PharmaVOICE 100 NEWS

JUSTIN FREID NAMED CHIEF GROWTH & INNOVATION OFFICER


Justin Freid

CMI/Compas has promoted Justin Freid to chief growth and innovation officer. Mr. Freid has been instrumental in the growth of the company's new-media capabilities, and this new position is the next step in a multi-year plan of bringing growth and innovation to the company's healthcare clients.

His areas of focus is on delivering innovation and growth to clients' brands and the overall business. He has led the charge in breaking down silos and innovating the way the pharma industry uses search and social channels for better engagement with patients, caregivers, and HCPs. In his previous role as executive VP, he launched the growth and innovation practice, which he will continue to lead.

Mr. Freid is a 2016 PharmaVOICE 100.

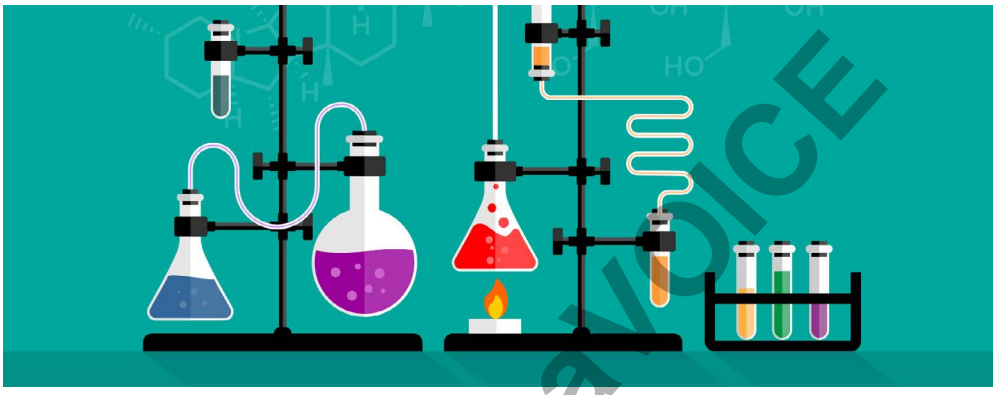
WOW WOMAN OF THE WEEK PODCAST SERIES

APRIL

Kellie Malloy Foerter, Chief Clinical Development Officer, OncoSec Medical
Sharon Callahan, Chairman, TBWA\WorldHealth Group; CEO, CDM Group; Chief Client Officer, Omnicom Health Group, TBWA\WorldHealth
Dr. Jessica Grossman, CEO, Medicines360
Dr. Margaret Yu, VP, Disease Area Leader, Prostate Cancer, Janssen Research and Development
Cinda Orr, CEO, SCORR Marketing

SCORR MARKETING

Interest in Clinical Trials INCREASES AMID PANDEMIC



According to a recent PwC US Pharma and Life Science Leader survey, 84% of consumers said they would be at least somewhat willing to share data with their doctors to help discover new treatments or new ways of delivering care. Moreover, 58% said they would be willing to participate in pharma research to develop a treatment or vaccine. Additional highlights of the study include:

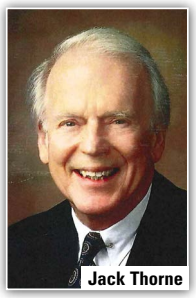
- **Health systems have less patient loyalty:** Only 14% of consumers have received health info from their health system, which is true even for certain vulnerable populations (less than 20%).
- **Longer-term impacts on health:** More than half of consumers are opting to delay refills for a few weeks or even until the COVID-19 threat is eliminated, stretching the medication they have by skipping doses or not taking medication to save money.
- **Social distancing varies across race and age:** Persons of color are less likely to say they were social distancing, groups for which chronic disease is more prevalent; 95% of those 65 and older were more able to shelter in place, compared with 58% of 18 to 24 year-olds.

Global Genes GOES VIRTUAL

Global Genes® RARE Foundation Alliance

Global Genes in partnership with the Orphan Disease Center at the Perelman School of Medicine at the University of Pennsylvania, is hosting this year's RARE Drug Development Symposium in an online setting to continue support for rare disease drug development during the COVID-19 pandemic. This year's event is happening June 11–12 and will feature Christopher P. Austin, M.D., director, National Center for Advancing Translational Sciences (NCATS) at the National Institutes of Health (NIH) as the keynote speaker. This interactive, personalized experience is dedicated to empowering the rare disease community to continue to push forward on necessary treatments and cures, despite experiencing setbacks as a result of COVID-19.

In Memoriam — JACK THORNE III


Jack Thorne

Jack Thorne, founder of Alliance Healthcare Information and former Ashfield employee, passed away. Alliance was Ashfield Healthcare's first U.S. acquisition, and became the foundation on which Ashfield built its North American healthcare call center business. Jack founded Alliance in 1995, and was a pioneer in developing the company as a specialist in tele-detailing for the pharmaceutical sector. Jack's vision was ahead of its time by using technology to provide innovative solutions to the pharmaceutical industry for communications to healthcare practices and patients. Jack founded Alliance after a long career in advertising, serving in key leadership positions in BBDO, a leading global advertising agency. Following retirement, he remained active as an advisor to Ashfield, as well as serving the industry at large as a member of the Coalition for Healthcare Communications. He also remained active in the arts, serving as a board member of the Young Concert Artists Association, a New York-based organization dedicated to discovering and launching the careers of exceptional, but yet unknown young musicians from all over the world.

COVID-19 Update

The rapid progression of the COVID-19 pandemic has greatly impacted the way the industry is doing business. Here are some ways companies are solving for COVID-19.

ALVEO TECHNOLOGIES AND JANSSEN PHARMACEUTICALS TO ADVANCE AT-HOME TESTING PLATFORM FOR VIRAL INFECTIOUS DISEASES

Alveo Technologies, a developer of novel technologies that enable real-time, low-cost, at-home molecular detection of infectious disease, has entered into a research collaboration with Janssen Pharmaceuticals to advance its be.well platform of analyzers, nasal swabs and cartridges for the detection of viral infectious diseases, including respiratory syncytial virus (RSV) and potentially SARS-CoV-2. Janssen will work with and fund Alveo to accelerate research and development of be.well. While it is not yet approved for use, Alveo has been working to get the testing platform approved and ready for market and expects this deal to significantly accelerate that process. Alveo will use a phased approach and first seek emergency use authorization (EUA) for a SARS-CoV-2 assay, followed by a multiplex version for home use.

NOVARTIS TECHNICAL OPERATIONS COPES WITH COVID-19 HURDLES

Novartis has implemented a number of guiding principles to support Novartis Technical Operations (NTO)'s navigation through the COVID-19 crisis. A taskforce was created to map and mitigate the issues the pandemic might create. One of its crucial functions is to track real-time information from a number of sources and quickly take action to ensure supply to patients. NTO is responsible for ensuring essential medicines reach the patients and for maintaining its supply chain.

At NTO Stein, Switzerland, its Cell and Gene Therapy team has redeployed associates to fill 40,000 testing vials for use in desperately needed COVID-19 testing kits.

At ChemOps Mengeš, Slovenia, the team has prepared and bottled 2,000 liters of 70% isopropanol for disinfection purposes to support not only all of Novartis' Slovenian sites but also the local community.

Novartis has also started to ship hydroxychloroquine to countries around the world as its donated doses start to be put to use in clinical trials. Furthermore, the business is preparing to manage an increased demand for Jakavi, should the Phase III clinical trial indicate that it has a role to play in treating cytokine storm.

NTO has reduced the number of people at its facilities through remote working and establishing additional safety measures for those who need to be on site. These protections include adapted working patterns to avoid interaction between shifts, virtual shift handovers, using the telephone or Skype, and having defined exit paths in case of any symptoms. In addition, surgical masks are being distributed to offer protection to people working in areas in which social distancing is not entirely possible.

Employees from other parts of NTO have been stepping forward to help on the shop floor of production operations. This commitment has helped safeguard the continuity of manufacturing and supply.

SAAMA AND INDX.AI CREATE COVID-19 COMMAND CENTER ANALYTICS PLATFORM

Clinical analytics platform company Saama Technologies has partnered with iNDX.Ai, a multi-omics data analytics and translational research platform company, to launch a COVID-19 Command Center. The center is a purpose-built, therapeutic area-specific data analytics platform that will accelerate the ability of life-sciences companies to expedite internal research and development programs for therapies to prevent and treat COVID-19.

Earlier this year, Saama contributed its AI-powered Life Science Analytics Cloud technology platform to establish the EndPandemic National Data Consortium with the goal to integrate data from all ongoing and future clinical studies to accelerate analysis on COVID-19 and SARS-CoV-2 research. The platform allows researchers to visualize, analyze, and interrogate data across all available programs.

The COVID-19 Command Center was created to provide sponsors that are pursuing in-house COVID-19 clinical development efforts only with the same powerful, state-of-the-art, AI-powered data analytics platform being used by the EndPandemic National Data Consortium. The COVID-19 Command Center includes patient data from ongoing COVID-19 clinical trials in China, South Korea, and the United States with almost 8,500 patients, including more than 3,000 positive cases.

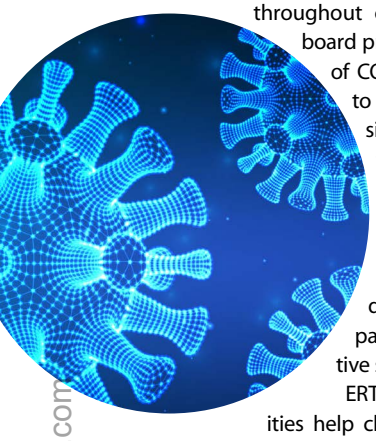
UK BIOTECH COMPANY ANNOUNCES DISCOVERY OF NOVEL POTENTIAL COVID-19 TREATMENTS

ILC Therapeutics has patented a new interferon-alpha subtype, called Interferon Alpha 14, which can be administered to patients through injection or inhalation. This natural human molecule treatment could prevent COVID-19 induced acute respiratory distress syndrome (ARDS), which would mean that a considerable number of patients may no longer need to be on a ventilator.

Interferon Alpha 14 is the most potent antiviral interferon that exists and requires very small doses for treatment. It could also treat COVID-19 by boosting the body's natural killer cells that fight the virus and prevent an immune overreaction that can cause fatal damage to the lungs. This would prevent the onset of ARDS, which remains the leading cause of COVID-19 fatalities, and also drastically reduce the need for ventilators.

Funding for safety studies and the first clinical trials, projected for early 2021, will be led by CEO Dr. Alan Walker and Chief Scientific Officer Professor Bill Stimson.

ERT COVID-19 Dashboard Highlights PATIENT COMPLIANCE RISKS TO PROTECT STUDY OUTCOMES



ERT has developed a COVID-19 Dashboard to help sponsors identify areas of imminent risk caused by reduced patient site visits, enabling them to intervene and keep patients engaged throughout clinical trials. The dashboard presents convenient views of COVID-19 cases in relation to study site locations, flags sites and patients with potential device/data risks and enables a targeted intervention approach toward real-time study monitoring to ensure data quality, regardless of patient access to investigative sites.

ERT's new reporting capabilities help clinical trial sponsors and CROs ensure high-quality data collection during current global stay-home mandates. The COVID-19 Dashboard integrates data on coronavirus infection rates in geographic areas surrounding study investigative sites, so sponsors can identify and proactively intervene where patient and site compliance to study protocols may be at risk.

In response to COVID-19, ERT also launched a cardiac safety solution that helps biopharmaceutical researchers continue important clinical trials during current global stay home mandates. The solution enables clinician-administered ECG readings to evaluate the safety of new vaccines and medical treatments from patients' homes.

ERT offers additional capabilities that enable remote patient data collection for trial continuity, including respiratory trial support for spirometry and ECG assessments conducted by investigative site personnel in the patient's home.

COVID-19 IMPACTING PHYSICIAN VISITS

According to a new survey from Health Perspectives Group among 750 members of its Health Stories Project social sharing community who are living with or caring for those with chronic conditions, half of people with chronic Illness want to see the doctor for new prescriptions, but 26% have been unable.

Pandemic is impacting prescriptions:

- **48%** of respondents want to meet with their healthcare providers for a new prescription
  - **66%** have had these meetings
  - But **26%** have not been able to have these meetings

Pandemic is impacting treatment:

- **21%** of respondents report that their treatment plan has changed during the pandemic.
  - **27%** have had to cancel or postpone annual/quarterly tests
  - **20%** have had to cancel or postpone a specific treatment
  - **11%** have had to cancel or postpone a medically necessary surgery
  - **10%** have had to cancel or postpone procedure follow-ups
- **34%** of respondents report they are doing more home monitoring

Pandemic is impacting doctor visits:

- **52%** have communicated with their providers via phone
- Many respondents are embracing technology for alternatives to connect with their doctors:
  - **35%** have used their doctor's secure patient portal
  - **20%** have participated in a video call
  - **18%** have used email
  - **18%** tried telemedicine appointments through their insurance company for the first time
  - **17%** connected via health app messages
  - **14%** with previous experience used telemedicine through their insurance company
  - **6%** have utilized live chat
  - **4%** connected with doctors via social media

Note: Survey participants span 17 chronic disease areas across age groups (18-92), genders, race/ethnicities, education level, location (urban, suburban, rural).

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SPEAKout

Provided by: Medscape Education

The Increased Spotlight on Digital CME

Christina Hoffman, MS, Group Vice President, Quality & Strategy at Medscape Education

In 2009, the American College of Chest Physicians published an article in *CHEST* that explored the future of continuing medical education (CME) and focused on the impact of technology on physician learning, including on the importance of digital CME. Now, in 2020, digital CME has evolved to include a variety of innovative formats and platforms, multi-device access, and increased outcomes measurement, among other benefits. In recent months, a spotlight has shone even brighter on digital CME as the world reacts to the need to learn virtually during the COVID-19 pandemic and still stay current in the practice of medicine.

Physicians Value Digital Health Education

Physicians value digital education because it is flexible and accessible, allowing them to learn on their time, and to fit education into their busy practice schedule.

The Decision Resources Group's 2019 *Taking The Pulse®* survey found that half of the time physicians spend online is spent brushing up on their medical knowledge, searching for materials to support their clinical practice, or answering questions that arise during visits with patients.[1] In other words, they are spending their time seeking out digital resources like CME, and they're doing so for a practice reason. The 2009 *CHEST* article made note of the specific ability of digital CME to provide "just in time" learning[2]—a feature unique to digital platforms. Digital CME is available when and where physicians need it, providing them with the education that is most relevant to their practice.

Digital CME is in the spotlight in our current environment as live education options are limited, and research shows this will continue after the COVID-19 pandemic is in hand. Clinicians expect to lean into digital more than ever—93% of physicians expect to use digital tools for clinical-decision support the same amount, greater, or significantly greater after the COVID-19 crisis.[3]

Medscape is the leading provider of digital education (CME) worldwide[1] with proven, demonstrated ability to change clinical practical behavior in vast audiences.

A 2020 peer-reviewed study published in collaboration with the FDA demonstrates the power of Medscape digital education to positively impact public health. The study examines the efficacy of targeted short-form messaging and CME aimed at reducing overprescribing of fluoroquinolone antibiotics. The study examined nearly 24K high prescribers of fluoroquinolones and divided 11,774 into 3 treatment groups to evaluate and measure the effectiveness of communication and education methodology:

- Group 1 - Received short-form targeted messaging only (n = 8895)
- Group 2 - Received CME activity only (n = 1756)
- Group 3 - Received both short-form targeted messaging and CME (n = 1123)

The trial featured a case-matched control group (n = 11,774) and results were stated against that comparator population. The study demonstrated the statistically significant impact of digital CME (with or without messaging) to reduce inappropriate clinical behavior.[4]

Medscape Education has been a leader in digital CME for more than 25 years, reaching over 5 million physicians worldwide who come to Medscape for the learning that they need. With the global health crisis of COVID-19, it is more important than ever that physicians have access to scientifically rigorous, independent, accurate, and clinically relevant education. Physicians will continue to turn to digital CME in order to receive the education they need. As a trusted learning partner for the medical community with proven ability to deliver education that makes an impact, Medscape is committed to delivering digital CME to learners where, when, and how they want to learn. ●

[1] *DRG Digital Taking The Pulse® US, 2019*

[2] *Lowe MM, Aparicio A, Galbraith R, et al. The future of continuing medical education: effectiveness of continuing medical education: American College of Chest Physicians Evidence-Based Educational Guidelines. Chest. 2009;135(3 Suppl): 69S-75S.*

[3] *Kelleher K, Kumar K, Patel P, Schrader U. Pharma operations: The path to recovery and the next normal. McKinsey. 2020 May. Available from https://www.mckinsey.com/industries/pharmaceuticals-and-medical-products/our-insights/pharma-operations-the-path-to-recovery-and-the-next-normal#*

[4] *Whyte J, Winiecki S, Hoffman C, Patel K. FDA collaboration to improve safe use of fluoroquinolone antibiotics: an ex post facto matched control study of targeted short-form messaging and online education served to high prescribers. Pharm Pract (Granada) [Internet]. 2020Apr.24 [cited 2020May9];18(2):1773. Available from: https://pharmacypractice.org/journal/index.php/pp/article/view/1773.*

Medscape® EDUCATION

Transforming the Clinical Experience As a Digital Care Option for Patients — A New Age of Care

A Conversation with MaryAnne Rizk, Ph.D.


MaryAnne Rizk, Ph.D.

For MaryAnne Rizk, Ph.D., Senior VP, Digital R&D Strategy at IQVIA, improving the patient experience is more than a calling; it's a passion. She is driven by an inherent desire to improve the quality of life for patients. Her particular area of expertise is creating innovative technology solutions to forge the next steps in the industry's evolution toward the digital age of care. Her work delivers value by providing purpose-built solutions for trial sites and sponsors in both clinical and real-world settings to accelerate innovation and transform decision making. In addition to its market-leading CRO services, IQVIA also provides solutions that allow for data interoperability, establishing a common language among clinical, real world, compliance and commercial settings.

"At IQVIA, we are committed to helping improve patients' lives and patient safety," MaryAnne says. "We accomplish this goal by transforming clinical development through our digital technologies, our data, and our services. Our focus is on making sure that we empower our customers to create more innovative, more precise, and faster clinical development solutions."

IQVIA ensures its SaaS-based technologies are intuitive, intelligent, and interoperable — and most of all, that they anticipate and meet the needs of the patient in order to elicit the kind of authentic responses that result in meaningful data.

"We are helping our customers improve the way patients engage in the clinical setting," MaryAnne says. "Our strategy is to design orchestrated clinical trials that dramatically improve the patient experience."

Across IQVIA's orchestrated clinical trial portfolio, the emphasis remains on the patient, helping them understand how to enroll in a study and assisting them in every step of the process.

"IQVIA's newly launched trial matching tool allows us to appropriately identify patients for upcoming clinical trials at local sites," MaryAnne explains. "This will make a huge difference in patient recruitment and enrollment. We are committed to transforming the experience so that patients look at clinical research as a care option."

As an example, IQVIA is helping life-science and pharma organizations give patients the opportunity to consent to an upcoming study or to get direct-to-patient shipping electronically.

"We've created a comprehensive and complementary set of products and services that allows pharma companies to be responsive to patients' needs," she explains. "An example might be arranging for a phlebotomist to come to a patient's home."

MaryAnne and her teams are thinking through all the ways that IQVIA can help customers facilitate the same digital experience for patients that they would get in a face-to-face clinical trial setting — from remote monitoring of data to capturing outcomes.

The horizon is clear: making clinical development part of patient care, partnering with life-science companies, and improving health outcomes through innovative digital solutions will all lead to a better quality of life for more patients globally.

"We've taken a holistic approach to incrementally improving patients' experience of being part of a clinical study, and, just as important, to helping them remain part of the study as a clinical care option," she says.

Within its orchestrated clinical trials suite, IQVIA has more than 20 different applications as part of its strategy to digitize clinical research.

"We're here to transform trials, and as such, we recognized and anticipated the need to do more in virtual settings," MaryAnne says. "For example, we knew we already had the tools in place to improve trial design and planning and to recalculate models for recruitment, budget, and forecasting. Currently, we are launching our SaaS-based risk-based monitoring application in response to the need for more remote and centralized monitoring."

While patients are central to driving innovation at IQVIA, MaryAnne says she and her team are also focused on delivering in-

novative solutions to sponsors and sites, as they are the ones actually interacting with the patients.

"We are helping our sponsors improve how they identify risk, calculate impact, and execute assessments," she says. "We are also helping sponsors identify where patient visit services could be improved, for example, in-home health nursing. We want to enable them to create a seamless experience for patients so they feel connected."

Ultimately, IQVIA's perspective on digital innovation for clinical trials is grounded in value. With so many different opportunities to apply digital solutions, depending on where an organization is in its maturity or openness to innovation, being focused on value keeps a one-size-fits-all solution off the table.

"Creating digital solutions isn't about reducing headcount or decreasing our costs; it's all about driving more value," MaryAnne confirms. To do this well, IQVIA is looking to re-engineer clinical research. By automating processes and using artificial intelligence-based algorithms from its clinical data repository, they can suggest the next best action for a user. And its data volume is impressive: IQVIA has more than 100,000 software users and operates in 100-plus countries with more than 650 million non-identified patient records.

"Additionally, IQVIA tracks 85% of global pharma sales and has more than 300 patents and patents pending," MaryAnne says. "Because IQVIA is patient-centric, its offerings bridge the clinical, real-world, compliance, and commercial businesses, all in partnership with its pharma clients to help them make the right decisions every time.

"At the end of the day, it's about helping sponsors be able to measure risk and improve the value they can drive to continue clinical research with a degree of confidence and accuracy that is passed along to patients," MaryAnne says.

The COVID-19 Impact

Even before the arrival of COVID-19, IQVIA was well positioned to deliver a suite of digital solutions as part of its goal to help clinical operations evolve to a more virtual landscape.

"I think COVID-19 is highlighting gaps and challenges for patients and presenting us with opportunities to make changes to address these issues," MaryAnne says. "We are finding more and more that sponsors are adopting electronic or verbal consent to enable patients to enroll in a study."

Sponsors are eager to accelerate their process, and in fact the innovative technologies they seek are already available. The challenge had been breaking down the barriers to adopt and maximize the value provided by innovative solutions. Site optimization is now improving, activities are accelerating, and available digital technologies are being leveraged.

"The industry is innovating at the pace of change, which is exciting for sponsors and patients," MaryAnne adds.

Recently, IQVIA conducted a survey that revealed that 93.2% of patients who participated in a virtual clinical study visit found it to be of high quality. Statistics show that one out of every five patients drops out of a clinical study. Often the reason is due to logistics. The statistics for investigators are even more dire, with one out of every two physicians dropping out of a clinical study.

MaryAnne believes that the emergence of COVID-19 has made people more interested in participating in scientific endeavors to help accelerate therapies for people who need them. In her monitoring of social media, MaryAnne observes that it isn't the CEO, chief technology officer, or even a third-party consultant who is leading digital transformation at various companies. "This is really the time to think, act, and do differently," she reflects. "COVID-19 is driving digital transformation and the current sense of urgency. I hope pharma and life-sciences companies agree there is a real need to orchestrate a focus in accelerating the right partnerships, form new relationships, and engage in innovative thinking. Now can be a time of tremendous evolution."

The Future State

With a future that envisions data and digital going hand in hand, there will be a need for best-in-class partners to disrupt traditional processes with solutions that create the shortest critical path to success. And as patients are more empowered, and as pharmaceutical and biotech companies bring the human experience in healthcare more into the center of their strategies, there will be an increasing need for competency at the intersection of data science and human science — a discipline IQVIA articulates as human data science.

"Human data science inspires everyone in healthcare to reimagine what is possible and to consider the human aspect of the data, not just the raw statistics," MaryAnne explains. "It's just not enough to only be looking at data and technology — companies absolutely have to have the domain expertise to put this into the context and the language of healthcare. I see life sciences, healthcare, and data science converging in a really exciting way. I see more predictive medicines. I envision patient services extending beyond a pill or a patch to include digital solutions to help improve patient health. The horizon is clear: making clinical development part of patient care, partnering with life-science companies, and improving health outcomes through innovative digital solutions will all lead to a better quality of life for more patients globally." ■

IQVIA

The goal of IQVIA's digital R&D strategy is to provide technology-based end-to-end solutions from trial design and startup to data collection to monitoring and trial conclusion.

IQVIA is a 55,000-plus-employee organization, including more than 1,100 medical doctors, 1,400 Ph.D.s, 2,500 data scientists, and 850 epidemiologists, and real-world experts. IQVIA:

- **Works with 18 of the top 20 pharmaceutical organizations**
- **Drives innovation for 400 of biotech companies**
- **Is transforming clinical research with more than 20 cloud and SaaS applications — more than 80% of market share**

Source: IQVIA