

THE ROLE OF PHARMACEUTICALS IN PUBLIC HEALTH

ACCESS TO ESSENTIAL MEDICINES AS A KEY DETERMINANT TO UNIVERSAL HEALTH COVERAGE



September 15, 2016

9 a.m.–5:30 p.m.

#BUSPH40 #BUSPHSymposia



School of Public Health

FOUR DECADES FORWARD
CELEBRATING BU SPH'S 40TH ANNIVERSARY

Dean's Symposium: The Role Of Pharmaceuticals in Public Health

Universal Access and Price and Availability: Ensuring Access to Life-Saving Medicines Globally

Margaret Ewen

Health Action International, Amsterdam

September 15, 2016

Public advertisement, Guatemala, 2006 and 2010



"Tengo **diabetes**,
si mi medicamento falla
podría sufrir **un coma diabético**."

YO NO ME LA JUEGO
uso sólo **ORIGINALES**.

*Los medicamentos originales
cuentan con estudios que respaldan su calidad, eficacia y seguridad*

EXIJA CALIDAD
PREFERA EL ORIGINAL

Respete la receta médica. Pregunte a su médico o regente farmacéutico cuál es el medicamento original.

ABBOTT AstraZeneca Bristol-Myers Squibb Boehringer Ingelheim gsk GlaxoSmithKline JANSSEN-CILAG Lilly
MENARINI MERCK SHARP & DOHME Pfizer Roche sanofi aventis SCHERING Schering-Plough Wyeth

Laboratorios asociados a Fedefarma
Federación Centroamericana
de Laboratorios Farmacéuticos

"I have
diabetes.
If my
medication
fails, I could
suffer a
diabetic
coma."

"I don't take
chances. I
only use
originals"

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