

# Creating a groundswell of credible opinion to positively influence EU antibiotic policy

## Problem



A novel anti-infective brand was deemed too expensive by EU payers vs older standard of care and the disease state where it worked best was not recognised

## Current behaviour

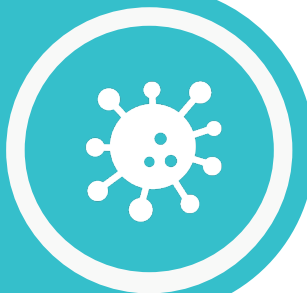


European guidelines provided no opportunity for the uptake of the brand

## Expert opinion (microbiology)



Unlike payers, clinicians (especially KOLs) recognised the disease states addressed by the new brand & the utility of it here



## Consensus achieved



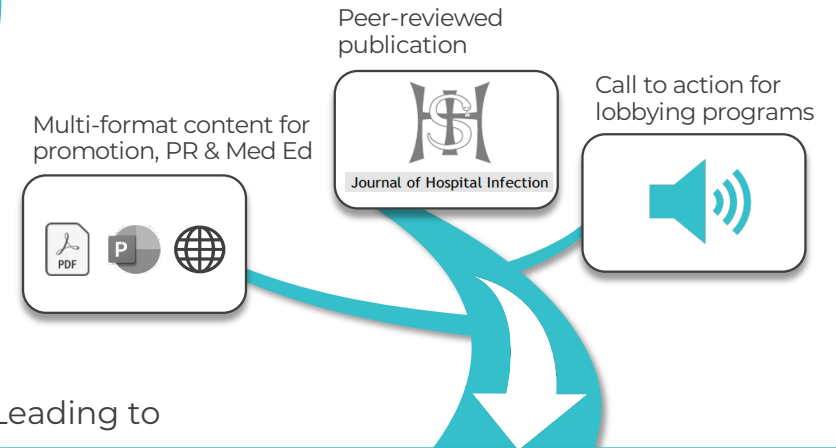
1,047 responses

7 recommendations



"There is now so much weight of opinion that **payers don't have any reasons to say no** – the fact that this has been published provides the cherry on top!"

## Implementation plan



Leading to

**Successful lobbying of European Commission to change antibiotic stewardship policy**