

# Digital Medical Insights in the Time of COVID-19



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# Introductions



CATHERINE SUNDERLIN,  
PHD  
Senior MSL  
Calithera Biosciences



PATRINA PELLETT, PHD  
VP, Medical Strategy  
Kernel



DAN MANNING, PHARM D  
Head of Field Medical  
Spark



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# Webinar Agenda

## OVERVIEW

- What are medical insights & why are they important?
- Medical Insights generation in the COVID-19 era
- Getting started with digitally sourced pre-insights
- Key points to consider with digital sources
- Examples of pre-insights discovered through digital sources
- Insights generation from digitally sourced pre-insights



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# Webinar Objectives

## WHAT YOU WILL LEARN

- How to get started with digitally-sourced pre-insights
- Digital sources to consider
- Ways that digitally-sourced pre-insights can help understand trends in your therapeutic areas & inform strategy



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## What are medical insights?

### DEFINITION OF AN MEDICAL INSIGHT

A new information, understanding, idea or perspective on topics relevant to a company that may identify a gap, and/or inform strategy, and/or confirm pre-existing views held by the company and may result in an action where and when appropriate.







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# Why are medical insights important?



IDENTIFY GAPS



INFORM STRATEGY



CONFIRM STRATEGY



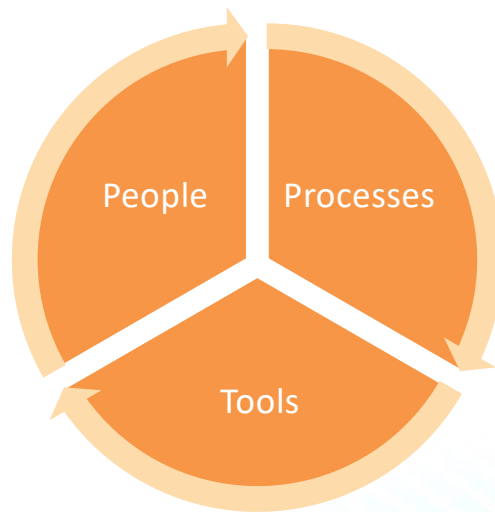
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# How are medical insights generated?



PRE-INSIGHTS



ANALYSIS



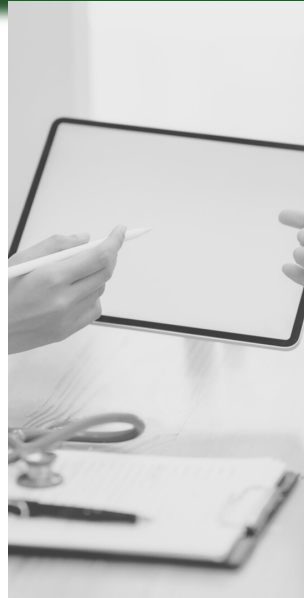
INSIGHTS



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# Where do pre-insights come from?

SCIENTIFIC EXCHANGE  
BETWEEN MSLS &  
EXTERNAL EXPERTS



**Presentations**

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**Face to face**

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**Congresses**

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## Collecting pre-insights in the COVID-19 Era

LIMITED OR NO DIRECT  
INTERACTION WITH HCPS

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# Digital Sources to Gather Pre-Insights



Newsletters



Institution Websites



Virtual Congresses



"Live" Webinars and  
Recorded Interviews



Social Media



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# Getting Started with Digitally Sourced Pre-insights



## 1 ALIGN & PRIORITIZE WITH INTERNAL STAKEHOLDERS

Align with cross-functional teams and institutional re-entry plans  
(commercial, compliance, etc.)

## 2 IDENTIFY POTENTIAL DIGITAL SOURCES

Which media outlets are already being followed? Are HCPs on social media?

## 3 DEFINE HOW TO GATHER & ANALYZE

How will digitally sourced pre-insights be reported internally & analyzed?



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## Strategic Considerations

### RELEVANCE TO STRATEGY

Do any of the collected pre-insights inform medical strategy?  
If yes, how so?

### RELEVANCE TO TACTICS

How can digitally sourced pre-insights affect already planned tactics or identify opportunities for new initiatives?

### ENGAGEMENT OPPORTUNITIES

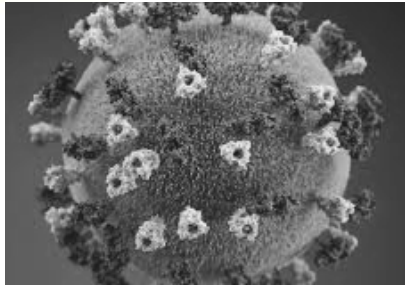
How can digitally sourced pre-insights be used for relationship building and pre-meeting planning for MSLS?

Leverage pre-insights from multiple digital sources to identify trends and generate insights.



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# Generating Insights from Digital Sources



NEW OR  
EMERGING  
TRENDS DRIVEN BY  
COVID-19

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EMERGING DATA  
AND CHANGING  
TREATMENT  
PRACTICES

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MSL TERRITORY  
TRACKING &  
REDEPLOYMENT  
PLANNING

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# New or Emerging Trends Driven by COVID-19



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## Questions to Consider: COVID-19

### PATIENT IMPACT

Are patients in your therapeutic area at higher risk for COVID-19 infection and complications?

Are any COVID-19 related symptoms/complications representative of conditions from your therapeutic area?

### MEDICAL PRACTICE

How has COVID-19 affected standard of care for patients in your therapeutic area?

Have institutions or clinical societies released guidelines on how to modify current treatment practices in light of COVID-19?

### MEDICAL RESEARCH

How has COVID-19 affected clinical trials in therapeutic area?



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# Pre-Insights from Digital Sources

## DERMATOLOGY & COVID-19

LIVE WEBCAST  
**DERM CLINICAL UPDATES:  
KEEPING UP WITH COVID-19**  
HCP Live DermatologyTimes

### Recommendations for phototherapy during the COVID-19 pandemic

*To the Editor:* The COVID-19 pandemic has resulted in the closure of many phototherapy units in the United States and around the world, especially in areas hard hit by the pandemic, with difficulty in maintaining social distancing being a driving factor. Currently, there is no guidance on managing a phototherapy service or resuming the service during this pandemic.

Joel M Gelfand MD MSCE  
@DrJoelGelfand

Thinking about the risks and benefits of [#psoriasis](#) [#biologics](#) during the [#COVID19](#) [#pandemic](#)? Check out the latest data I share to help navigate uncertainty. Weighing the known benefit of their tx with the uncertainties, nearly all of my pts have elected to continue their tx.

**Immune modulating psoriasis treatment**

REASONS TO CONSIDER STOPPING OR DELAYING TREATMENT	REASONS TO CONTINUE TREATMENT
1 Age 65 or older	1 Younger age
2 Relatively mild skin disease indication and currently completely clear	2 History of more severe psoriasis and/or PsA or history of failing or losing response to systemic treatment
3 Presence of poorly controlled hypertension, diabetes, cardiovascular or lung disease, severe obesity	3 No major medical issues
4 High risk for exposure to SARS-CoV-2 or for exposing high risk individuals	4 Low risk for exposure to SARS-CoV-2 and practicing social distancing

Healio



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# Identifying Insights



## POTENTIAL OPPORTUNITIES

- Optimizing clinical trials during the COVID era
- Creating a better experience for patients
- Standard of Care changes organization needs to plan for

# Emerging Data and Changing Treatment Practices



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## Questions to Consider: Emerging Data

### DATA PRESENTATION

How are new data being presented in your therapeutic area?

### HCP FEEDBACK

What outlets are HCPs using to react to new data?

What are the HCPs' reactions to new data?

### MEDICAL PRACTICE

What trial data in your therapeutic area are changing HCP treatment practices?



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# Pre-Insights from Digital Sources

## ONCOLOGY EMERGING DATA

**Hamid Enamekhoo** @HamidEnamekhoo · May 31  
Fantastic discussion by @ERPlimackMD! New standard of care in treatment of metastatic #bladdercancer.  
#ASCO20 @BladderCancerUS

**Neeraj Agarwal** @neerajaiims · May 31  
#ASCO20 Fantastic @asco plenary discussion by @ERPlimackMD on the Javelin bladder-100 trial. Here is her perspective: Switch maintenance (1st line Rx with avelumab) rather than treatment break is the preferred strategy after platinum based Rx in metastatic UC @BladderCancerUS  
[Show this thread](#)

**Brian Rini, MD** @brian\_rini · 9h  
Join me this Saturday, June 27 at @gotoPER's ASCO Direct™ Highlights – Nashville program, where I will be discussing the highlights in genitourinary cancers. Register now: [bit.ly/2CDJG57](https://bit.ly/2CDJG57) #ASCO20

Elizabeth Plimack, MD, explains the design and outcomes of t... [Copy link](#)

ASCO20 Virtual  
Elizabeth Plimack, MD  
Principal Investigator at Dana-Farber Cancer Institute, Director, Genitourinary Clinical Research, Dana-Farber Cancer Institute

Elizabeth Plimack, MD, explains the design and outcomes of the Phase 3 randomized Keynote 426 study

OBR Peer-Spectives Podcast Series **OBR CONFERENCE COVERAGE**

**ASCO GU 2020: Clinical Advancements in Renal Cell Carcinoma**

Robert Figlin, MD and Tian Zhang, MD discuss recent clinical findings in renal cell carcinoma presented at ASCO GU20



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# Identifying Insights



## POTENTIAL OPPORTUNITIES

- Determine HCPs' receptivity to virtual disclosures of new data
- Identify practice changing new data
- Determine if data gaps exist and how to address



# MSL Territory Tracking & Redeployment Planning



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## Questions to Consider

### HCP ACTIVITY

In what virtual platforms is your HCP participating?

### HCP TOPICS OF INTEREST

On what topics/data is your HCP speaking, posting, and publishing?

### ENGAGEMENT PLANNING

What are HCPs engagement preferences? Are HCPs and institutions resuming normal activities?



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# Pre-Insights from Digital Sources

## INDIVIDUAL HCP ONLINE ACTIVITY

**tompowles** @tompowles1 · Apr 30  
The GU cancer group at Barts Hospital recruited and treated its first research patient since the pandemic put things on hold (FGF inhibitor in bladder cancer). We're getting there slowly. @Uromigos @DrChoueiri @montypal - where do others stand with this?

**Tian Zhang, MD, MHS** @TiansterZhang · Apr 30  
We have tiers of research studies @DukeGUCancer and kept potential non-SOC treatment trials as tier 1. Slow going when we saw limited pts but just enrolled & treated a new pt on #PDIGREE today. As more pts return & surgery in May, research will pick up.

**Uromigos** @Uromigos  
Ipilimumab and nivolumab in metastatic RCC and the PDIGREE trail with Tian Zhang @TiansterZhang @brian\_rini  
Translate Tweet

**The Uromigos** Episode 25: Dr. Tian Zhang discusses first line treatment for renal cancer and the PDIGREE Trial ...  
open.spotify.com

**Tian Zhang, MD, MHS** @TiansterZhang · Jun 12  
For those following my #COVID19 story, I have been in a biomarker research study @dukemedicine and have good antibodies! Was able to donate plasma today. As the #ICUs fill up w pts w #COVID19, hope these will help someone! Appreciate everyone @DukeCancer who covered for me.



### The landscape of contemporary clinical trials for untreated metastatic clear cell renal cell carcinoma

Tian Zhang<sup>a,b,\*</sup>, Joyce K. Hwang<sup>a</sup>, Daniel J. George<sup>a,b</sup>, Sumanta K. Pal<sup>c</sup>

<sup>a</sup> Duke University, Division of Medical Oncology, Department of Medicine, Durham 27710 NC USA

<sup>b</sup> Duke Cancer Institute Center for Prostate and Urologic Cancers, Durham 27710 NC USA

<sup>c</sup> City of Hope Comprehensive Cancer Center, Los Angeles, CA USA



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# Identifying Insights



## POTENTIAL OPPORTUNITIES

- Identify ways to engage HCPs, make territory action plans
- Determine HCPs' interests and best way to engage
- Create plans for redeploying field force



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# Identifying Trends from Digitally Sourced Pre-insights

## PRIORITIZE

What are organizational priorities? What should teams focus on?

## COLLECT

Define method for collecting and reporting digitally-sourced pre-insights. Monitor key sources.

## ANALYZE

Aggregate and visualize. Look across multiple territories, pre-insights and other functions.

## IDENTIFYING INSIGHTS

Keep priorities in mind and look for unexpected patterns.

## REPORTING & ACTION

Customized reports to individual stakeholder needs.

**Thank you!**  
*Questions?*