

Partnering with Patients in APAC

Moderator:

Ajay Tiku, Region Medical Head, Asia Pacific, Middle East & Africa, Novartis

Panelists:

Rohit Arora, Medical Director, Eli Lilly

Qasim Ahmad, Corporate Officer, Head of Japan Medical Affairs, OBU, Novartis

Karen Woolley, Global Lead Patient Partnerships, Medical Affairs, Envision Pharma



>> NOW SPEAKING: **Ajay Tiku**

Region Medical Head, Asia Pacific, Middle East & Africa, Novartis

Disclaimer

The views expressed in this Webinar are those of the presenters, and are not an official position statement by MAPS, nor do they necessarily represent the views of the MAPS organization or its members.



>> NOW SPEAKING: **Ajay Tiku**

Region Medical Head, Asia Pacific, Middle East & Africa, Novartis

Webinar Objectives

- Patient Insights
- Patient Engagement
- Patient Journey
- Patient Education



>> NOW SPEAKING: **Ajay Tiku**

Region Medical Head, Asia Pacific, Middle East & Africa, Novartis

Opening Poll:

- I am confident about why, and how to engage with patients in my current role as a medical affairs leader, to bring the right value to my multiple stakeholders, both internal and external.
 1. Never considered it
 2. Not at all confident
 3. Somewhat confident
 4. Very confident

Patient Insights

Rohit Arora, Medical Director, Eli Lilly



>> NOW SPEAKING: **Rohit Arora**
Medical Director, Eli Lilly India

Patient Insights Polling Question

I am aware as a medical affairs leader about the importance of patient insights across the lifecycle of product and have experience gathering and using them in my area of responsibility. (Single Choice)

- 1: Never considered it
- 2: Not at all confident
- 3: Somewhat confident
- 4: Very confident



>> NOW SPEAKING: **Rohit Arora**
Medical Director, Eli Lilly India

What's in it for your patients?

Drug Development

Regulatory Decisions

Patient Reported Outcomes

Clinical Trial Design & Recruitment

Patient Journey



Market Access and Reimbursement

Adherence to Treatment

Improved signal detection

New Indications and Line Extensions

Patient Experiences



>> NOW SPEAKING: **Rohit Arora**

Medical Director, Eli Lilly India

Patient Insights across Drug Development

Preclinical

- Understanding Disease Epidemiology and Patient Journey
- Identify unmet need and define impactful CT endpoints

Clinical

- Engage and inform protocol design
- Clinical outcome selection (PROs) including digital integration

Peri & Post-Approval

- Treatment adherence and implementation of PSPs
- Market Access & Reimbursements



>> NOW SPEAKING: **Rohit Arora**
Medical Director, Eli Lilly India

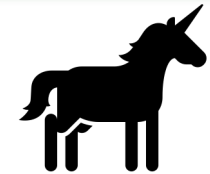
Patient Insights vary across Therapeutic Segments



Acute Care
Infectious Diseases



Chronic Lifestyle Disorders
Specialized Therapeutic Areas



Rare Disorders
Consumer Health

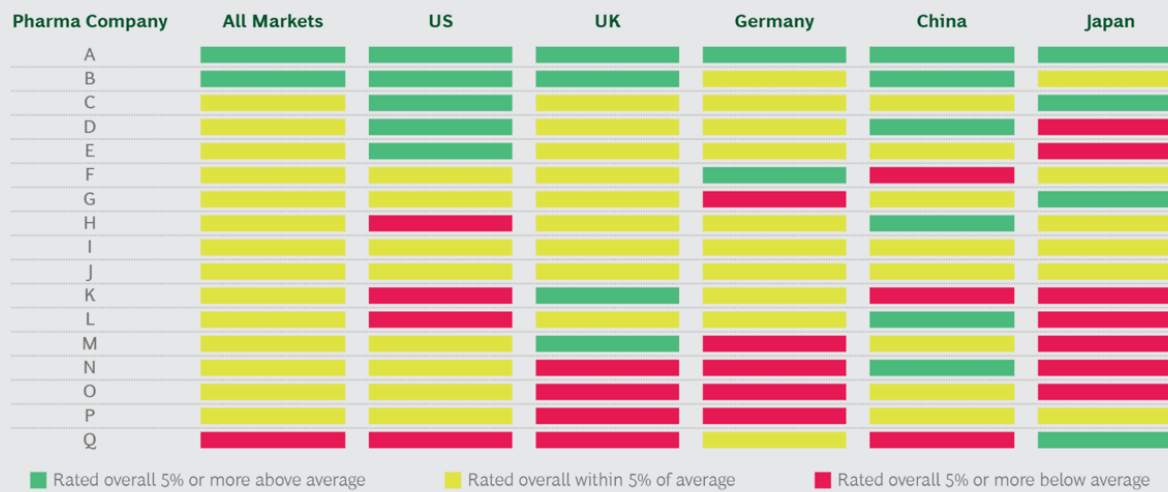


>> NOW SPEAKING: **Rohit Arora**
 Medical Director, Eli Lilly India

Perceptions vary across Industry and Geographies

EXHIBIT 4 | Pharma's Perceived Patient Centricity Performance Varies by Market

PHARMA PERFORMANCE RATED BY HEALTH CARE PROFESSIONALS AND PATIENT ADVOCACY GROUPS



Source: BCG Patient Centricity Survey 2019.
 Note: N = 1,997.



>> NOW SPEAKING: **Qasim Ahmad**

Corporate Officer, Head of Japan Medical Affairs, OBU, Novartis

Patient Engagement & Patient Journey Polling Question

I am confident that as a medical affairs leader I am able to develop strategies and patient focused solutions based on end to end patient journey's, beyond our products. (Single Choice)

- 1: Never considered it
- 2: Not at all confident
- 3: Somewhat confident
- 4: Very confident

Patient Engagement & Patient Journey

Qasim Ahmad, Corporate Officer, Head of Japan Medical Affairs, OBU, Novartis



>> NOW SPEAKING: **Qasim Ahmad**

Corporate Officer, Head of Japan Medical Affairs
Novartis

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>> NOW SPEAKING: **Qasim Ahmad**

Corporate Officer, Head of Japan Medical Affairs
Novartis

Patient Engagement- The Critical Success Factor

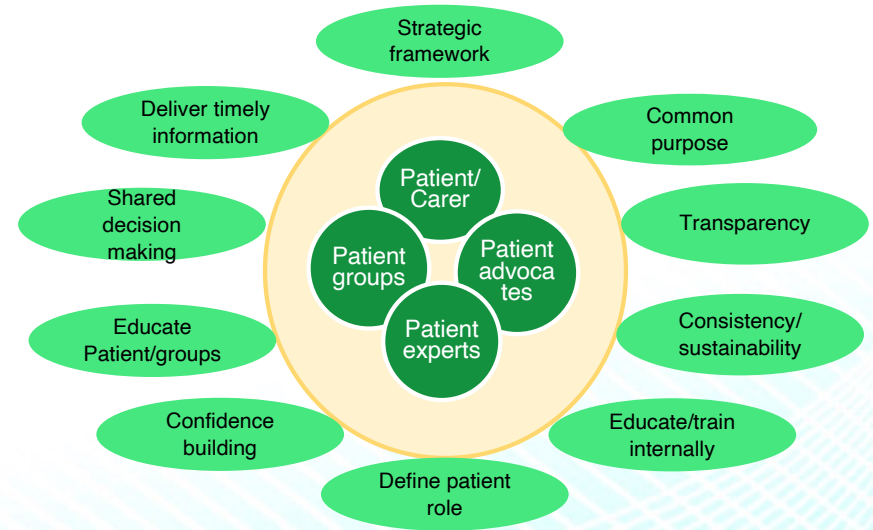
Goals & Objectives

- Improving Outcomes
- Purposeful Innovation
- Enhance Patient Experience
- Empowering Patients
- Patient partnership & solution co-creation
- Health system efficiency & productivity

What Matters Most to Patients

- Control/Ownership of their health
- flexible/tailored management
- More informed- disease/treatment
- Collaborate with health care players
- Advocates- champion & educate
- Social media -Blogs, forums etc
- Want access to their Data
- Quality of life above safety/efficacy
- Equity & fairness- Access to care

Industry – Patient Meaningful Engagement

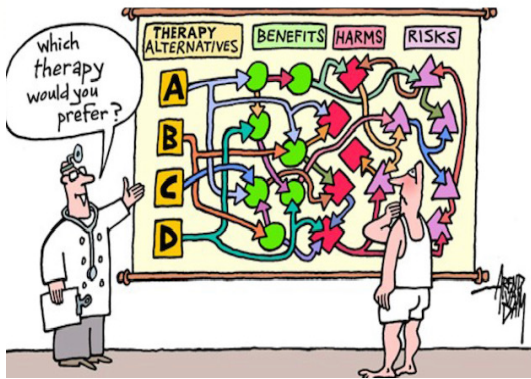




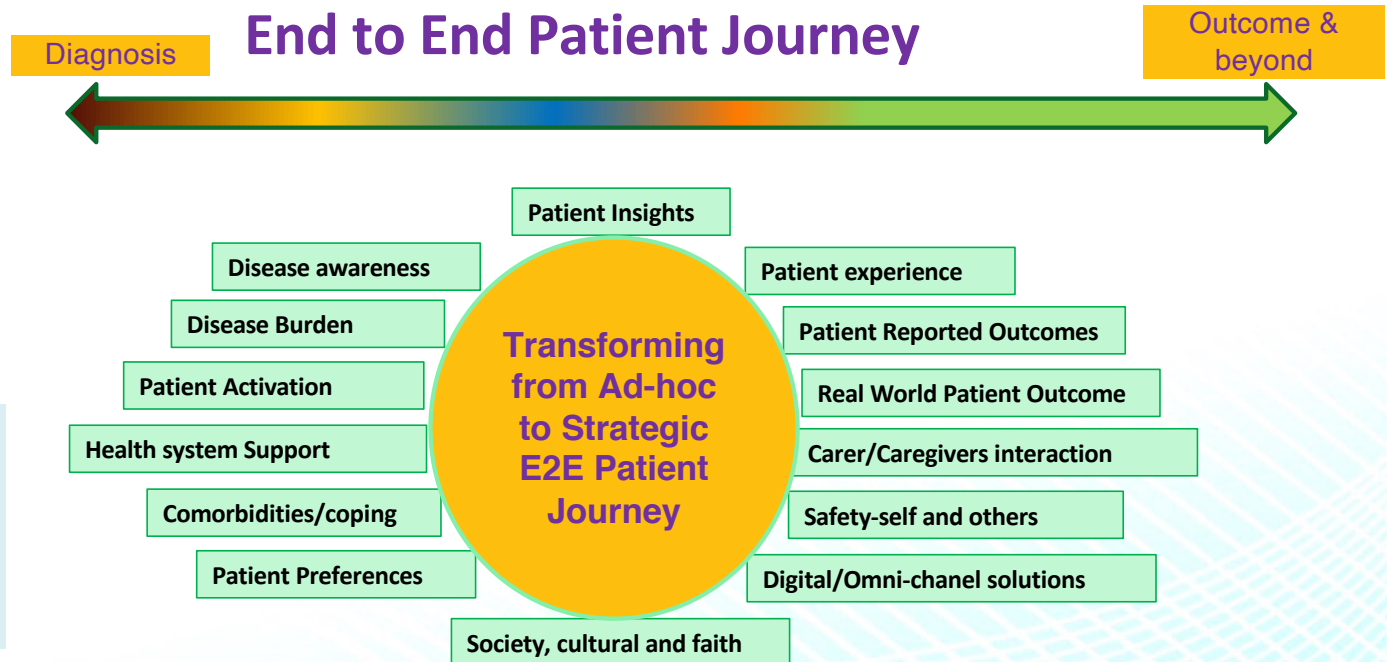
>> NOW SPEAKING: Qasim Ahmad

Corporate Officer, Head of Japan Medical Affairs
Novartis

Holistic Patient Journey Beyond the Product



Several “mini journeys” and experiences with “Touch Points” and “Individual Stories” beyond the product, throughout life cycle of disease, require “Patient Oriented” tailored solutions- A shift away from product focused tactics



Patient Education

Karen Woolley, Global Lead Patient Partnerships, Medical Affairs, Envision Pharma



>> NOW SPEAKING: **Professor Karen Woolley**

Global Lead, Patient Partnerships, Envision Pharma Group

Patient Education Polling Question

I am confident that I know of at least 3 patient education activities where biopharmaceutical companies in the region could involve patients – as partners. (Single Choice)

- 1: Never considered it
- 2: Not at all confident
- 3: Somewhat confident
- 4: Very confident



>> NOW SPEAKING: **Professor Karen Woolley**
Global Lead, Patient Partnerships, Envision Pharma Group

The value of working patients as partners

Box of tissues



Patient story; inspirational



Box of medicine



Patient partnership; transformational



>> NOW SPEAKING: **Professor Karen Woolley**

Global Lead, Patient Partnerships, Envision Pharma Group

Patient partnership in patient education

Patient partnership in Medical Affairs:

Activities carried out **'with'** or **'by'** patients and the public rather than **'to'**, **'about'** or **'for'** them. *

Education **TO, ABOUT,**
or **FOR** patients

"Traditional"
Patient
education
booklet

Education **WITH** and **BY** patients



**Publication
planning**

*Publication Steering
Committee member*



**Publication
generation**

*Patient author or
contributor*



**Publication
sharing**

*Co-creator or reviewer
of plain language
summaries*

* <https://www.peopleinresearch.org/public-involvement/>



>> NOW SPEAKING: **Professor Karen Woolley**
Global Lead, Patient Partnerships, Envision Pharma Group

Case study 1 – patient partnership in publications

How to establish a Patient Publication Steering Committee for a global biopharmaceutical company: a feasibility case study

Introduction

- Development of a Patient Publication Steering Committee (PPSC) is an innovation in industry publication practices.
- The purpose of a PPSC would be to plan and oversee the timely and ethical development of high-quality publications on disease burden and the patient journey, as identified by patients.

Objective
To identify the key roles, governance, and documentation required to establish a PPSC

Methods

- October 2019**
Review literature to confirm PPSC would be an innovation in industry publication practices
- November 2019-February 2020**
Collaborate with internal (patient engagement and advocacy, publications, compliance, medical) and external (expert patient partners, publication professionals) stakeholders
- November 2019-April 2020**
Co-create PPSC governance documents and measure document metrics (readability, reading speed, speaking speed)
- May 2020**
Endorsed by key internal stakeholders

Results

- This novel, real-world, 'how to' case study indicates it is feasible for a global biopharmaceutical company to partner with patients to establish a PPSC framework.

COMPLETED STEPS

- Consult with the key internal and external stakeholders required to support, approve, and implement a PPSC
- Establish criteria for selecting PPSC members
- Develop a draft PPSC Charter, with patient review, to identify roles and responsibilities
- Develop draft operational documents, with patient review, for the PPSC (eg, publication process schematic, plain language documents)
- Identify a suitable therapeutic area to pilot the PPSC

NEXT STEPS

- Conduct the first PPSC to finalize co-creation of key governance and operational documents
- Develop the PPSC's first publication plan (identify topics, timelines, target conferences and journals, resource requirements)

Alexandra Moutet
Sponsor perspective

Trishna Bharadwaj
Patient perspective

Scan the QR code to access an electronic copy of the poster ("most poster") that includes links to the audio poster summaries from these co-authors

Acknowledgments and Disclosures
Linda Feagly,¹ Alexandra Moutet,² Erik Michels,³ Trishna Bharadwaj,⁴ Nicki Reed,⁵ Harriet Carey,⁶ and Karen Woolley⁷

- UCB Pharma, Doulos, UK
- UCB Pharma, Brussels, Belgium
- Patient Engagement Centred, UK
- Envision Pharma Group, Hermonville, UK
- Envision Pharma Group, Hermonville, UK
- Envision Pharma Group, Sydney, Australia
- University of Queensland, Australia
- University of the Sunshine Coast, Australia

Presented at the DIA 2020 Global Annual Meeting (Virtual) June 14-18, 2020

Patient Publication Steering Committee

A Publication Steering Committee can help ensure pharmaceutical companies support publications that address clinically relevant and unmet educational needs, globally and in the JAPAC

A key stakeholder has been missing from Publication Steering Committees – the patient!

This international pharmaceutical company has successfully established – with patient partners - an ethical and effective framework for a Patient Publication Steering Committee



>> **NOW SPEAKING: Professor Karen Woolley**
 Global Lead, Patient Partnerships, Envision Pharma Group

Case study 2 – patient partnership in publications



Patient Authorship

First systematic review on how to involve patients as authors – published in a peer-reviewed journal. Co-conducted and co-authored with patients (including those from the JAPAC)

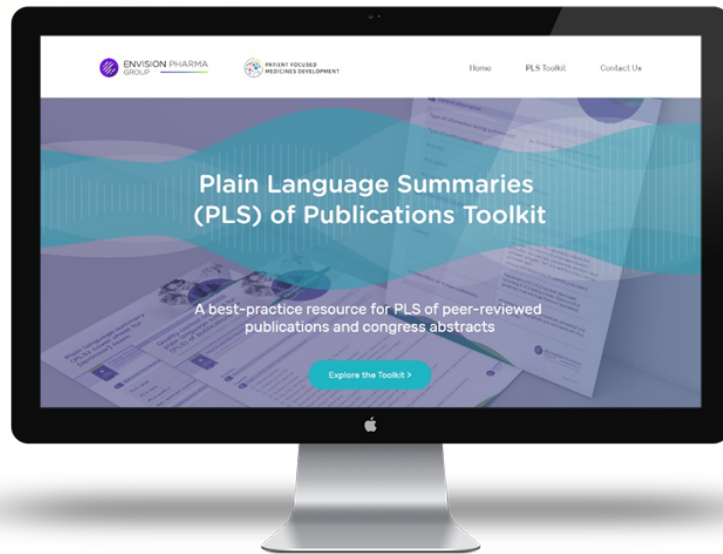
21 evidence-based recommendations for HOW to work with patient and nonpatient authors before, during, and after a publication

Selected as 1 of 5 international initiatives for the Patient Focused Medicines Development Book of Good Practices (supported by industry partners)



>> **NOW SPEAKING: Professor Karen Woolley**
Global Lead, Patient Partnerships, Envision Pharma Group

Case study 3 – patient partnership in publications



Plain Language Summaries of Publications

Industry award winning, multi-stakeholder initiative; pharmaceutical and patient partners worked together (including representation from JAPAC)

Free, evidence-based, practical tools to help develop **NON-PROMOTIONAL** plain language summaries (PLS) of publications (eg, conference abstracts, journal articles).

Patients have been involved in identifying, creating, reviewing, and sharing plain language summaries of publications. PLS have been done successfully in the JAPAC region.

<https://www.envisionthepatient.com/plstoolkit/>

Q&A



- What is your perspective on the variability of collection and usage of Patient Insights across therapy areas. What are a few factors driving this adoption?
- How do you see the role of digital technologies helping accelerate the collection and integration of Patient Insights across the lifecycle of the product?
- If you want to involve patients in publications, what kind of patients are you looking for and how do you find them and support them?
- What metrics could you use to measure the value of patient involvement in publications, but also more broadly in Medical Affairs?
- Patients have always been at the center, what is new that is driving the need for transforming Patient engagement? what role can we play as Medical Affairs to make it happen ?
- You mentioned “holistic Patient Journey” beyond the product, what is in it for us a bio-pharmaceutical companies ?

Thank you!

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