

LMI STRATEGI 2018-2021

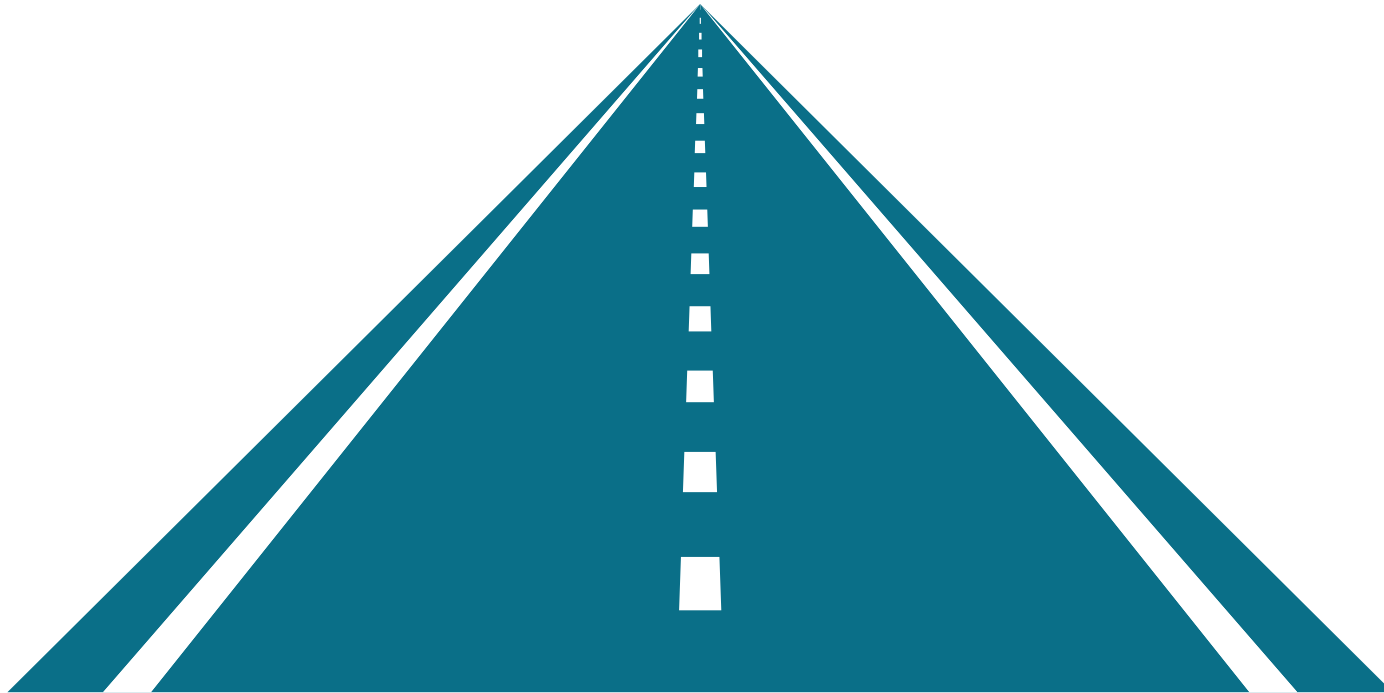


LMI
LEGEMIDDELINDUSTRIEN



VISION

Medical advancements for better
life and more years to live.





MISSION

Our knowledge makes us a partner that ensures access to innovative medical solutions and creates competence-based jobs.

Objectives



- ✓ To make Norway one of the top three countries in Europe that offers **fast and equal access** to new medical solutions
- ✓ We develop better **medical solutions** as part of a sustainable health care system
- ✓ To make the pharmaceutical industry one of the **five leading industries** in Norway

ACCESS

Objective: To make Norway one of the top three countries in Europe that offers **fast and equal access** to new medical solutions



- ✓ Create support for the view that pharmaceutical products is an important contribution and developing price mechanisms that reflect the value for patients and society.
- ✓ Ensure that innovative medicines are taken quickly into use in Norway.
- ✓ Ensure a professional and flexible purchasing and financing system based on an international standard that reflects the value of the medical products.
- ✓ Ensure that medical products are on equal footing with other efforts to promote good health in the health care system.

SUSTAINABILITY

Objective: We develop better **medical solutions** as part of a sustainable health care system



- ✓ be involved in important decision making processes.
- ✓ lead the way in making Norway a pioneer in the use of health data and medical solutions in order to ensure that the right patient gets the right treatment at the right time.
- ✓ act as a driving force in ensuring that people receive more information and is better equipped to manage their own health.
- ✓ contribute to develop a health care system through well-balanced knowledge sharing and training/education in order to strengthen the possibility of health workers and decision-makers to provide the best possible treatment.

GROWTH

Objective: To make the pharmaceutical industry one of the **five leading industries** in Norway



- ✓ work with the entire value chain to ensure that the commercialisation of research results in new medications that can be used by the population.
- ✓ have good framework conditions for the development of new industries and a sustainable and predictable business policy for existing business activities, both with and without production in Norway and elsewhere.
- ✓ be recognised as an important growth industry in Norway.