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IGBA Kicks Off Biosimilars Week

Educational Resources Have Been Made Available By The Global Association

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Executive Summary

A week-long global educational initiative to raise awareness of biosimilars has been launched by the IGBA.



THE GLOBAL EDUCATIONAL INITIATIVE IS BACKED BY THE IGBA AND ITS MEMBER ASSOCIATIONS

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A wealth of resources on biosimilars – including factsheets, infographics, reports, speeches and videos, as well as information setting out clearly the nature of biosimilars and the regulatory processes that underpin their registration worldwide – has been made available by the International Generic and Biosimilar Medicines Association as it kicked off its inaugural Global Biosimilars Week.

The initiative – which is aimed at raising awareness of biosimilar medicines worldwide through globally-aligned educational efforts – will run from 16 to 20 November and follows similar successful promotional efforts in Australia. (Also see "IGBA Raises Global Awareness With Biosimilars Week" - Generics Bulletin, 11 Nov, 2020.)

A dedicated website, globalbiosimilarsweek.org, contains resources and information aimed at a range of healthcare stakeholders, from patients to doctors, and explains the benefits of biosimilars as well as how they are regulated, their clinical use and market adoption.

“There is a wealth of information available globally about biosimilar medicines and the real-world evidence supporting their safety, efficacy and use,” noted IGBA chair Hanan Sboul. “Enhanced knowledge of biosimilar medicines will support improved access to life-saving biological treatments and support healthcare systems, which are under increasing pressure due to the rising costs of innovative treatments and the new fiscal demands created by the COVID-19 global public health crisis.”

Meanwhile, Erika Satterwhite, chair of the IGBA’s Biosimilars Committee, said the awareness campaign aimed to provide “a one-stop solution for anyone wanting to know more about biosimilar medicines.”

“We invite all stakeholders to get involved and engage in the conversation by following along on social media using the hashtag #GlobalBiosimilarsWeek,” Satterwhite said.

The initiative comes hot on the heels of a major policy paper published by the IGBA that urges regulators to take into account the “limited value” of comparative efficacy clinical data as part of biosimilar assessments. (Also see “IGBA Calls For ‘Streamlining’ Of Global Biosimilars Process” - *Generics Bulletin*, 30 Sep, 2020.)

The association recently told *Generics Bulletin* that it wanted to “bring the discussion regarding streamlining biosimilar development to the next level.” (Also see “Taking Biosimilars ‘To The Next Level’” - *Generics Bulletin*, 2 Oct, 2020.)

“Fundamentally,” Satterwhite said, “the policy principles that underscore a successful biosimilars market include supportive tone from the top and goal setting, multi-stakeholder engagement and buy-in, alignment of systemic incentives, dedicated focus on policy implementation, monitoring and evaluation and a feedback loop to ensure policies are adjusted based on learnings specific to the market.”