

FOR IMMEDIATE RELEASE
Contact: Greg Lopes
(202) 835-3460

Ken Johnson
Senior Vice President

PhRMA Supports U.S. Surgeons General National Call to Action on Cancer Prevention and Survivorship

Washington, D.C. (July 23, 2008) — The Pharmaceutical Research and Manufacturers of America (PhRMA) today joined fellow health care stakeholders in support of the “National Call to Action on Cancer Prevention and Survivorship.”

The call to action – the first of its kind – will give cancer patients and provider groups a single point of access to the most recent, cutting-edge medical science. The call, outlined in a collaborative paper, will also give industry leaders a platform to discuss strategies to communicate cancer survivorship and prevention to the American public.

PhRMA President and CEO Billy Tauzin, who was diagnosed with intestinal cancer in March 2004, attributes his victory over the disease to cancer-fighting therapies. As head of PhRMA, he is devoted to spreading the word about the innovative process pharmaceutical research companies undertake to produce life-saving medications.

“I am alive today because of some remarkable medicines. While much work remains to be done in the fight against cancer, new and better medicines are coming out every year. Along with these new drugs and ongoing research, this National Call to Action can help patients across the country not only live with cancer but beat it,” said Tauzin.

PhRMA supports the goals put forward by the “National Call to Action” including encouraging healthy lifestyles, improving cancer screening rates, providing treatment for all patients and simplifying the complicated U.S. health care system for cancer patients.

The “National Call to Action” call will help us continue building on the progress we have made in recent years against cancer. Between the 1970s and 1997, the five-year cancer survival rate rose from 50 percent to 65 percent. On average, every cancer patient lives one year longer today than in the 1970s.

America’s pharmaceutical research companies are offering hope in the fight against cancer, with 750 medicines and vaccines currently in development. This extensive pipeline includes: 110 new drugs for lung cancer, the leading cause of cancer death in the United States; 90 for breast cancer, which could afflict more than 180,000 American women this year; 65 for colorectal cancer, the third most common cause of cancer in both men and women; and 88 for prostate cancer, which this year is expected to kill 28,000 American men.

In addition, pharmaceutical companies are offering hope for even the rarest forms of cancer. For example, there are 14 drugs in development for stomach cancer and 24 to treat liver cancer. Across all diseases, PhRMA members alone invested an estimated \$44.5 billion in 2007 on the discovery and development of new medicines, with industry-wide investment reaching a record \$58.8 billion for the same period.

“The medicines now in the research pipeline should give Americans hope that cancer can be managed or even beaten. I am one of those cancer patients who was given a grim diagnosis but then found a new lease on life thanks to innovative new medicine,” said Tauzin.

Although the current pipeline of cancer medicines offers hope to many patients, maintaining this essential research and development requires an environment that fosters innovation. For example, pharmaceutical research companies that undertake the risky and costly R&D process need to be able to rely on important incentives such as intellectual property protection and a strong patent system. Pharmaceutical research companies that invest roughly \$1 billion and 12-15 years on each new medicine must be able to dependably defend themselves from infringement throughout the lives of their patents.

The Pharmaceutical Research and Manufacturers of America (PhRMA) represents the country’s leading pharmaceutical research and biotechnology companies, which are devoted to inventing medicines that allow patients to live longer, healthier, and more productive lives. PhRMA companies are leading the way in the search for new cures. PhRMA members alone invested an estimated \$44.5 billion in 2007 in discovering and developing new medicines. Industry-wide research and investment reached a record \$58.8 billion in 2007.

###

PhRMA Internet Address: <http://www.phrma.org>

For information on stories of hope and survival, visit: <http://sharingmiracles.com/>

For information on how innovative medicines save lives, visit:

<http://www.innovation.org>

For information on the Partnership for Prescription Assistance, visit:

<http://www.pparx.org>

For information on the danger of imported drugs, visit:

<http://www.buysafedrugs.info>