

Medicines manufacturers have clear motives for financing the patient voice

Industry magazine SCRIP ran an article titled "[Patient representation and advocacy in the EU](#)" describing the evolving role of European patient groups as political players and industry partners.

The author concluded that pharmaceutical industry support is not a *concealed marketing ploy* aimed at influencing patient choice. Instead, companies have clear motives to support advocacy groups' efforts with much-needed resources.

HAI Europe's rapid response:

Finite public funds means that some patient groups, lacking sufficient resources, accept additional support from pharmaceutical companies.

This article omits the benefits that companies stand to gain from such relationships. Industry literature links corporate-funded patient advocates with enhanced compliance and customer loyalty, expanded prescribing and sales, and reduced regulatory barriers.

Medicines manufacturers have clear motives for financing the patient voice: it just makes good cents.