

# Alzheimer Europe 2025: Prioritising Alzheimer's Disease policy in Europe

December 2025 | Biogen-279453

During the recent Alzheimer Europe conference in Bologna, CRA hosted a panel discussion focused on advancing policy initiatives for Alzheimer's Disease (AD) across Europe, organised and funded by Biogen. Building upon the findings of a recent CRA report, which synthesised insights from a roundtable of AD experts, [Prioritising Alzheimer's disease policy in Europe: Insights from oncology](#), the panel brought together voices from the clinical, patient, and health economic community. Their objective was to explore the urgent need for policy reform and to identify the critical next steps for Member States and the EU to undertake.

## Key themes

### Learning from oncology and other disease areas for policy prioritisation

- The evolution of oncology policy provides a useful parallel for understanding how AD might achieve greater policy prioritisation. Oncology has benefited from consistent prioritisation, investment, and structured policy frameworks – elements that are yet to be established in the AD space.
- In several key respects, AD today resembles the early stages of oncology treatment. There has been significant progress in understanding the disease, advancing therapeutic solutions, enhancing diagnostics, and recognising the full magnitude of the societal impact. Moreover, AD is beginning to shift towards more personalised approaches to treatment.
- Other therapeutic areas like cardiovascular disease (CVD) can also inform the prioritisation of AD. CVD highlights the significance of a holistic approach that targets the risk factors that drive disease progression.

### Reframing AD as treatable and manageable

- Oncology has undergone a major perception shift: it is now widely regarded as a treatable and manageable condition, and in some cases, curable. A similar transformation is needed for AD to counter the notion that cognitive decline is an unavoidable part of ageing.
- A key difference from many forms of cancer is that AD may be preceded by a long presymptomatic phase, although both diseases are now understood to be impacted by lifestyle and health choices made throughout the patient's life.

### A holistic approach to policy and value decisions

- More economic research is needed to quantify the long-term value of treating AD, including clearer evidence for policymakers on the impact of AD treatments on disease progression and outcomes. This would be supported by investment in disease registries, which generate real-world evidence on treatment outcomes.
- As therapeutic options advance, a framework needs to be established for value assessment and appraisal that reflects the underlying challenges of addressing the disease.

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- A central challenge lies in determining how to distribute the upfront investments within health systems to support the first and subsequent waves of AD therapies. Recognising that future AD therapies will also require investment in health system infrastructure can help demonstrate the case for investment now.
- Ensuring access to innovative AD therapies will require collaboration between industry and health systems to shape value-based payment models.

### The role of EU-level policymaking

- EU institutions influence AD policy indirectly, primarily by funding research and promoting the exchange of best practices among Member States. The key drivers of AD policy are likely to continue to be at the national level.
- Alzheimer Europe has long advocated for a dedicated “Beating AD” plan at the EU level to drive more coordinated action.
- As with oncology, there are areas where the EU can lead coordinated approaches, such as the development of a unified strategy for European registries.

### Integrating social care and emerging treatments

- AD requires a well-funded and co-ordinated health and social care system. There have been meaningful advances in social care and support systems for AD patients and carers.
- Countries should continue to share best practices to ensure social care progress is sustained alongside new treatment opportunities.
- A broader view of the full spectrum of health and social care services affecting AD patients is essential for comprehensive policy planning.

**With scientific advances accelerating and the societal burden of AD growing, the panel concluded that now is the time for coordinated, forward-looking policy action. To learn more about the policy challenges impacting Alzheimer's Disease please reach out to the CRA Life Sciences Policy team.**

### Contacts

#### Tim Wilsdon

Vice President, Life Sciences  
twilsdon@crai.com

#### Hugh Nicholl

Consulting Associate, Life Sciences  
hnicholl@crai.com

[www.crai.com/lifesciences](http://www.crai.com/lifesciences)

