



PUBLIC RELATIONS

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WEEKLY EU HEALTHCARE NEWS UPDATE

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A DRAFT TREATY SETTING NEW RULES FOR COUNTERING THE PANDEMIC BY COUNTRIES IS CURRENTLY BEING NEGOTIATED IN GENEVA

Politico obtained a draft proposal of a treaty setting a legal framework for the new list of rules for the WHO countries to prepare for the next pandemic while ensuring that citizens have equal access to medical products and services. It is discussed by the diplomats in Geneva, who are setting the stage for the negotiations, which may be extended until May 2024. This is when the final document is to be adopted.

The idea, first presented in 2020 by Charles Michel, President of the European Council, was then transposed by a group of countries at the World Health Organization. However, according to the rumours, the final document may not eventually become a treaty. Nevertheless, the negotiators of the draft text have agreed that the agreement should be legally binding to its parties.

In its up-to-date shape, the draft proposal would oblige countries to make significant commitments, aiming to approve access to healthcare for its inhabitants. If the members agree to such provisions, the consequences would affect not simply the WHO Member States but also pharmaceutical companies developing, manufacturing and administering various pandemic countermeasures.

The draft forces to reshape the conditions regarding granting money for R&D, while putting in place new rules to transfer know-how and technology. It also includes obligations around the disclosure of prices and the contractual conditions concerning the medical products used during the pandemic.

Source: <https://www.politico.eu/article/new-pandemic-playbook-draft-treaty-far-reaching-rules-countries/>

ECDC: CURRENT PUBLIC HEALTH ACTIONS AIMED AT TACKLING ANTIMICROBIAL RESISTANCE ARE INSUFFICIENT, AS DEATHS RISE

In its report published Thursday (17 November), the European Centre for Disease Prevention and Control (ECDC) claims that as many as 35,000 residents of the EU die each year from complications caused by antimicrobial resistance (AMR). The research was based on data collected from 2016 to 2020, with the deaths increasing each year – most visible among antibiotics of last resort.

Only in 2020, more than 800,000 infections caused by resistant bacteria occurred in the European Economic Area, which directly resulted in about 35,000 deaths. As it was pointed out by the ECDC director Andrea Ammon „the burden of AMR in the EU remains similar to the burden of influenza, tuberculosis and HIV/AIDS combined. Ammon claimed AMR is a slow, silent pandemic, adding that we see “high levels of AMR for several very important bacterial species” and that “new ones continue to emerge.”

Furthermore, the report states that the „AMR will be an increasing concern unless governments respond more robustly to the threat.” Antimicrobials comprise the various subcategories of antibiotics, antiparasitics, antifungals and antivirals. They are developed to prevent and treat infections in humans, animals and plants. Antimicrobial resistance, however, is driven by many factors, such as widespread over- and misuse of antibiotics by humans and animals. Already in July, the Health Emergency Preparedness and Response Authority (HERA) identified AMR as one of the top three health threats requiring coordinated EU-wide action.

Source: <https://www.ecdc.europa.eu/en/publications-data/health-burden-infections-antibiotic-resistant-bacteria-2016-2020>

AMAZON LAUNCHES MESSAGE-BASED VIRTUAL HEALTHCARE CLINIC FOR ALLERGIES, ACNE AND HAIR LOSS

Last Tuesday (15 November), Jeff Bezos' Amazon.com Inc. launched its revolutionary clinic, a virtual platform enabling users to connect with healthcare providers to facilitate treating common ailments, including allergies or various skin conditions. It is another step for the e-commerce giant to expand its reach into the healthcare sector.

The recently introduced service, named Amazon Clinic, is a „message-based virtual care” option, aiming to connect “customers with affordable virtual care options when and how they need it,” as it was explained by Dr Nworah Ayogu, the chief medical officer and general manager of the new project.

The clinic provides treatments for more than 20 health conditions and is initially available in 32 states in the U.S., with hopes to expand substantially in the coming months. However, the service does not include health insurance, while pricing is going to vary depending on particular healthcare providers.

For years, Amazon has been seeking to expand its presence in the field of healthcare. It started with buying the online pharmacy „PillPack” in 2018, thus underpinning a prescription delivery and price-comparison site launched as Amazon Pharmacy. Jeff Bezos' company is also nearing closing its [\\$3.49 billion deal to buy One Medical](#), to add brick-and-mortar physician's offices to its services.

Source: <https://www.aboutamazon.com/news/retail/what-is-amazon-clinic>

Thank you for your attention!

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