Antibiotic effectiveness is a natural societal resource that is diminished by antibiotic use. As with other such assets, keeping it available requires both conservation and innovation. Conservation encompasses making the best use of current antibiotic effectiveness by reducing demand through vaccination, infection control, diagnostics, public education, incentives for clinicians to prescribe fewer antibiotics, and restrictions on access to newer, last-resort antibiotics. Innovation includes improving the efficacy of current drugs and replenishing effectiveness by developing new drugs. In this paper, I assess the relative benefits and costs of these two approaches to maintaining our ability to treat infections.

Since their introduction into modern medicine in 1941, antibiotics have saved millions of lives. Although access to antibiotics remains a problem—more than a million children with untreated pneumonia and sepsis die each year—the effectiveness of these drugs is declining globally, driven by ever-higher rates of antibiotic use and selection pressure for resistance (1). For example, gonorrhea, which was entirely susceptible to penicillin in the 1970s, is now becoming increasingly resistant to third-generation oral cephalosporins and is reemerging as a threat (2). Resistance elements, such as extended-spectrum β-lactamase (ESBL), NDM-1, and Klebsiella pneumoniae carbapenemase (KPC)-producing Enterobacteriaceae, have made many Gram-negative infections untreatable globally (3).

Antibiotic resistance is a problem of managing an open-access resource, such as fisheries or oil (4). Individual patients, doctors, pharmaceutical companies, hospitals, and even countries have little incentive to use antibiotics judiciously. Maintaining antibiotic effectiveness in the long term requires conservation, defined broadly as technological, medical, and incentive-based solutions to keep existing antibiotics working (Fig. 1); and innovation, defined as efforts to develop new antibiotics.

The two approaches are essentially linked: Just as incentives for finding new sources of oil reduce incentives to conserve oil, large public subsidies for new drug development discourage efforts to improve how existing antibiotics are used. And just as the cost of discovering new sources of oil becomes more expensive as the resource is depleted, new antibiotics are likely to cost more than existing ones—not only because the easiest-to-find resources may have been discovered but also because of higher regulatory costs (of clinical trials in the case of antibiotics and environmental protection in the case of oil) (5).

**Conservation**

Antibiotic use by humans is a significant driver of resistance. Global sales of antibiotics for human consumption increased 36% between 2000 and 2011, with Brazil, Russia, India, China, and South Africa accounting for 76% of the increase (6). Higher consumption was also noted for two “last-resort” classes of antibiotics, carbapenems (45%) and polymyxins (13%). Newer antibiotics tend to be more expensive but also used less frequently (Fig. 2). Reducing the need for antibiotics and reducing unnecessary antibiotic use will help keep existing antibiotics working. Reducing need is best achieved by reducing the burden of infections by: (i) improving public health and sanitation, especially in low-income countries where antibiotics are used to fill the gap created by unsafe water, poor sanitation, and deficient public health (approaches to deal with these problems are dealt with elsewhere in the special section); (ii) expanding the use of existing vaccines and investing in new vaccines; and (iii) improving hospital infection control.

The introduction of the pneumococcal conjugate vaccine has reduced the burden of pneumococcal disease, avoided many prescriptions for antibiotics, and lowered rates of invasive disease caused by strains not susceptible to penicillin. In the United States, resistant pneumococcal strains decreased by 59% between 1996 and 2004 to 1.7 cases per 100,000 (7). However, fewer than a quarter of the world’s children are protected by pneumococcal conjugate vaccination, which is not yet part of the routine immunization programs in India and China. Furthermore, only 14 to 48% of health care workers in Europe reported being vaccinated against seasonal influenza (8), a common trigger for an inappropriate antibiotic prescription or for use against secondary infections. Unfortunately, a vaccine against Staphylococcus aureus, the most common cause of postoperative infection, has remained elusive, and recent trials have not been promising (9).

Reducing antibiotic overuse is the other part of conservation. In many low- and middle-income countries, nonprescription antibiotic use contributes to resistance (10). Even when prescriptions are needed to obtain antibiotics, physicians may not adequately screen for appropriate use. A potential solution is to allow over-the-counter access to first-generation antibiotics while more strictly regulating newer-generation antibiotics. Addressing fevers in low- and lower-middle-income countries through integrated management of childhood illnesses could reduce the burden of disease while also lowering antibiotic use (11, 12). Improving hospital infection control through surgical infection prophylaxis, skin preparation, and preoperative

**Fig. 1.** Activists of the alliance My Agriculture protest against the use of antibiotics in intensive livestock farming in front of the Federal Chancellery in Berlin, Germany, on 18 January 2012. Several protesters dressed as chickens advertised another demonstration to take place on 21 January 2012. [Credit: EPA/Maurizio Gambarini]
screening and decolonization can reduce the need for antibiotics, particularly in resource-poor settings that have made less progress in limiting health care–associated infections (1). In many high-income countries, patient norms drive expectations for antibiotic prescribing (13). Public education, such as the French effort that led to a 5% reduction in the number of antibiotic prescriptions over the first 5 years (14), or the annual mass media campaigns in Belgium that reduced antibiotic prescriptions by 36% between 1999–2000 and 2006–2007 (15), should be deployed in high-prescribing countries (16).

In China, hospitals that rely on pharmaceutical sales for income have an incentive to overprescribe; one study estimated that a quarter of the revenue in two hospitals came from antibiotic sales (27). In India, doctors routinely receive compensation from drug sellers in exchange for directing patients to their pharmacies (18). In Taiwan (19) and other parts of the world, antibiotic prescribing may also be influenced by competition between health care providers and from unsanctioned providers. Mass drug administration of antibiotics for the management of severe acute malnutrition (20) and trachoma control (21) could contribute to resistance at a mass scale if not monitored carefully (22).

Antibiotics are also used extensively in agriculture, in subtherapeutic concentrations, to promote growth and prevent disease in livestock. Associations have been reported between time spent on farms and colonization with multidrug-resistant *Staphylococcus aureus* (MRSA) (23, 24).

Innovation
Even if antibiotics are used appropriately, resistance is an inevitable consequence of drug selection pressure, necessitating the discovery, testing, and development of new antibiotics. The thin pipeline of new antibiotics reflects a declining trend in new drug development across all therapeutic areas, caused by the difficulty of innovation and the challenges of regulatory hurdles (27). Some new agents treat soft-tissue skin infections caused by MRSA and other conditions (28), but the newest antibiotics are at least two orders of magnitude more expensive than first-line antibiotics, putting them out of reach of many.

New antibiotics are given 5 years of additional market exclusivity under the Generating Anti- biotic Incentives Now (GAIN) section of the 2012 Food and Drug Administration Safety and Innovation Act. Efforts to lower antibiotic development costs (such as by basing approval on more limited clinical evidence) are fruitful when they don’t compromise safety and efficacy. Of the 61 new antibiotics approved between 1980 and 2009, 26 (43%) were withdrawn, compared with a 13% withdrawal rate for other therapeutic categories (29).

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Pharmaceutical firms have little incentive to sell fewer antibiotics to reduce the likelihood of resistance. If anything, resistance makes existing antibiotics obsolete and creates demand for newer, more expensive antibiotics; market incentives may thus work against conservation’s effectiveness.
Insurers’ and third-party payers’ low reimbursement rates for antibiotics partly reflect value perceptions shaped by the low prices of older antibiotics; they discourage both conservation and new drug development. Some have proposed delinkage as a solution to this problem: A different entity (such as the government) would purchase an antibiotic at a fixed price unrelated to the quantity sold and then ration it (30). However, it is unclear how a drug could be allocated to its highest-value use and whether government could perform this function any better than private markets.

What other kinds of innovation are most useful? Innovation could involve combination therapies, such as amoxicillin-clavulanate, that target both essential functions and resistance factors. Development efforts could repurpose old drugs to optimize dosing levels and the duration, and route of administration, and leverage pharmacokinetics and pharmacodynamics to identify promising combination drug therapies. For example, optimizing dosing of colistin, a drug first introduced in the 1950s, can reduce toxicity and improve efficacy (31, 32). What other kinds of innovation are most useful?

Fig. 3. Antibiotic pipeline for the past 20 years.

**Balancing conservation and innovation**

The issue of antibiotic resistance has often been framed as a crisis in new drug development, but with little supporting evidence. The pharmaceutical industry has responded to the threat of soft-tissue MRSA infections by developing new antibiotics, including most recently a single-dose Oriavaxan or a two-dose Dalbavancin for treatment in outpatient settings (33, 34). Contrary to popular belief, many new antibiotics have been introduced during the past two decades (Fig. 3), but their cost is much greater than that of older antibiotics, and many have been pulled from the market. Direct public financing such as the recent $200 million grant to GlaxoSmithKline by the U.S. Department of Health and Human Services and the $200 million grant to GlaxoSmithKline by the U.S. Department of Health and Human Services to promote the appropriate use of antibiotics could significantly reduce unnecessary antibiotic prescriptions and ensure that the right antibiotic is prescribed. **REFERENCES AND NOTES**

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