

## Boehringer Ingelheim Elevates Australian Voices in Global Policy

**25 September:** Boehringer Ingelheim has launched a global white paper, *Real Voices, Better Choices: Embedding Lived Experience in Policies for Non-Communicable Diseases and Mental Health*, at a high-level roundtable during the United Nations General Assembly (UNGA) in New York. The white paper is a direct response to growing calls—both in Australia and globally—for health systems to move beyond symbolic consultation to embedding lived experience as a core pillar of policy and funding decisions.

The white paper features contributions from Australian patient leaders Tanya Hall (Hearts4Heart), Christine Cockburn (Rare Cancers Australia), and a case study from Kidney Health Australia. Their inclusion has elevated Australia's specific challenges—such as rural access, rare disease equity, and multicultural health needs—in global policy conversations.

"This white paper is not just a call to action—it's a blueprint for deeply integrating lived experience into health system design and reform," said Ed Hollywood, General Manager of Boehringer Ingelheim ANZ.

"It challenges the status quo and lays out a vision for structural change. Patients are not an afterthought—they are experts. We will have a stronger health system if we embed lived experience in how we design, evaluate, and fund healthcare."

The paper's launch comes as Australia prepares to implement the final recommendations of the Health Technology Assessment (HTA) Policy and Methods Review. The global white paper aligns closely with the review's call for enhanced consumer engagement, transparency, and the integration of patient experience into decision-making.

"The white paper supports the urgency in Australia, evidenced in the HTA review, to move beyond talk to real changes to health system design, delivery and funding that yields tangible benefits to patients," said Hollywood.

"This means going beyond simply 'rearranging the deckchairs' to transforming governments' willingness to pay for innovative life-saving medicines that patients are demanding access to."

The company has co-developed the white paper through global workshops, partnered with patient organisations to shape its content, and supported Australian advocates to take their message to the world stage.

Boehringer Ingelheim takes patient-centricity seriously; co-developing the white paper through global patient advocacy workshops; including Australian patient organisations who took their message to the world stage.

Boehringer Ingelheim was recently ranked the #1 company in the 2024 PatientView Corporate Reputation of Pharma report (ANZ Edition), based on feedback from 79 patient organisations across Australia and New Zealand. The company ranked highest across key indicators including patient centricity, integrity, and support for long-term strategic goals.

"We're proud of the recognition, but more importantly, we're proud of the relationships behind it," said Hollywood. "Amplifying the voice of patients is just half the battle. The key is to not just listen, but to act. This is an ongoing process that Boehringer is uniquely well positioned to drive as a family-owned independent company that can make, and deliver, on generational commitments."

The white paper reflects Boehringer's belief that the future of healthcare must be co-designed with the people it serves. It aligns with the UN Political Declaration on NCDs and Mental Health—and it positions Australia as a leader in global health reform.

For those who have long advocated for Australia's HTA system to better reflect the lived realities of patients, this white paper offers a practical contribution—a clear, actionable framework to help turn that vision into reality.