</b>	<ul style="list-style-type: none"> <li>▪ 6 month SPC prolongation</li> <li>▪ 2 year extension market exclusivity for orphan medicinal products</li> <li>▪ Scientific advice/protocol assistance/EU-funded research</li> </ul>

## The EU system for Marketing Authorization

Paediatrics

## International comparison

	<b>U.S. BPCA</b>	<b>U.S. PREA</b>	<b>EU</b>
<b>Development</b>	Optional	Mandatory	Mandatory (off-patent optional )
<b>Instrument</b>	Written Request (PPSR)	PSP	PIP
<b>Waiver</b>	--	criteria for full and partial waivers	criteria for full and partial waivers
<b>Submission Timing</b>	Anytime adequate data available	End of Phase 2 (EOP2)	End of Phase 1 (EOP1)
<b>Reward</b>	6 months patent extension	--	6 months patent extension
<b>Drugs &amp; Biologics</b>	Yes	Yes	Yes
<b>Orphan</b>	Included	Excluded	Included

Canada: 6 month extension data protection / Switzerland: EU system

## The EU system for Marketing Authorization

Advanced  
Therapies

### Regulation (EC) 1394/2007

#### Background

- Advanced therapy medicinal products are new medical products based on **genes** (gene therapy), **cells** (cell therapy) and **tissues** (tissue engineering).
- These advanced therapies herald revolutionary treatments of a number of diseases or injuries, such as skin in burns victims, Alzheimer's, cancer or muscular dystrophy. They have huge potential for patients and industry.
- The lack of an EU-wide regulatory framework hindered patients' access to products, hampered the growth of this emerging industry and ultimately affected EU competitiveness in a key biotechnology area.
- The EU rules are designed:
  - to ensure the free movement of advanced therapy products within Europe,
  - to facilitate access to the EU market and
  - to foster the competitiveness of European companies in the field, while guaranteeing the highest level of health protection for patients.

## The EU system for Marketing Authorization

Advanced  
Therapies

### Regulation (EC) 1394/2007

#### Regulation (EC) 1394/2007

- A **centralised** marketing authorisation procedure, to benefit from the pooling of expertise at European level and direct access to the EU market.
- A new and multidisciplinary expert Committee (**Committee for Advanced Therapies**), within the European Medicines Agency (EMA), to assess advanced therapy products and follow scientific developments in the field.
- Technical requirements **adapted to the particular characteristics** of these products.
- Special **incentives for small and medium-sized enterprises**.
- This Regulation also marks the recognition that a number of advanced therapy products actually combine biological materials, such as tissues or cells, and chemical structures such as metal implants or polymer scaffolds. These **combination products** lie at the border of the traditional pharmaceutical area and other fields (e.g. medical devices).



## The EU system for Marketing Authorization

**Thank You !**