

**5** **companies** committed  
**years** to move towards a more resilient  
French healthcare system  
**priorities** in the light of lessons  
learned from the Danish model

Manifesto  
of the  
French-  
Danish  
Health  
Alliance



# PREFACE

---



## HANNE FUGL ESKJÆR

Danish Ambassador to France

France and Denmark are embarking on a major review of their health systems. It is with great pleasure I preface this Manifesto on the occasion of the 5 years of the Alliance. It shares solutions for the next 5 years to build the healthcare of tomorrow. The proposals target the heart of healthcare, the patient journey and experience, as well as the policy and industry environment. I believe they will be of interest to the public debate.



# INTRODUCTION

---

As a major player in the health sector, the French-Danish Health Alliance highlights in this Manifesto the incentives it promotes and affirms its desire to mobilise concrete levers through 9 proposals applicable to 5 work priorities. These actions can contribute to the resilience of the health system and respond to public health challenges on a French-Danish scale.

These ambitious proposals for the next 5 years are based on ideas or projects inspired by the Danish model. The projects structure solutions to the economic, industrial, health data, market access and attractiveness challenges by co-constructing a roadmap for chronic diseases with all private and public actors in a process informed by and with patients through a multi-year approach. Patient experience and perspective are key to monitoring chronic diseases, and must enlighten health assessments and decisions. The 5 axes and priorities also aim to respond to the questions raised by the Alliance concerning the arrival of common evaluation at European level, or the predictability of economic regulation and pricing.

Founded in 2019 under the aegis of the Danish Embassy in France, the French-Danish Health Alliance consists of 5 Danish healthcare companies of international standing based in France: ALK, Coloplast, LEO Pharma, Lundbeck and Novo Nordisk. The essence of the French-Danish Health Alliance is to be a source of inspiration for French industry and decision-makers by drawing on the strengths of France and Denmark. A close relationship between the two countries has been forged over many years through diplomatic relations and bilateral cooperation agreements, particularly in the field of healthcare.

In the first 5 years of its existence, the French-Danish Health Alliance has been able to participate in major national meetings, in particular the work of the CSIS and the interministerial mission on the mechanisms for regulating and financing health products in 2023 (“Borne mission”). The Alliance companies have also been able to demonstrate their leadership in terms of environmental transition and decarbonisation through a joint study of their environmental footprint in 2023.

# 5 AXES OF THE FRENCH-DANISH HEALTH ALLIANCE

## AXIS 1 / ADVANCING PRIMARY AND SECONDARY PREVENTION IN THE FIELD OF CHRONIC DISEASES



**PROPOSAL 1** | Promote prevention initiatives based on public-private partnerships.

## AXIS 2 / QUICKER AND EASIER ACCESS TO NEW THERAPEUTICS



**PROPOSAL 2** | Encourage a multi-year approach to healthcare by drawing up a chronic diseases roadmap.

**PROPOSAL 3** | Promote the establishment of a stakeholder committee for the care pathways of patients suffering from chronic pathologies. Establish a one-stop shop for setting up regional projects.

## AXIS 3 / PROGRESS IN THE RESPONSIBLE USE OF HEALTH DATA



**PROPOSAL 4** | Encourage and propose the definition of a common vision at the *European Health Technology Assessment (euHTA)* level for health care products in chronic diseases with regard to PROMs and PREMs.

**PROPOSAL 5** | Promote, in line with the *Value Based Healthcare* approach, a plan for the use of health data for real-life evaluation purposes, in collaboration with healthcare institutions, professionals, the *Health Data Hub*, the CNAM, healthcare manufacturers and patient associations.

## AXIS 4 / STRENGTHEN THE INDUSTRIALIZATION AND ECOLOGICAL TRANSITION OF THE HEALTH SECTOR



**PROPOSAL 6** | Establish a sustainable label to be used as an evaluation tool in setting the price of healthcare products, which would become catalysts for a green industry.

**PROPOSAL 7** | Promote the use of environmental/carbon criteria in the setting of prices for healthcare products.

## AXIS 5 / CONTRIBUTING TO A STRONGER EUROPE FOR HEALTH



**PROPOSAL 8** | Recognise the efforts made by manufacturers in terms of investment and ecological transition.

**PROPOSAL 9** | Put the industrial sector back at the heart of government strategies and priorities.

**The French-Danish Health Alliance** is a think tank that brings together five of the largest Danish healthcare companies in France under the auspices of the Danish Embassy: ALK, Coloplast, LEO Pharma, Lundbeck and Novo Nordisk.

## THESE 5 HEALTHCARE COMPANIES



› Employ close to **4,000 employees in France**.



› Operate **16 sites in France**, including **6 industrial** manufacturing sites.



› Between 2013 and 2022, the workforce of the French subsidiaries increased by **16%**. This **growth** demonstrates their ability to have a positive impact on the regions in which they operate.



› Have a **distinctive governance model**, controlled by a foundation that provides a stable shareholder base and enables a **long-term vision**.



› Contributed **€1.2 billion to France's GDP** (\*) and **€560 million** to national and local **budgets** by 2022.



› Serve around **2 million chronically ill people in France** and hundreds of millions in Europe and around the world.



› Are **strongly committed to the decarbonisation** of healthcare in France and are committed to meeting the 2030 targets set by the French President.

(\*) With knock-on effects

To view the full version of the Manifesto,  
scan this QR code

