

The Danish AMR Alliance

Partnering against AMR – ensuring awareness and political action

Anne Bloch Thomsen MD, PhD
Medicinsk Direktør/ Medical Cluster Lead

Pfizer Medical Affairs
Finland Iceland Norway Denmark



AMR is one of the biggest threats for human health



Challenges



Resistance can never be stopped



Broken market model



Lack of awareness and political action

The Danish AMR Alliance

Initiated by:



Pharmadanmark

novo nordisk
foundation

Benefitting people and society



What we do

Vision

- We work for a future where all resistant infections can be cured

Mission

- We set agendas, contribute with knowledge, and suggest solutions to AMR

Purpose

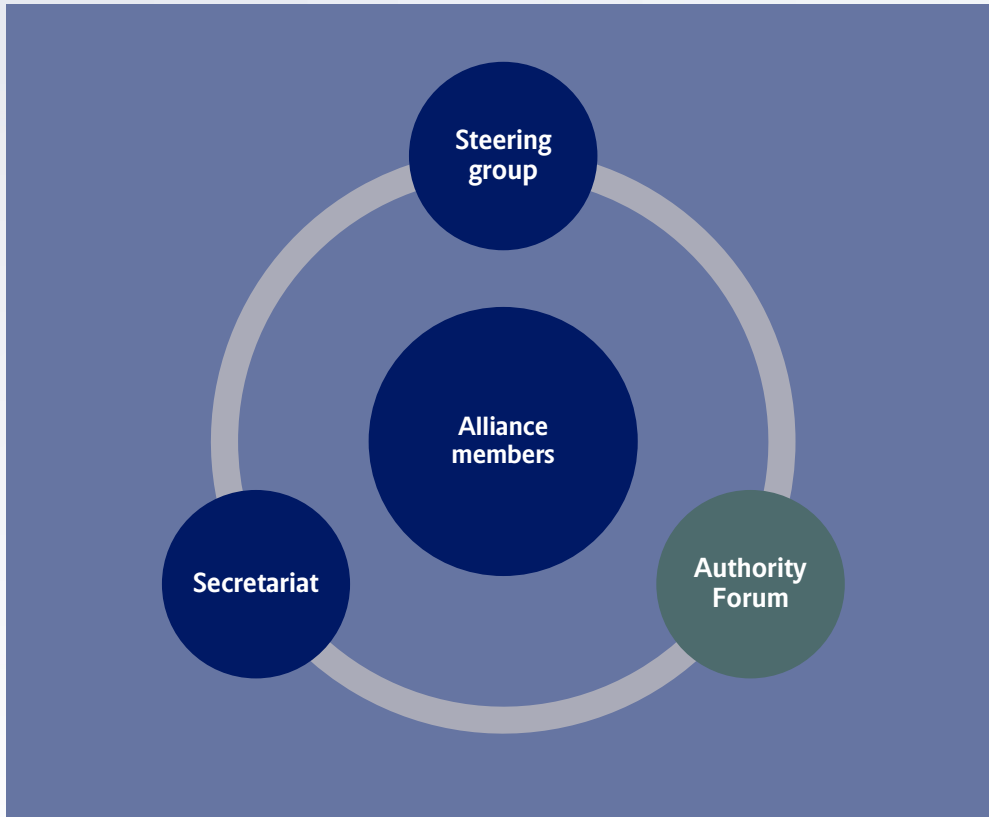
- We articulate problems and solutions related to AMR in a broader public and political context
- i.e. from a patient-, health-, and societal perspective
- as well as in relation to the Danish life science industry

3 Main Focus areas:

- 1) Better use of diagnostics
- 2) Better and more strategic use of vaccines
- 3) Ensure incentives for future development and access to effective antimicrobial treatments



Organisation



Authority Forum

- Forum of key Danish authorities with a link to the alliance's steering group
- Trusted relationship between authorities and the alliance's members
- Purpose to co-develop policy proposals and concrete solutions to the Danish efforts against AMR



How? – Initiatives

All based on collaboration among the alliance's partners and through dialogue with authorities

Events

Danish Parliament
Round tables
Folkemødet
Etc.

Dialogue with key stakeholders

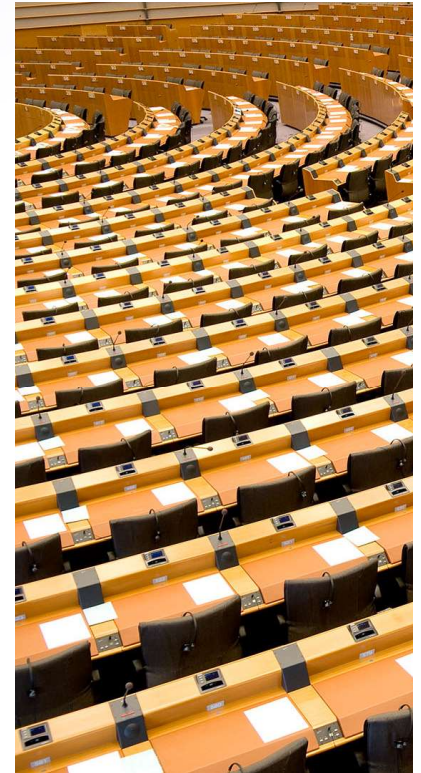
Authorities
Politicians
Etc.

Knowledge & Policy Input

Collect data and knowledge
Concrete policy input on relevant themes
Etc.

Communication & Media

Chronicles
Patient perspective
Campaigns
Etc.



Next Steps for the Alliance

- Ensure the alliance's priorities in the new Danish action plan
- Ensure implementation of the new Danish action plan
- Focus on AMR during the Danish EU presidency 2025
- Nordic / International Collaboration



Thank you 😊