

Clinical Research Drives Health Forward

The Benefits of Clinical Research to the Middle East and North Africa

Health Care Access is Improving Across the Middle East and North Africa

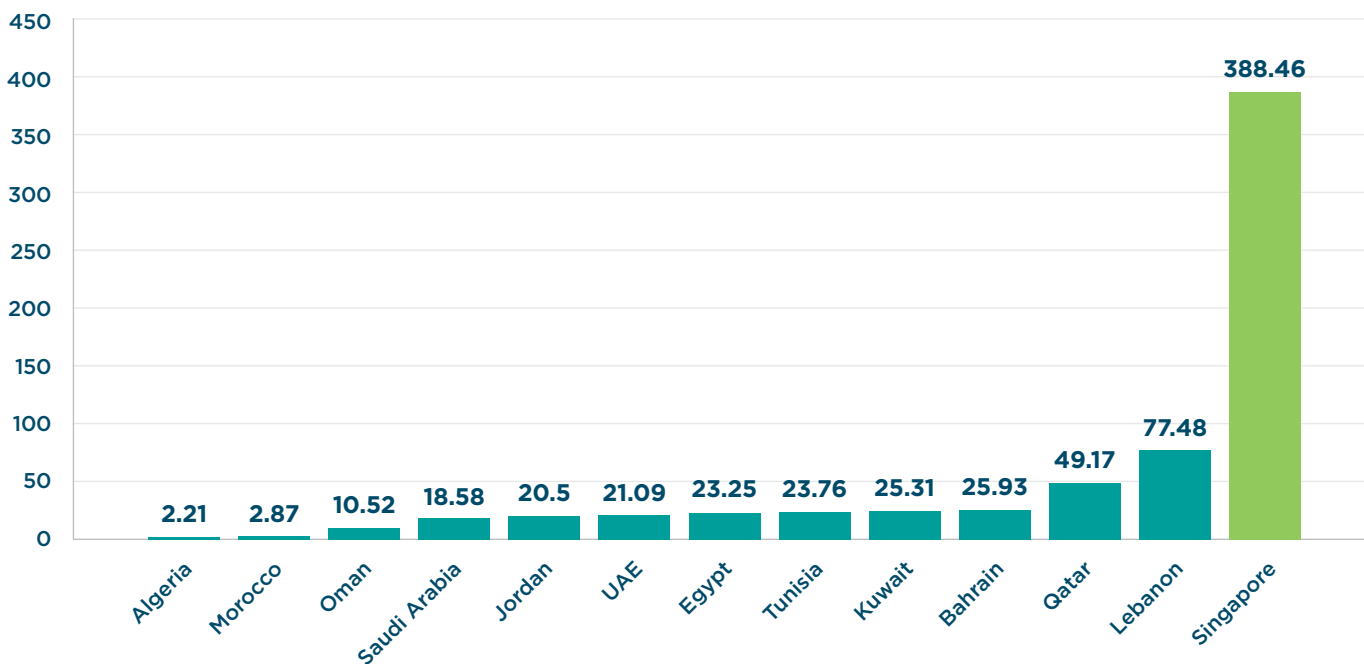
Over the past several decades, countries in the Middle East and North Africa (MENA) have made improvements in developing their health systems and the health status of their populations. And, thanks to treatment breakthroughs and wider health care access, people across the MENA region are living longer than ever before. However, the region continues to face substantial and diverse health challenges, and faster access to innovative new treatments is still urgently needed. Increased investment in multi-regional clinical trials can expedite global clinical development and improve patient access to new and innovative treatments.

Clinical Research Improves Health Outcomes

Clinical research is one of the first steps in the drug discovery and development process, which spans from initial research to the delivery of life-saving or life-enhancing new medicines. Increased investment in clinical research paves the way for the development of new medicines that can save lives, reduce the need for other health care services and foster economic growth by equipping innovators with the tools they need to bring treatments to patients who need them most.

The bar graph below shows the intensity of clinical research throughout the MENA region. By comparing MENA countries to an emerging global leader in clinical research (Singapore), it also demonstrates the potential for significant improvement if the right policies are put in place.

INTENSITY OF CLINICAL TRIALS PER MILLION POPULATION, 2000-2017¹



The Value and Benefits of Clinical Research

In addition to providing access to innovative medicines and revolutionizing existing treatments, investing in early-stage research can also help to advance the overall medical research infrastructure in the MENA region, provide key opportunities for the growth of the medical research industry and help physicians and scientists gain the experience and expertise necessary to become leaders in their fields.

The economic benefits of clinical trials are also significant. They include tax contributions that supply government budgets and jobs for researchers, contract research organizations and site management organizations.

For example, in the United States, nearly two-thirds the cost of bringing a new medicine to market was invested in clinical trials² by the biopharmaceutical industry, which generated a total of \$25 billion in economic activity in 2013.³

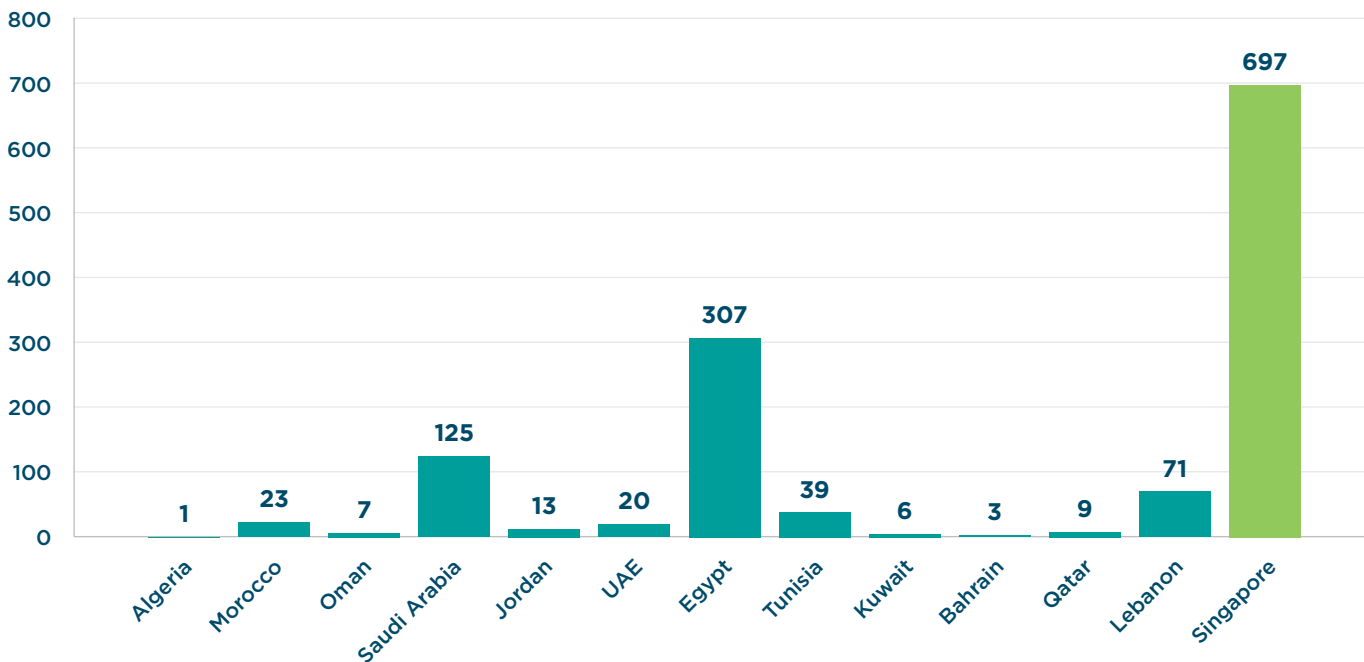
Clinical Research Drives Health Forward

A Close-Up Look At Clinical Research in The Middle East and North Africa

Attracting Biopharmaceutical Investment in MENA

There has been limited biopharmaceutical innovation in the MENA region primarily due to the lack of pro-innovation policies in many countries. Investing in health and adopting policies that promote innovation can help ensure greater patient access to life-saving medicines.

MENA CLINICAL TRIALS ON ONCOLOGICAL MEDICINES, 2000-2017¹



Pro-Innovation Policies Support Access to Life-Saving Medicines

Countries adopting effective intellectual property protection and enforcement policies have seen higher levels of clinical research, greater partnership with biopharmaceutical companies and improved access to innovative medicines.

For example, Project SPARTA is a comprehensive adherence program that successfully supports collaborations between biopharmaceutical companies, physicians and pharmacists. The program seeks to help patients throughout Oman and the UAE to better manage treatment for a range of diseases such as type 2 diabetes, hypertension and osteoporosis.

Without the protections of a strong, modern intellectual property system, researchers may not have the ability to explore new areas of medical innovation and unearth the findings that will lead to the treatments and cures of tomorrow.

Although the MENA region has the fastest growing incidence of cancer in the world, the number of clinical trials on oncological medicines in several countries remains low. Cancer burden in the region is expected to nearly double by 2030⁴, so investing in health and adopting pro-innovation policies are more important than ever.

¹"Mapping Clinical Research Activity in Key Emerging Markets Around the World." Pugatch Consilium, 2019, www.pugatch-consilium.com

²"U.S. Investments in Medical and Health Research and Development" Research America, 2017, www.researchamerica.org.

³"Biopharmaceutical Industry-Sponsored Clinical Trials: Impact on State Economies." PhRMA, 2015, phrma-docs.phrma.org/.

⁴"Early Detection of Cancers Common in the Eastern Mediterranean Region" WHO, 2017, www.who.int