



ΣφΕΕ

HELLENIC ASSOCIATION OF PHARMACEUTICAL COMPANIES



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ΣfEE

HELLENIC ASSOCIATION OF PHARMACEUTICAL COMPANIES

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SFEE is a member of EFPIA



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“The Central Objective of SFEE is
to Ensure Direct Access of Patients
to **All Medicines** and the Safeguarding
of their **Safety** and **Quality**”



Three Challenges for the Future

The Hellenic Association of Pharmaceutical Companies (SFEE), with vision, principles and determination has, in recent years, expanded and broadened its activities with the objective to ensure the provision of high quality pharmaceutical care to Greek citizens and the provision of accurate, documented and objective information on all issues related to the pharmaceutical market.

Modern and developed societies ground their prosperity on well-organized markets that ensure citizens direct access to branded medicines of guaranteed quality. A central objective of SFEE is to contribute, through its initiatives and positions, so that Greece takes its just place in this group of leading countries. Within this framework, SFEE formulates and supports proposals that represent, serve, and promote the common interest of citizens, the State, and pharmaceutical companies.

► **The first challenge for the Greek State is to continue to guarantee all citizens their vested right of direct access to all quality, branded medicines at the lowest prices in the Eurozone. ***

► **The second challenge for the State is the embracement of the principle that only branded medicines –original or essentially similar– guarantee quality and therapeutic efficacy.** The attending physician's responsibility for the prescription of all medicines contributes decisively to citizens' confidence in the public health system and shields the country against counterfeit medicines.

► **The third challenge is to eliminate both the waste of resources and mismanagement, which can be achieved through the technological upgrading and streamlining of the health system's IT infrastructure.** This is a necessary measure to ensure control of overall health expenditure and the smooth, long-term operation of the pharmaceutical market. Experience has decisively shown that attempts to control expenditure through limiting citizens' direct access to medicines are not successful. Not only do these attempts fail to solve the problems of mismanagement, they also burden the health system with new, additional problems.

These "three challenges" guide SFEE's fundamental direction for the future. Our goal is to work vigilantly, with a clear vision and a well-defined plan, to promote our positions with an unwavering sense of honesty, responsibility, and thorough substantiation. Our aim is to highlight the timeless value of our principles in our effort to contribute decisively to the enhancement of public health in our country.

Dionysios Filiotis
President of SFEE

* Euro countries plus Great Britain and Switzerland.

Board of Directors

ΣfEE



President

Dionysios Filiotis

President & Managing Director of PHARMACERVE-LILLY S.A.C.I., Member of the B.D. of ELANCO HELLAS SACI

Vice Presidents



Pascal Apostolides

President & Managing Director
of ABBOTT LABORATORIES HELLAS S.A. and CYPRUS



Marcos Gerassopoulos

Managing Director and Director General of SANOFI-AVENTIS S.A.
Member of the BoD of the French-Hellenic Chamber of Commerce



Constantinos Evripides

Managing Director of GENESIS PHARMA S.A.
Member of the General Board of SEV (Hellenic Federation of Enterprises)



Katerina Karella

President & Managing Director
of PFIZER Hellas S.A.



George Katzourakis

V.P. & General Manager of GLAXOSMITHKLINE S.A.
Greece, Serbia & Adriatic countries



Vasilis Niadas

President & Managing Director of CANA S.A.
Member of the BoD of IOBE (Foundation for Economic & Industrial Research)
Member of the General Council of the Hellenic Federation of Enterprises (SEV)



Secretary General

Takis Zervakakis

Regional Managing Director of WYETH Hellas S.A.
President of PhRMA L.A.W.G. (Pharmaceutical Research and Manufacturers of America-
Local Area Working Group)



Treasurer

Yiannis Vlontzos

President of the BoD & Managing Director of MERCK S.A.
President of the Hellenic Biotech Association

Members



Marios Katsikas

President & Managing Director of FARAN S.A.
Member of A.C.C.I. (Athens Chamber of Commerce & Industry)



Kontantinos Kofinas

Director General of SOLVAY PHARMA M.E.P.E



George Constantelis

President of the BoD and Managing Director of BRISTOL-MYERS SQUIBB S.A.
President of the Pharmaceutical Committee
of the American-Hellenic Chamber of Commerce



George Moutousidis

Director General of CHIESI HELLAS S.A.



Cyril Schiever

General Manager of SCHERING-PLOUGH S.A.



Konstantinos Frouzis

Vice-President of NOVARTIS HELLAS S.A.

ΣfEE at a Glance



The Hellenic Association of Pharmaceutical Companies was founded in 1982.

In 1983 SFEE became a member of the European Federation of Pharmaceutical Industries and Associations (EFPIA), the voice of the pharmaceutical industry in the European Union. EFPIA represents 32 Associations of Pharmaceutical Companies of the European Union's member states and 2,100 companies focusing on research, development, and the production of new medicinal products, with its objective to improve the health and quality of life around the world.

SFEE is represented on EFPIA Committees and as such participates in the procedures of official deliberations among the European Commission, EU authorities, Member States, and EFPIA and other stakeholders for the shaping of legislation and guidelines governing medicinal products.

For 25 consecutive years SFEE has strived to promote positions in support of pharmaceutical companies. In recent years, with its initiatives, proposals, and participation in public dialogue, SFEE has been established as a valuable and credible interlocutor with the State. Within the framework of its continuous efforts to renew and upgrade its operational practices, SFEE works systematically to shape and promote positions contributing to the streamlining of the pharmaceutical market and the enhancement of public health.

Foundation of SFEE

July 12, 1982

Signing of SFEE Statutes

July 29, 1982

1st Board of Directors meeting and formal establishment of SFEE

SFEE Presidents



Aggelos Konstandakatos
29/7/82 - 11/1/83



Vasilis Alexakos
12/1/83 - 16/12/97



Leonidas Crassaris
17/12/97 - 28/3/03
Honorary President



George Sykianakis
29/3/03 - 22/3/2006



Dionysios Filiotis
23/3/2006

The Vision of ΣφΕΕ 's Board of Directors



Internationally, pharmaceutical companies represent one of the most dynamic, and at the same time, most sensitive sectors of the global economy. New medicines and life-saving therapies are discovered and developed in the laboratories of pharmaceutical companies around the world. The pharmaceutical industry works diligently to safeguard the continuation and expansion of today's pharmaceutical revolution and to strengthen humanity's defenses against disease.



A Step Forward



SFEE, the Hellenic Association of Pharmaceutical Companies, is a mission-driven organization that operates with a clear, well-defined, and integrated vision.

The vision of SFEE serves the common interest of the State, Greek citizens, and pharmaceutical companies, with one paramount objective—the enhancement of public health in Greece.

At the core of SFEE's vision is the direct access of all insured citizens to branded medicines of guaranteed quality—branded original medicines or branded essentially similar medicines—that are prescribed under the exclusive responsibility of the attending physician and are available through the extensive and well-functioning distribution network throughout the country. Adherence to the Code of Ethics is the guiding principle for all SFEE member companies.

We have been successful in this mission.

Today, SFEE is committed to further promoting the provision of high quality healthcare through new and bold actions and initiatives.

Critical to the stability and longevity of the system, is the technological upgrading of the health system and the streamlining of the IT infrastructure of social security funds and hospitals.

The long delays in this vital area embody the main problem that the State, the citizens, and the pharmaceutical companies confront. A system surrendered to wasteful spending and mismanagement is unable to meet its obligations and is inclined to retrogress into untenable administrative measures and legislative interventions to contain public expenditure. Such interventions would create immense bureaucratic difficulties for the industry and generate unwelcome obstacles for citizens, without reducing costs for the system or the State.

This is precisely why, at the heart of our vision, lies the necessity for the technological upgrading of social security funds and hospitals and the implementation of modern accounting systems for proper planning, accounting, and auditing.

Our vision integrates and complements the support of **local production**, the enhancement of **research and development**, and the **increase of employment** in our sector.



six simple truths

SFEE underlines six simple truths:

1

Only branded medicines, prescribed by the attending physician, guarantee quality, safety and therapeutic efficacy, as proven through international experience.

2

The price of medicines in Greece is the lowest in the Eurozone. Prices are determined by the State and Greece automatically implements all cost-containment methods applied in the other EU countries.

3

Public pharmaceutical expenditure represents approximately **1/2** of pharmaceutical sales.

4


Pharmaceutical expenditure represents only **20%** of overall health expenditure.

5

Streamlining the IT infrastructure of the health system will reduce overall health expenditure by at least **30%**.

6

The cost of medicines is not an expense but an investment in the health of citizens.



Reaching out to Society

Our vision, to adopt policies that serve and promote the common interest of the State, citizens and pharmaceutical companies, is complemented by the principle that SFEE serves and promotes the common vision of all pharmaceutical companies.

We address critical issues of common interest to all pharmaceutical companies, not those of interest to a few specific companies.

Reaching out to Society

“To preserve is more difficult than to create”.

In its fresh, three-year term, the newly installed Board of Directors of SFEE has as its target both to ‘preserve’ and ‘create’ and, more expressly, to build upon its solid achievements accomplished thus far.

To achieve our goals, we are taking a bold step forward. In doing so we enhance and amplify social intervention and the sector’s prestige, respect, and influence in society.

We are strengthening our leading social role with integrated and carefully-designed initiatives. In this way we reach out to society to solidify public support for our positions and vision.



Organizational Chart



Fotis Mangalousis
Director General



Sofia Mela
*Scientific and Communication
Director*



Yannis Chryssospathis
Legal Counsel



Prof. Constantin Calavros
Special Legal Counsel



Evangelia Gravani
*Economic / Accounting
Issues*



Stergios Kotsigiannis
I.T. Expert



Natalia Toubanaki
*Executive Assistant to the
President & Director General*



Zoe Manglara
*Communication & Public
Affairs Assistant*



Evangelia Spega
Executive Secretary



Anastasia Politi
Secretary



Dimitris Alexoglou
Technical Support

Committees

Committee on
Financial Issues

Secretariat on
Reimbursement and
Access of Patients
to Medicines
(Market Access)

Committee on Issues
Related to the
Ministry of Health

Co-chair

V. Niadas

G. Katzourakis

Vice Presidents of SFEE

Co-chair

K. Karella

Vice Presidents of SFEE

Chair

Vice President of SFEE

Substantiation
Committee

Pricing Issues
Committee

Committee on Ethics
and Communication

Chair
M. Gerassopoulos

Vice President of SFEE

Chair
P. Apostolides

Vice President of SFEE

Chair
C. Evripides

Vice President of SFEE

» Committee on Financial Issues

Co-chair V. Niadas, G. Katzourakis - Vice Presidents of SFEE

» Committee Responsible for Conducting Negotiations on Collective Employment Agreements

Chair Ch. Giannouloupoulos

The Committee reports to Mr. V. Niadas, Vice President of SFEE

» Secretariat on Reimbursement and Access of Patients to Medicines (Market Access)

Co-chair G. Katzourakis, K. Karella - Vice Presidents of SFEE



» Committee on Issues Related to the Ministry of Health

Chair K. Karella - Vice President of SFEE

» Working Group of Medical Directors, Clinical Trials and Pharmacovigilance

Coordinator Dr. B. Baroutsou, Medical Director, Sanofi-Aventis

» EOF (National Drug Organization) Issues Working Group

Coordinator N. Moutzouris, Director Regulatory Affairs / Quality Assurance / Pricing, Wyeth



» Substantiation Committee

Chair M. Gerassopoulos - Vice President of SFEE

» Working Group for Innovative Medicines

Coordinator A. Angeli, Communication & Institutional Relations Director, Sanofi-Aventis

» IMS Working Group

Coordinator Nikos Ragoussis, Business Operations Manager, Schering-Plough

» Pricing Issues Committee

Chair P. Apostolides - Vice President of SFEE



» Committee on Ethics and Communication

Chair C. Evripides - Vice President of SFEE

» Working Group on Ethics

Coordinator G. Vasilopoulos, Director General, Galenica

» Working Group on Vortal Issues and Communication

Coordinator S. Mela, Scientific and Communication Director, SFEE

» Secretariat on Research and Biotechnological Medicinal Products

Chair C. Evripides, Vice President of SFEE