

WOW WOMAN OF THE WEEK PODCAST SERIES

MAY

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Susanne Munksted, Chief Precision Officer, Diaceutics

Holly Kordasiewicz, Ph.D., VP of Neurology Research, Ionis Pharmaceuticals

Michelle Longmire, M.D., Founder and CEO, Medable

JUNE

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Oreola Donini, Ph.D., Chief Scientific Officer, Soligenix Inc.

Rebecca Kusko, Ph.D., Chief Strategy Officer, Immuneering Corp.

Carol Addy, M.D., CMO, GenFit

Shobha Parthasarathi, Ph.D., VP External Innovation & New Ventures, Xontogeny

JULY

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Kimberly Stephens, Chief Financial Officer, Appili Therapeutics Inc.

Uma Sinha, Ph.D., Chief Scientific Officer, BridgeBio

Dawn Fallon, Practice Lead, Health, Makovsky

Kate Cronin, President, Ogilvy Health

AUGUST

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Teri Loxam, Chief Financial Officer, SQZ Biotech

Linda Marbán, Ph.D., President, CEO, and Co-Founder, Capricor Inc.

Maria Tender, Head of Strategy, Syneos Health

Bristol Myers Squibb Commits \$300 MILLION TO HEALTH EQUITY AND DIVERSITY AND INCLUSION EFFORTS



- ▶ Expanding employee giving program, and
- ▶ Increasing workforce diversity.

There will be a dedicated focus on raising disease awareness and education, increasing health-care access, and improving health outcomes for medically underserved populations, including specific effort in expanding clinical trial diversity that will focus on building infrastructure in underserved areas in the United States and increasing the diversity of investigators through a fellowship program over five years. Additionally, Bristol Myers Squibb will spend \$1 billion globally by 2025 with Black/African American and other diverse-owned businesses to help create jobs and generate positive economic impact in diverse communities.

“Our company has a long history of addressing health disparities as part of our overall mission to serve patients with serious disease,” says Giovanni Caforio, M.D., chairman and CEO, Bristol Myers Squibb. “Now more than ever, we recognize the urgent need to do more to address serious gaps in care among the underserved in communities around the world. This commitment reflects our belief that investments toward achieving health equity, and increasing diversity and inclusion are opportunities to advance our vision of transforming patients’ lives through science.”

Bristol Myers Squibb and the BMS Foundation are investing \$300 million over the next five years to accelerate and sustain its diversity, equity, and inclusion efforts.

Specifically, the company will focus on five key areas to effect change across all aspects of the biopharmaceutical ecosystem, including comprehensive programs aimed at the following areas:

- ▶ Strengthening health equity work across the business,
- ▶ Increasing clinical trial diversity,
- ▶ Expanding supplier diversity program

The Astellas ONCOLOGY C3 PRIZE

In 2016, Astellas Pharma US launched the Astellas Oncology C3 Prize (Changing Cancer Care), a global challenge that funds the best non-treatment ideas to improve cancer care for patients, caregivers,

and their loved ones. Now in its fifth year, the C3 Prize will award grants and resources totaling \$200,000 to concepts that address everyday challenges facing people impacted by cancer. In particular this year, solutions that also ease the increased burden of COVID-19 on cancer care, as well as address health disparities affecting cancer patients, are encouraged.

The C3 Prize is open to all applicants through Sept. 28. Astellas will select the finalists in December 2020. Each finalist will participate in a pitch event in March 2021 to determine the prize winners. Additional applicant information is available at www.C3Prize.com.

“Over the past five years we have sourced hundreds of ideas from people who embody the Astellas Oncology mission to make every day better



for those living with cancer,” said Mark Reisenauer, senior VP, oncology business unit, Astellas US. “The COVID-19 pandemic, as well as existing health disparities, adds to the complexity of cancer care, creating

additional emotional, financial and physical strain for people impacted by cancer, their loved ones and the medical professionals who care for them. The C3 Prize is uniquely designed to elicit the best ideas to address these challenges.”

The C3 Prize is not just for complex solutions — ideas can be in the form of support tools, educational efforts, technology solutions, and beyond. Past winners include people who have lived with cancer, caregivers, healthcare providers, patient advocates, entrepreneurs and more. Their winning ideas have included a video game designed to keep pediatric patients active and informed, a specialized childcare network that provides stability and normalcy for families, and a first-of-its kind and easy-to-understand digital audio series about cancer.

COVID-19 Updates



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.

ACCENTURE STUDY: COVID-19 SPURS BETTER ENGAGEMENT BETWEEN HCPS AND PHARMA

An Accenture survey found as a result of COVID-19, pharmaceutical companies are changing how they engage with healthcare providers, which is helping HCPs better serve patients. The survey, which was conducted in May and June across China, France, Germany, Japan, the U.K. and the U.S., also found:

- ▶ 65% of all HCPs surveyed said they value self-administration methods for patients, such as auto-injectors or on-body devices, more than they did pre-pandemic.
- ▶ 62% said they value tools for remote monitoring of their patients at home more now than they did before COVID-19.
- ▶ 88% of the HCPs surveyed said they want to hear about new treatments.
- ▶ 61% said they are interacting with pharma sales reps more during COVID-19 than they did before.
- ▶ 43% of HCPs said they are currently restricting who can enter the office for professional reasons (i.e., no pharma reps).
- ▶ 28% of those with restrictions said they believe it is something they may implement permanently, and another 44% said they would keep the restrictions “for the foreseeable future.”

“This feedback, in combination with patients saying they want to go into HCP offices less frequently even after the

pandemic ends, suggests an increasing opportunity for pharma companies to be even more relevant to HCPs and patients’ changing needs,” says Brad Michel, Accenture North America Life Sciences lead.

BRAZIL TO FUND \$360 MILLION FOR ASTRAZENCA CORONAVIRUS VACCINE

Brazilian President Jair Bolsonaro issued a decree that sets aside 1.9 billion reais (\$356 U.S. million) in funds to purchase and eventually produce 100 million doses of the potential COVID-19 vaccine being developed by AstraZeneca and Oxford University researchers. AstraZeneca’s candidate is seen as the frontrunner in the global race to deliver an effective vaccine. AZ has also struck a deal to produce the vaccine in China.

CERTARA LAUNCHES INTERNATIONAL REGISTRY

Certara has launched The International Registry of Healthcare Workers Exposed to COVID-19 (UNITY Global) that enables prevention policies to be informed by real-world data collected from 10,000 healthcare workers in low- and middle-income countries. UNITY Global was funded by a grant from the COVID-19 Therapeutics Accelerator, an initiative launched by the Bill & Melinda Gates Foundation, Wellcome, and Mastercard to speed up the response to the COVID-19 pandemic by identifying, assessing, developing, and scaling up treatments.

The objective is to assess the association between the use of preventive treatments and the occurrence of SARS-CoV-2 infection in healthcare workers caring for patients with COVID-19. The registry launched in Pakistan on August 3 and will enroll 10,000 healthcare workers. Additional countries preparing for launch include: South Africa, Nigeria, Kenya, Uganda, Senegal, Zambia, and Zimbabwe.

Certara is using advanced statistical modeling approaches to characterize the influence of these key factors on the risk of the infection among healthcare workers.

JOHNSON & JOHNSON AND U.S. SIGN DEAL FOR 100 MILLION VACCINE DOSES

Johnson & Johnson, through its Janssen Pharmaceutical Companies, has entered into an agreement with the U.S. government for the large-scale domestic manufacturing and delivery of 100 million doses of Janssen’s SARS-CoV-2 investigational vaccine, Ad26.COV2.S following approval or Emergency Use Authorization by the FDA.

BARDA, in collaboration with the U.S. Department of Defense, is committing over \$1 billion for this agreement. The vaccine will be provided at a global nonprofit basis for emergency pandemic use. The U.S. may also purchase an additional 200 million doses of Ad26.COV2.S under a subsequent agreement. Johnson & Johnson aims to meet its goal to supply more than 1 billion doses globally through the course of 2021, provided the vaccine is safe and effective.

NOVAVAX AND TAKEDA ANNOUNCE COLLABORATION IN JAPAN

Novavax and Takeda Pharmaceutical are partnering for the development, manufacture, and commercialization of NVX-CoV2373, Novavax’ COVID-19 vaccine candidate, in Japan. Takeda anticipates manufacturing more than 250 million doses of the COVID-19 vaccine per year.

PFIZER AND GILEAD AGREE TO MANUFACTURE REMDESIVIR

Pfizer has entered into a multi-year agreement with Gilead Sciences to manufacture and supply Gilead’s remdesivir, as one of multiple external manufacturing organizations supporting efforts to scale up the supply of the investigational treatment for COVID-19..

In March, Pfizer launched a five-point plan, which called on all members of the innovation ecosystem — from large pharmaceutical companies to the smallest of biotech companies, from government agencies to academic institutions — to commit to work together to address the COVID-19 crisis.

JOE DEPINTO NAMED CCO OF VINETI

Joe DePinto

Joe DePinto has joined Vineti Inc., a provider of a leading digital platform of record for personalized therapeutics, as its new chief commercial officer.

As a proven biotech and pharma executive with more than 28 years of experience, including a pioneering role in cell therapy, Mr. DePinto brings deep commercialization expertise to Vineti's goal of industrializing personalized therapeutics, such as CAR-T cell therapies. Most recently, he directed two key acquisitions for Cardinal Health, oversaw the company's expansion into new therapeutic categories, and led critical operational expansions.

Mr. DePinto is a 2017 PharmaVOICE 100.

LORI GRANT NAMED KCLICK HEALTH'S CEO

Lori Grant

Lori Grant takes on the role of CEO of Klick Health, a move that solidifies the agency's continuing "mission to safely scale the magic."

Ms. Grant has played an integral role in Klick Health's exponential growth and success for the past 13 years — the last six years as president, organically growing into the Klick Health CEO role. She is an exceptional leader with more than 30 years of experience in life sciences. Despite the challenges related to COVID-19, Ms. Grant

says the Klickster team is treating 2020 as a year of possibilities instead of a year of pause, which includes new hires, advancements, and investments.



Leerom Segal

Leerom Segal, who continues as chairman and CEO of the Klick Group, unveiled the launch of Klick Consulting, which has a specific focus on commercial solutions with real-world applications and a team that embraces the mantra of science at the speed of business; and Klick Ventures, a health innovation-focused venture group, which builds on more than two decades of partnering with life-sciences companies to commercialize their businesses successfully.

Ms. Grant is a 2016 PharmaVOICE 100.

Mr. Segal is a PharmaVOICE Red Jacket Honoree.



Matt McNally

MATT MCNALLY JOINS THE AD COUNCIL

Matt McNally, CEO of Outcome Health, a healthcare innovation company reinventing point of care to facilitate better outcomes for patients, their loved ones, and healthcare professionals, has been named to the board of directors of the Ad Council. The Ad Council endeavors to improve the lives of all Americans through public service advertising.

CONTRIBUTED ARTICLES:

» **Three Things to Look for in a Patient Assistance Program**

Provided by: McKesson

» **Modern Technologies & Partnerships Enabling Next Generation Patient Centric Research**

Provided by: Tata Consultancy Services

PODCAST:

» **The Power of Technology-Enabled Services: Shifting the Research Paradigm in Response to a Changing World**

Sponsored by: Elligo Health Research

THERAPEUTIC DIGESTS:

» **Cardiology**

Sponsored by: ThinkGen

» **Oncology**

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WEBINARS/VIRTUAL PANELS:

» **The State of Product Launch During and Post-Covid-19**

Sponsored by: Guidehouse

» **Using EMR RWE to Improve Clinical Research and Patient Enrollment**

Sponsored by: Inteliquet

» **Navigating Major Challenges Associated with Intrinsic Subvisible Particles on Siliconized Prefillable Syringes**

Sponsored by: Stevanato Group

» **Navigating the Recovery Phases of the Pandemic — Innovative Ways Nurse Educators Are Being Leveraged**

Sponsored by: VMS Biomarketing

WHITE PAPERS:

» **The Power of Technology-Enabled Services: Shifting the Research Paradigm in Response to a Changing World**

Provided By: Elligo Health Research

» **Preparing for a New Era of Clinical Research**

Provided by: Elligo Health Research

PharmaVOICE @INDUSTRY EVENTS

Intellus Worldwide, a nonprofit organization for healthcare insights and analytics, including global manufacturers and service providers within pharmaceuticals, biotech, medical device and diagnostics, held its virtual conference in July with 23 sessions and 30 booths, is accepting registrations for its fall vForum. The four-day, 8-part series will explore: trends and future study; AI: how, when, and how to know; innovation success stories: telehealth/digital engagement: Patient & HCP Perspective; diversity/inclusion; policy changes impacting MR & outcome of market trends.

For more information, visit <https://www.intellus.org/Events-Webinars/Fall-vForum>

From Crawl to Run: Maturing Digital Engagement



Antonio Pregueiro
Practice Lead
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In the last 5 years, the pharmaceutical industry has taken clear steps towards omnichannel engagement. In the last 5 months, the walking — and sometimes crawling — has turned into a race. And not everyone is ready to run.

The core drivers of success in pharmaceutical sales have not changed:

- Removing barriers to access (financial, treatment guidelines, availability of supply)
- Locating prescribers and patients (the right ones)
- Shaping perceptions of healthcare providers (HCPs) and decision makers

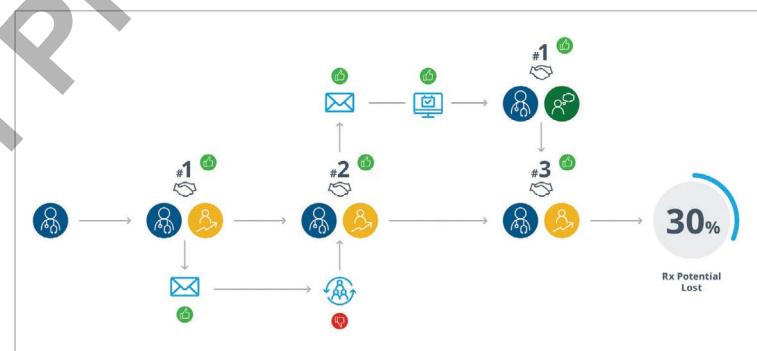
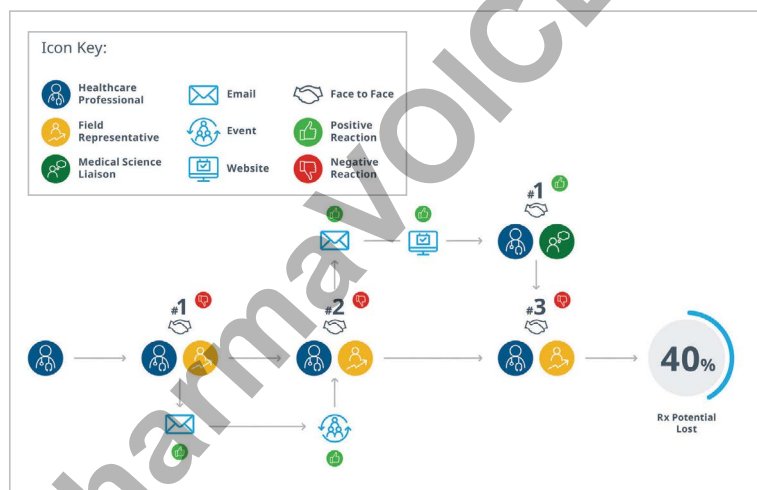
Conversely, the opportunities and challenges of omnichannel engagement continue to grow

in complexity, demanding **better informed planning and more coordinated execution**. Looking at orchestration through these two components, reveals a conceptual simplicity while masking the complexity of bringing together the functional expertise, processes, technology, and data necessary to achieve it.

It is essential to address access and availability issues, and to generate and package the scientific and clinical evidence that support a treatment into content that is **attractive, accessible, and easy to consume**. The next critical step in achieving orchestrated engagement is to focus on shaping customer opinions and reaching the right audience at the right time. Most sales and marketing experts understand that a combination of investments in these two areas will grow brand value and drive more revenue. Less understood is how to optimize this combination to maximize ROI; in other words, what is the value of orchestration?

Answering this question depends on the brand, the company, and the customers, but is readily visualized by examining loss of engagement throughout a multi-channel journey. As a customer moves through the journey she/he is visited by pharma reps, exposed to content in publications, websites, and events, or may consult more specialized scientific resources such as medical science liaisons (MSLs) to address specific concerns. When the HCP is not satisfied with the set of person-driven interactions in this journey, the likelihood to prescribe can decrease by up to 40 percent. This loss of potential linked to sales reps is not new and has driven the historic investment in sales forces characteristic of big pharma.

Often overlooked are breakdowns at other points in the journey that also lead to a loss in potential by reducing the effectiveness of those channels and interactions—even if person-led interactions are positive. Understanding the contribution of those non-personal engagements helps adjust promotional efforts when the rep-led channel isn't available, such as under current social distancing restrictions. This is where challenge and opportunity meet.



Each interaction, personal or automated, promoted or self-selected, can deliver content and collect customer feedback. iDetail aid-based feedback was the earliest multi-channel priority. Today, however, the complete understanding of customer behavior requires a measurement of reaction at each interaction point. One of the great advantages of digital channels is that they can readily capture data around exchanges when designed purposefully. When this data is combined with the prescription levels tracked in syndicated data sources, they can yield actionable insights about what content to expose the customer to next, what channel to use, or how soon to engage again.

If you have the brand strategy, can generate the clinical data to support it, collaborate with the right opinion leaders, and visit the high potential customers, congratulations! You made it onto the track.

But if you're going to win the race, you need to do more than just see the finish line. **You must anticipate and respond with the agility to jump over the hurdles, to enable your speed to win the race.** Similarly, merely implementing all the tools for multi-channel engagement won't drive value unless you know how to orchestrate your insights and channel delivery. ●