

# Increasing Calls Within the EU for New Models of Medical Innovation

Press Statement | 29 November 2010 | [PDF](#)

The recent price cuts of patented medicines by various European governments and the growing burden of medicines on national healthcare budgets make it clear that the current model for biomedical innovation is unsustainable, both for developing countries and for EU Member States. The intellectual property (IP) and monopoly based business model carries with it perverse incentives that encourage overzealous defenses of high prices and abusive marketing practices, and rarely brings us needs-driven innovation.

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