

Complementary and Alternative Medicine (Integrative Medicine)

Anthroposophic Medicine

Ayurvedic Medicine

Herbal Medicine
Phytotherapy

Naturopathy
Western Herbal Medicine

Homeopathy

Traditional Chinese Medicine

European citizens – the patient's voice

Users of CAM

- Some 250,000,000 European citizens use CAM on a regular basis or occasionally
- In 2/3 of the EU Member States



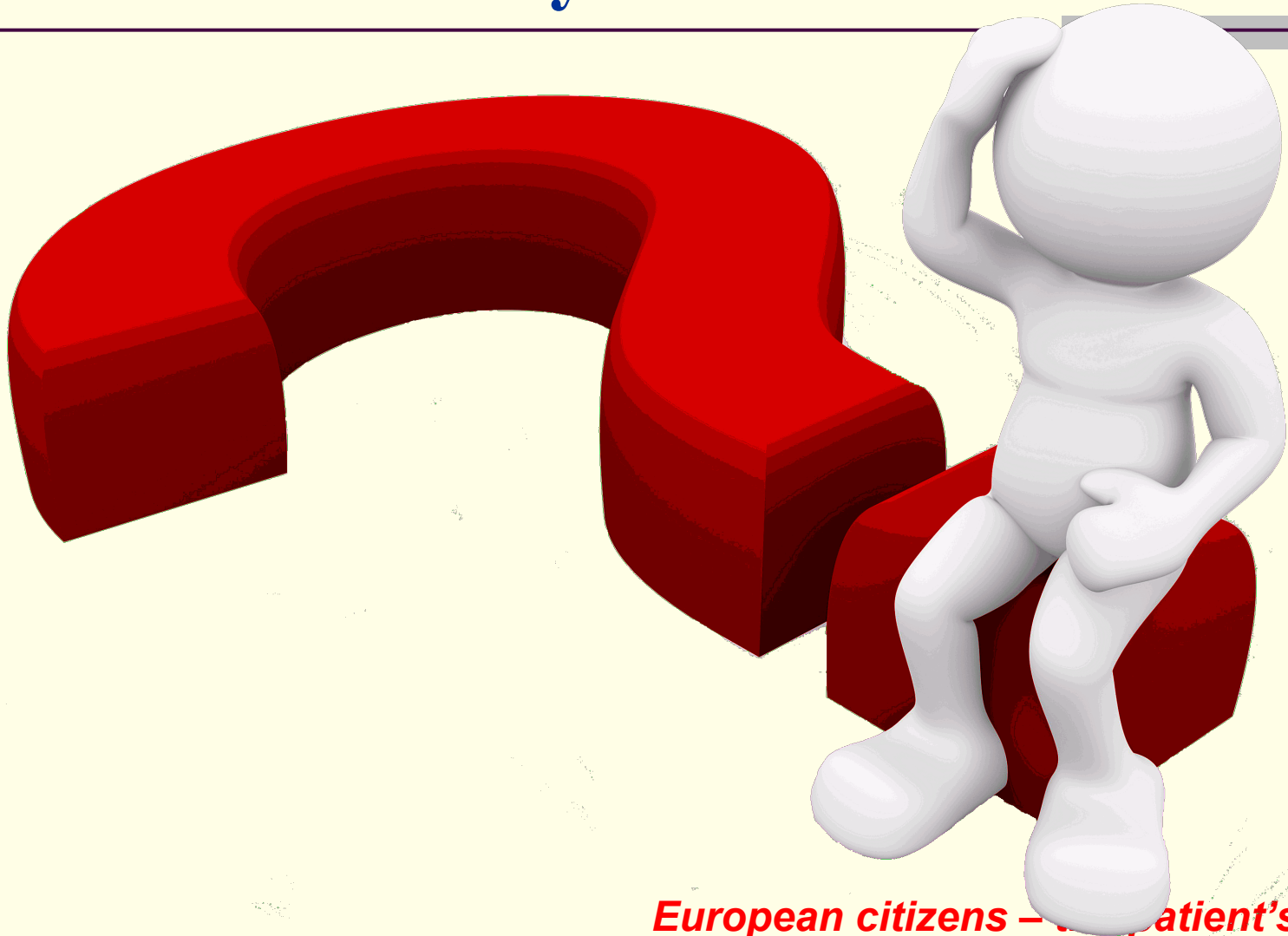
European citizens – the patient's voice

What do patients want?

- Responsibility for their own health (*Patient in the driver seat*)
- **Patient-centred health care** that respects their needs, preferences and values
- **Freedom of choice** (plurality) in medicine
- The best **standard** of care
- **Included** in our health care insurance systems
 - Reimbursement of complementary medicine and medicinal products

European citizens – the patient's voice

What is the problem with Medicinal Products used by CAM modalities?



European citizens – patient's voice

Four main problem areas

- **Accessibility**
- **Applicability**
- **Availability**
- **Affordability**

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 - **National legislation or no legislation in force**
 - **Diverse interpretations**
- **Applicability**
- **Availability**
- **Affordability**

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- **Huge administrative hurdle (costs!)**
- **Not applicable to full range (limited scope)**
- **Each market has its own peculiarities**

- **Availability**

- **Affordability**

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■ **Availability**

- **Availability is not universal: unavailable or (extremely) limited**
- **Development of a grey/black market in Europe (safety!!)**

■ **Affordability**

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■ **Affordability**

- **Prices have risen enormously due to overregulation**
- **Limited or no reimbursement**

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