



## Attendance Report

### Policy Conference: “Cell and Gene Therapy Summit Enabling market access, policy, and delivery”



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**WP3 / T3.2 : Participation in EU  
Policy Events**

The Thalassaemia International Federation (TIF), represented by Mrs. Eleni Antoniou, Senior International Affairs Officer, and Dr Chris Sotirelis, Patient Advocate, participated in a Policy Conference held on 24-25 April 2023 at the Radisson Collection Hotel in Brussels, Belgium. The Conference entitled “Cell and Gene Therapy Summit - Enabling market access, policy, and delivery” was organised by The Economist Impact and gathered more than 30 key opinion leaders in the field of genome-related therapies from around the world.

Through a series of interactive sessions, attendees gained useful insights on the impact of these therapies on healthcare systems, the potential of technology in reducing costs, market access and reimbursement for “big sticker” products, policy and regulatory pitfalls, investment challenges and patient experience. Speakers debated the challenges of bringing advanced therapies to market—including manufacturing, real-world data collection and their commercial sustainability. They examined the potential for a healthcare paradigm shift, as public opinion and patient experience evolve. They also assessed the innovations needed in pricing policies and payments to combat “big sticker” price tags and how they limit accessibility.

Mrs. Antoniou deciphered the role of public opinion in the context of a 15-minute presentation. Building on the global experience of the Thalassaemia International Federation, the case of Zynteglo, the first EMA-approved gene therapy for thalassaemia, and the specificities of mass psychology, Mrs. Antoniou showcased the power of public opinion and its untapped potential in defining health priorities. She also underscored the importance of education and the role of TIF in providing timely and reliable information to all stakeholders with an interest in the field of thalassaemia and haemoglobin disorders, noting that advanced therapies must be accessible to all patients worldwide in an equitable manner and not just to the privileged ones living in manufacturing countries.



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