

# **“Disruption to Opportunity”**

## **The Next Digital Frontier for Medical Affairs and Healthcare with the New Normal**



>> NOW SPEAKING: **Shaji Kalathil**

Executive Director, Head of IT for Global Medical Affairs, Bristol Myers Squibb

## Panel Members



**Shaji Kalathil**

Executive Director, Head of IT  
for Global Medical Affairs,  
Bristol Myers Squibb

MAPS Digital Strategy  
FAWG Co-Lead  
Moderator



**Joseph Eid, MD**

Senior Vice President,  
Head of Global Medical Affairs,  
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**David Rhew, MD**

Chief Medical Officer & VP of  
Healthcare, Worldwide Commercial  
Business, Microsoft



**Paul Shawah**

Senior Vice President,  
Commercial Cloud Strategy,  
Veeva Systems



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Executive Director, Head of IT for Global Medical Affairs, Bristol Myers Squibb

# Session Objectives

- Discuss emerging trends and viewpoints on the next frontier for digital in Medical Affairs and the broader healthcare environment with the "New Normal"
- Explore "outside-in" views on how leading technology companies are addressing the COVID-19 scenario with new approaches across pharma and other industries
- Identify how the disruption can be turned into opportunities and differentiating strategies





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- Please submit questions throughout the presentation using the Q&A button in your control panel.

### Evaluations:

- The control panel includes a webinar evaluation. Please complete that evaluation so that we can work to ensure the highest quality presentations.

### On-demand Availability of Webinar:

- This webinar, as with all previous ones, will be available on-demand next week in the Community Portal for MAPS members.



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## Acceleration of Digital Transformation in Life Sciences with COVID-19 It is Now Time to Seize Our Digital Moment





# **New Normal for Medical Affairs** *A View into the Future through the Digital Lens*

***Joseph Eid, MD,***  
*Senior Vice President, Head of Global Medical Affairs*  
*Bristol Myers Squibb*



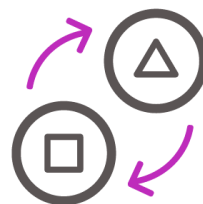
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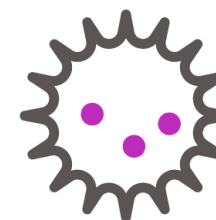
## The Silver Lining of COVID-19 for Medical Affairs : Accelerated Change



Digital First  
*More Digitally Savvy*



Increased Agility  
*More Adaptive*



Deeper Analytics  
*Right Data, Right Time*

**The Pandemic Has Forced Us to Adapt & Adopt**





## >> NOW SPEAKING: **Joseph Eid, MD**

Senior Vice President, Head of Global Medical Affairs, Bristol Myers Squibb

# As the Post Pandemic World Begins to Settle....

## What Will Stay?



Appetite for new treatment regimens and new therapies



Increasing data-driven care

## What Will Fade?



RWE, patient specific data, and efficacy comparisons

## What Will Emerge?



Virtual World (Customer Engagement & Congresses)



HCPs Accessing data themselves (Increasing consumption of online services)

# THE NEW NORMAL



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Senior Vice President, Head of Global Medical Affairs, Bristol Myers Squibb

# Medical Affairs Professional in the New Normal

Proactive, strategic leader

Healthcare system focused  
(provider, payer, gov/policy,  
patient, pathway  
organizations)

Holistic global perspective  
that enables market-level  
decision making



Personalized, multi-channel interactions  
(in-person & virtual)

End-to-end knowledge provider  
(science, "value",  
technology-**powered** interactions)

Proactively capturing,  
providing, managing, and  
analyzing data

**Empowered by Digital & Equipped for Future Success**



A detailed microscopic view of numerous blue, spherical virus particles with prominent surface spikes, set against a dark blue background.

# COVID-19 Healthcare Experience – Emerging Trends and Disruption Opportunities

*David Rhew, MD*

*Chief Medical Officer & VP of Healthcare*

*Worldwide Commercial Business*

*Microsoft*





# >> NOW SPEAKING: David Rhew, MD

Chief Medical Officer & VP of Healthcare, Worldwide Commercial Business, Microsoft

## COVID-19 Response: Technology Enablers



### Chatbot

- Screening & Triage
- **Clinical trial enrollment**
- **Donor recruitment**
- CDS for front-line agents



### Virtual Care

- Tele-medicine
- Tele-ICU
- **Virtual rounding**
- Virtual sign-outs
- Virtual consults
- Virtual surgery
- Virtual tumor board



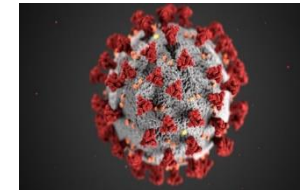
### AI & Performance Computing

- Supercomputers
- Cloud-scale
- **AI modeling**
- Drug/vaccine targets
- **Accelerated drug/vaccine discovery**



### Data Platforms

- **COVID-19 Healthcare Coalition**
- Centralized data platforms



### Contact Tracing

- Case management
- Memory-assist
- Proximity awareness



### What's Next?

- Rapid test kits
- Testing strategies
- RTW/RTS
- Vaccine distribution






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Chief Medical Officer & VP of Healthcare, Worldwide Commercial Business, Microsoft


# The fight is in Us



-  **55% PLASMA**
-  **1% White Blood Cells**
-  **44% Red Blood Cells**

## HOW IS BLOOD PLASMA USED?

Plasma from those who have recovered could be a key part of the fight against COVID-19. Once the COVID-19 plasma is donated, it can take one of two paths: be directly transfused into patients or be used to make a potential medicine.

 restart

### THE FIGHT IS IN US



A coalition of world-leading medical and research institutions, blood centers, life science companies, technology companies, philanthropic organizations, and survivor groups has come together to support the rapid development of potential new therapies for COVID-19 patients. These therapies use blood plasma donated by people who have fully recovered from COVID-19, since their blood may have antibodies from their immune response to the virus.

You are invited to voluntarily answer the non-personally identifiable questions below (“Inquiry Form”) to see if you are eligible to be a potential donor. If you are eligible, you may enter a ZIP code to see the closest donor centers near you. For more information about how your privacy is protected, please see the [Privacy Policy](#). For other questions see [FAQs](#).

This Inquiry Form is not designed or intended to be a substitute for, nor should it be used to replace professional medical advice, diagnosis, treatment, or judgment.

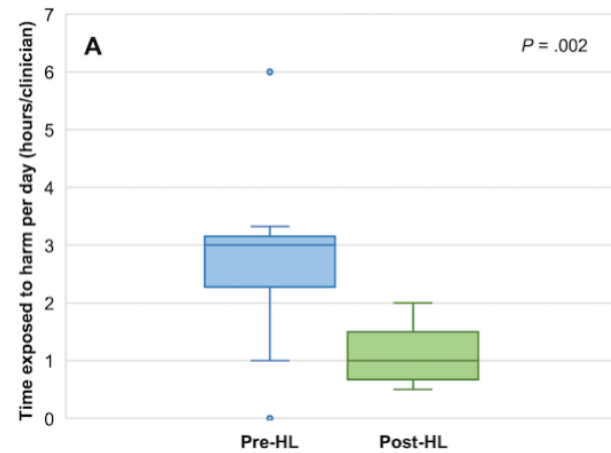
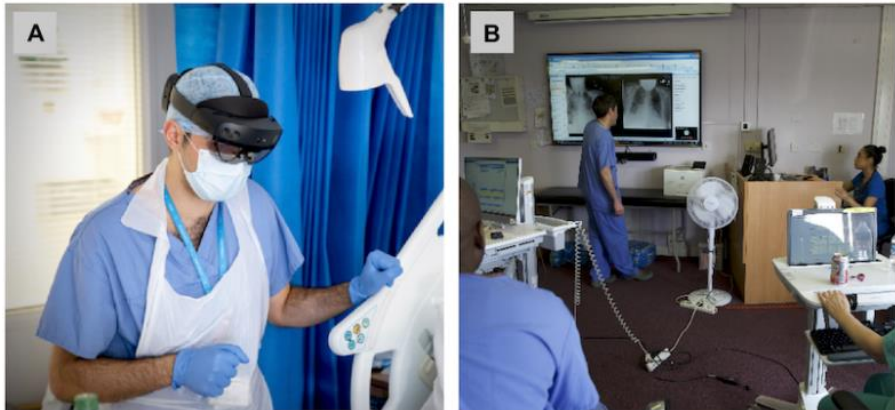
Do you accept these terms?



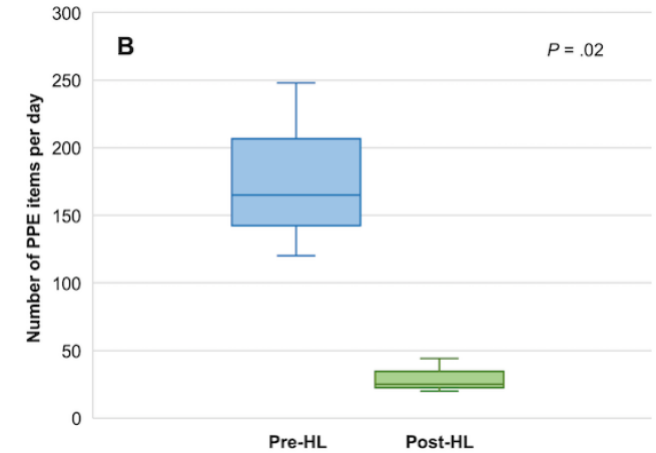
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## Virtual Rounding



Reduced exposure by 51% ( $P=.002$ )



Reduced PPE usage by 83% ( $P=.02$ )

[Martin G et al. JMIR. 22\(8\). Aug 2020](#)





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## Cloud-scale machine learning to translate T-cells to antigens



### Blood Sample

Our immune system is a very sophisticated diagnostic machine



### Immunusequencing

Reading every immune cell that stores diagnostic information



### Machine Learning

Generating a map of the immune system by matching trillions of T cells to the diseases they recognize



### Empowered Care

This map of the immune system will be used by doctors and researchers around the world to understand the disease



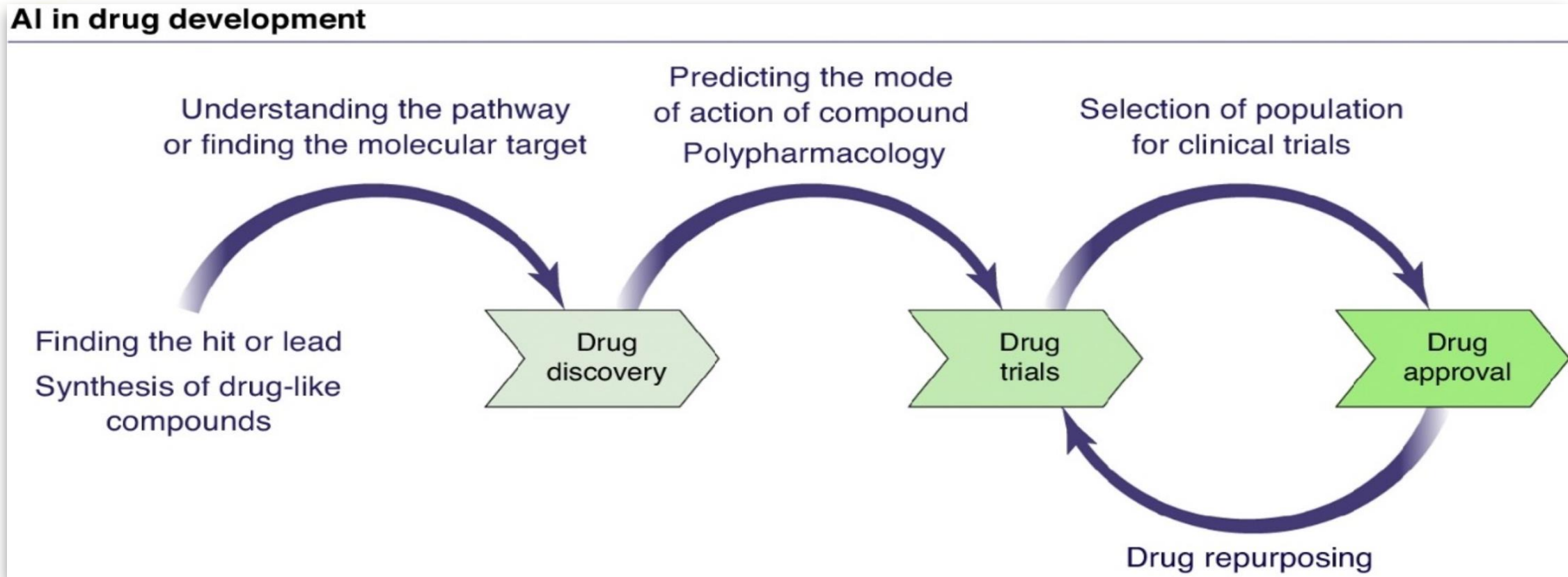
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Drug Discovery Today  
Volume 24, Issue 3, March 2019, Pages 773-780

## Artificial intelligence in drug development: present status and future prospects

Kit-Kay Mak<sup>1,2</sup>, Mallikarjuna Rao Pichika<sup>2,3</sup>  





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Chief Medical Officer & VP of Healthcare, Worldwide Commercial Business, Microsoft

- Home
- Recent
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- Goal Metrics
- Rollup Queries
- Tools
- Reports



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## HISTORIC TKR REHABILITATION OUTCOMES

PATIENT GENDER

- F
- M

PATIENT AGE

22 87

DISEASE STATE

- Diabetes
- Gout
- Heart Disease
- Obesity
- Osteoarthritis
- Other
- Rheumatoid Arthritis

SMOKING STATUS

- No
- Yes

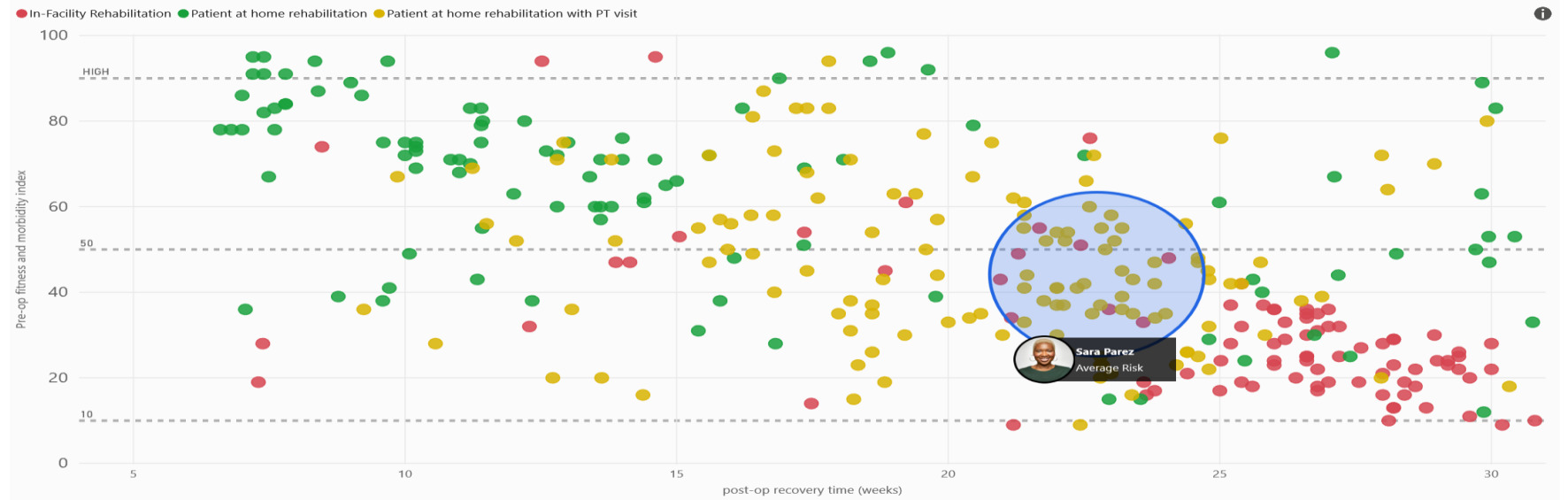
WALKING DISTANCE GAIN

0.04 4.99

WALKING SPEED GAIN

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Everyone Like Sara







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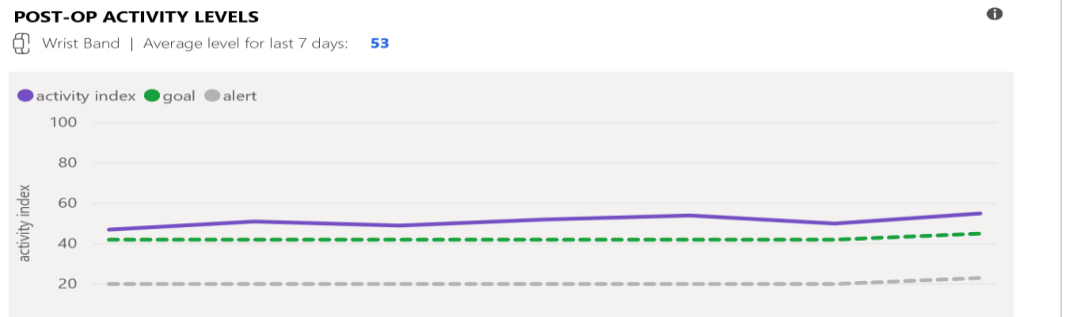
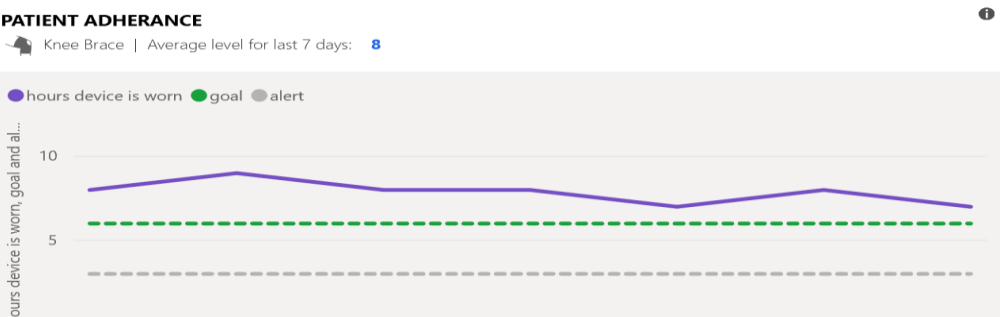
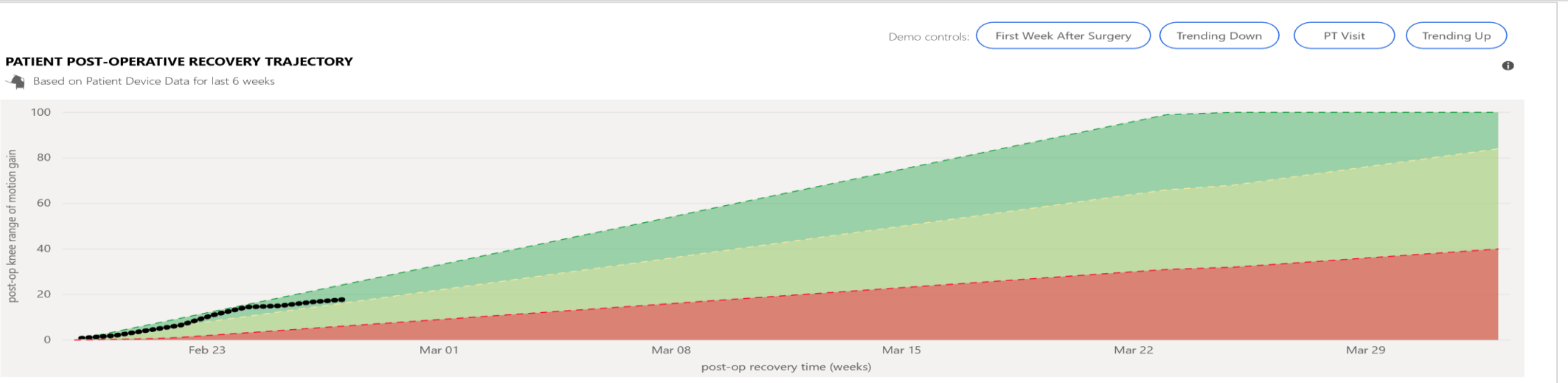
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# COVID-19 Healthcare Coalition

## Supply Chain

**DELIVERED** 675,000 masks

**VALIDATED** N95 mask  
decontamination strategies

**DEVELOPED** PPE demand  
model

**CONNECTED** suppliers to  
buyers

## Coordinated Social Policies

**DEVELOPING** the COVID-19  
Decision Support Dashboard

**PROVIDING** insights on the  
impact of social policies

**PROMOTING** innovation in  
testing and contact tracing

## Data-Driven Clinical Insights

**UNLOCKING** large-scale  
analytics for COVID-19

**ADVANCING** convalescent  
plasma research

**COLLABORATING** on best  
practices and protocols

## Tech Collaboration

**BUILT** critical infrastructure to  
enable collaboration and  
shared analytics

**LAUNCHED** public website with  
useful decision aids  
dashboards

**CONVENED** leading technology  
firms in service of the public  
interest

# COVID 19 Pharma Experience – An “Outside In View” on Customer Engagement Trends & Path Forward

*Paul Shawah*

*Senior Vice President, Commercial Cloud Strategy*

*Veeva Systems*





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Senior Vice President, Commercial Cloud Strategy, Veeva Systems

# The Golden Age of Medical

Growing Importance of Medical Affairs....

Disrupted, or Strengthened by COVID-19?



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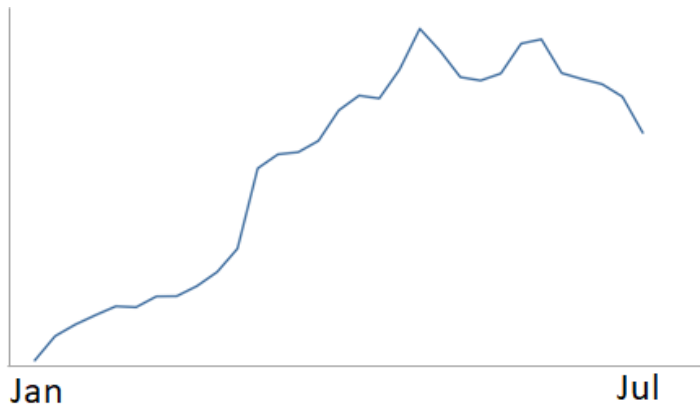
Senior Vice President, Commercial Cloud Strategy, Veeva Systems

## Accelerated Shift to Digital

Personal Email



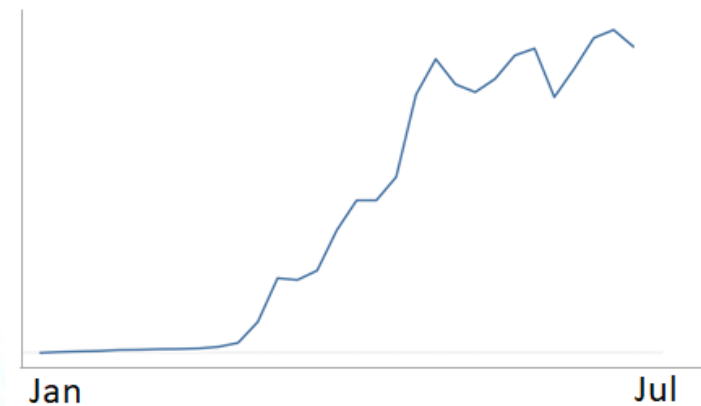
Up 3X



Virtual Meetings



Up 40X





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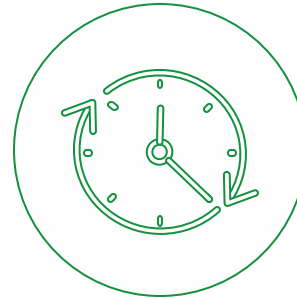
Senior Vice President, Commercial Cloud Strategy, Veeva Systems

# Greater Access, Deeper Engagement



**+8%**

Increase  
in Access



**20  
minutes**

Average Meeting  
Duration



**80%**

Use of  
Digital Content

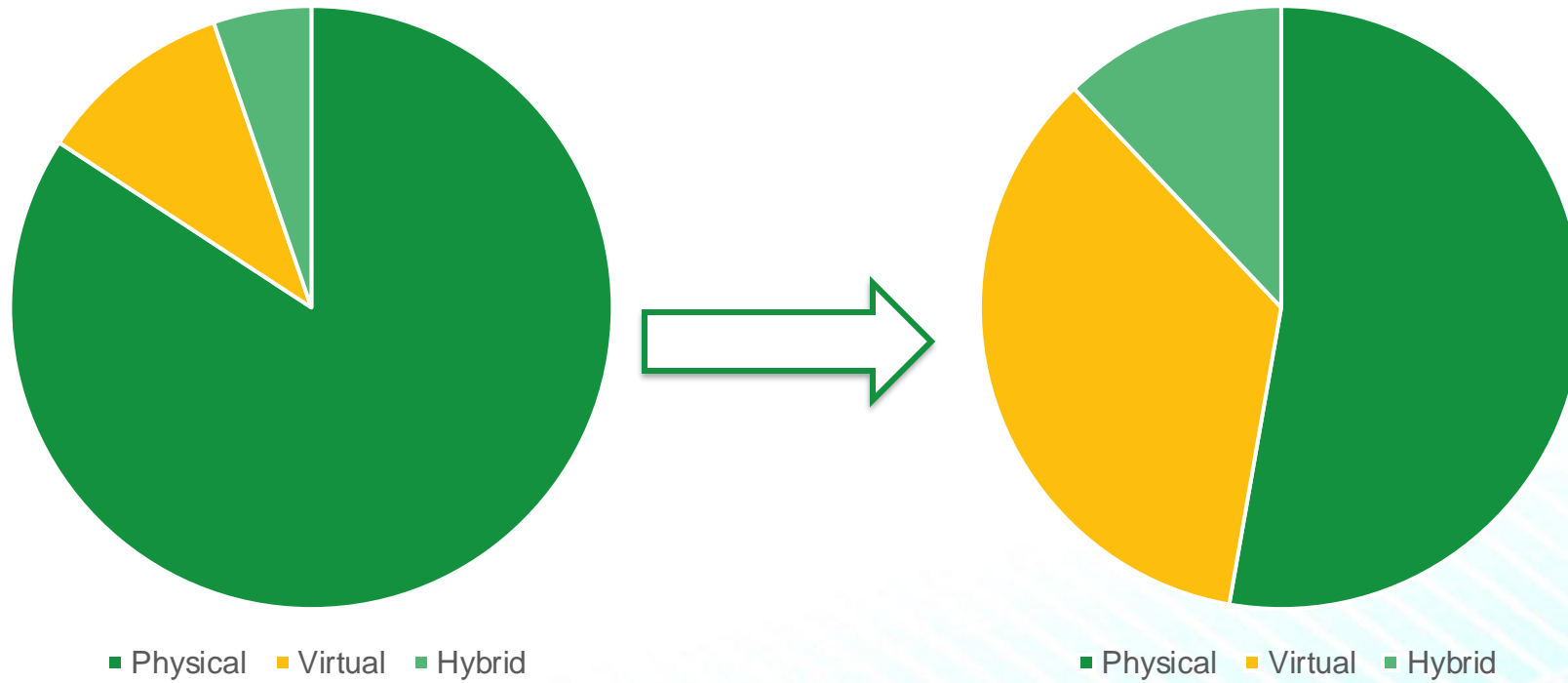




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# Mix Will Evolve Over Time

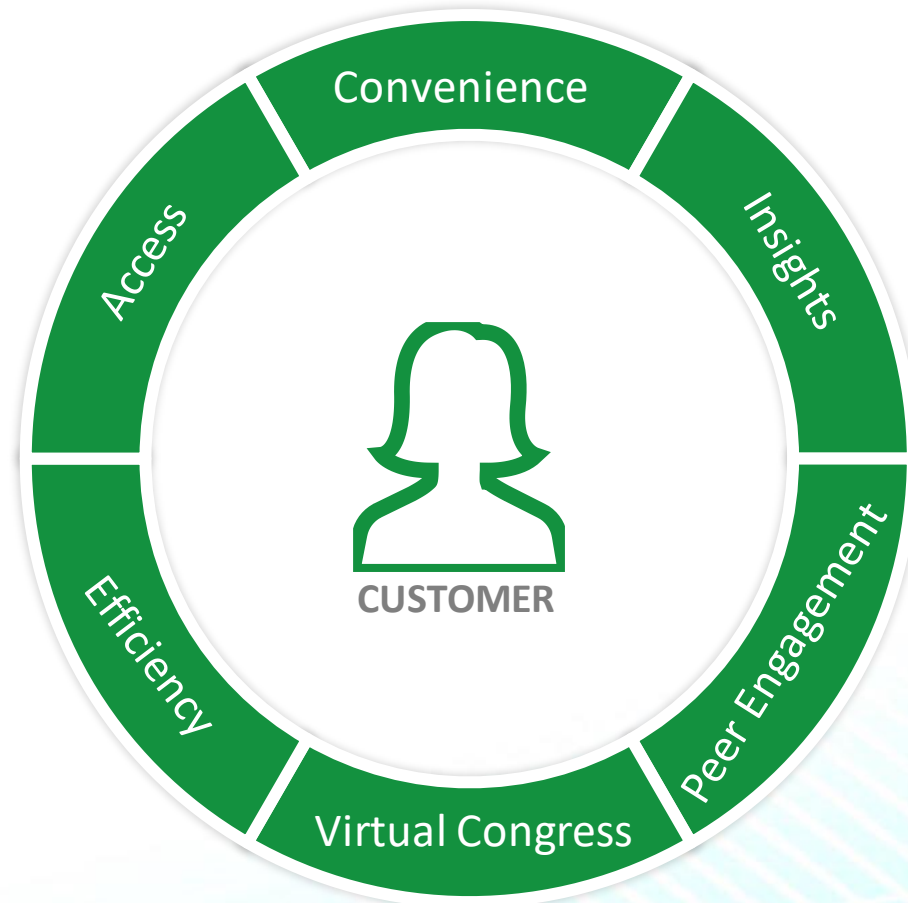




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# Digital Creates Opportunity

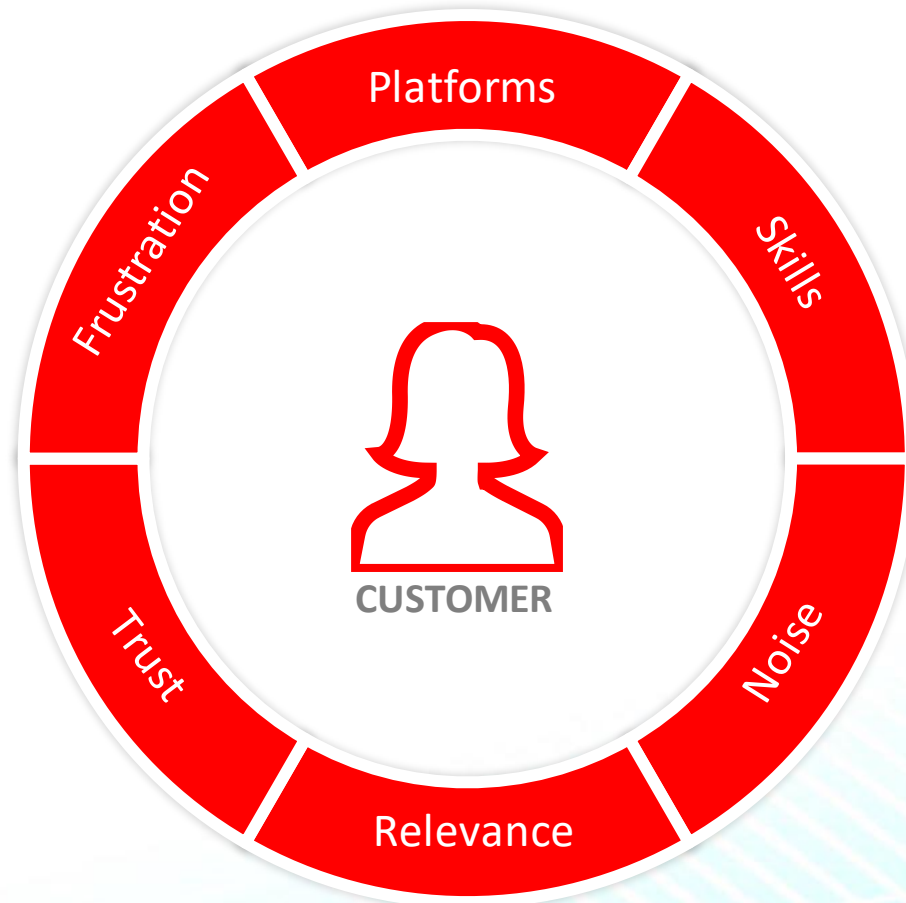




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# ...But Digital Also Creates Stress







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## Key Imperatives for Leaders

Embrace shift to broad, person specific channel mix

Use personal relationships to drive two-way engagement

Surface personalized, curated scientific content

Efficiently capture and analyze key medical insights

Efficiently surface new insights and notifications

Create a modular, efficient content strategy



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**Thank you!**  
*Questions?*