PharmaVOICE 100 NEWS


Wendy Lund

WENDY LUND JOINS ORGANON

Wendy Lund, 2020 PharmaVOICE 100, joined Organon in June as chief commercial officer as the company celebrated its launch as a global women's health company with employees and women from around the world. Organon is committed to women's everyday health needs, with a focus on reproductive health, and health issues that are unique to women, as well as conditions that disproportionately affect women. Previously, Ms. Lund had been CEO of GCI Health for 11 years.


Dr. MaryAnne Rizk

DR. MARYANNE RIZK JOINS MEDABLE

Medable Inc. has brought on 2021 PharmaVOICE 100 Dr. MaryAnne Rizk as chief strategy officer. Dr. Rizk is a veteran leader with more than 20 years of experience managing partnerships and ecosystems to accelerate development across technology (Oracle, Medidata), pharmaceutical (Merck), and clinical research organizations (IQVIA).

At Medable, Dr. Rizk is charged with expanding the company's global strategic partnerships and innovation ecosystem together with CROs, medical device companies, software, and data partners. The partner initiatives will help Medable advance its vision of human-centered research, enabling remote access to clinical trials across geographies to ensure a diverse representation of people from varied economic and racial backgrounds.

Dr. Rizk is an active member of Healthcare Businesswomen's Association, Prix Galien Foundation Digital Advisory Board, and SCRS Innovation Council.

Pharma Collaborators Launch Initiative to IMPROVE PATIENTS' ADHERENCE TO HUMIRA

AbbVie GK, Eisai Co., and EA Pharma Co. have teamed up to launch the Humira Support Tool Ordering Service for Patients, an initiative intended to improve patients' adherence to Humira therapy in Japan.

The support tool is a free-of-charge service that assists patients on Humira therapy by directly delivering support tools to their home or other requested location. This service is intended to allow patients to shorten the time required to receive support tools and reduce the burden of carrying them. Patients can use this service by applying on the website or using a designated form to request support tools such as containers for disposal of used syringes, bags for disposal of used pens, disease-specific health management notebooks, and disease-specific medication guides for patients. The requested support tools are delivered to their home or other desired location free of charge.

Formerly, patients received the support tools they needed during a clinic visit. When the support tools they needed were not available at the clinic, it took time to deliver the support tools to patients, potentially resulting in unavailability of the tools when needed. In addition, some large-sized tools, such as containers for disposal of used syringes, put a burden on patients who had to carry them home.

Through providing Humira Support Tool Ordering Service for Patients, AbbVie, Eisai, and EA Pharma are committed to further enhancing patient support programs and contributing to improved treatment adherence.

Awareness Campaign to STOP CHILD TRAFFICKING

Intouch Group, Lumen Touch, and Kansas City-area Rotary Clubs are partnering to spread awareness on a difficult but important public health issue: child trafficking.

Together, the organizations have launched a contest, "Students Stopping Traffic," which aims to inspire Kansas City-area high school students to create a compelling awareness campaign or idea to combat the trafficking and targeting of peers in their own communities. Ideas could include an advertising campaign, a live event, a social media campaign, or something more. In 2019, 11,500 human trafficking cases were reported in the United States; around two-thirds of those reports were for sex trafficking. As with most public health issues, awareness is key to the prevention of human trafficking.

"I've been asked, 'Is trafficking really a public health issue?' It absolutely is," says Intouch Group Chief Creative Officer Susan Perlbachs. "And it's not just me saying so. The Administration for Children and Families, part of the U.S. Department of Health and Human Services, considers it a public health concern affecting entire communities."

Three cash prizes will be awarded to the first-, second-, and third-place winners — each given to the students' schools — and students who submit the first-place selection will then work with Intouch Group, a healthcare advertising agency, to bring their idea to life.

See stories of how teens were manipulated into trafficking on TikTok: https://bit.ly/StudentsStoppingTrafficTikTok.

PHARMAVOICE.COM

CONTRIBUTED ARTICLES:

» **The 5 Key Steps to Accelerate Biopharma Digital Health Innovation**
Provided By: BrightInsight

» **30 Years of Making a Global Impact**
Provided By: Sanofi Genzyme

» **73% of Medical Affairs Professionals Are Not Satisfied With Their Company's Digital Progress**
Provided By: Synetic Life Sciences LLC

PODCASTS:

» **Reflecting on 30 Years of Supporting Rare Disease Patients Worldwide**
Sponsored By: Sanofi Genzyme

» **Interested in Joining the Digital Therapeutics Revolution? Here's How**
Sponsored By: Guidehouse

THERAPEUTIC DIGESTS:

» **September: Gene Therapies in Rare Disease**
Provided By: ThinkGen and PharmaVOICE

VIDEOS:

» **One-on-One Interview Series with ICON Part 1: Capture**
Thought Leader: Ewa Lindqvist, Associate Director, ICON

» **One-on-One Interview Series with ICON Part 2: Curate**
Thought Leader: David Hayes, Director, DCT Operations, ICON

» **One-on-One Interview Series with ICON Part 3: Consume**
Thought Leader: Christina Dinger, Director of Business Operations, ICON

» **2021 PharmaVOICE 100 One-on-One Interview — Calcium**
Thought Leader: Greg Lewis, Managing Partner, Calcium

» **2021 PharmaVOICE 100 One-on-One Interview — Health Union**
Thought Leader: Olivier Chateau, CEO, Health Union

» **2021 PharmaVOICE 100 One-on-One Interview — Incedo**
Thought Leader: Nitin Seth, CEO, Incedo

» **2021 PharmaVOICE 100 One-on-One Interview — MedTrix**
Thought Leader: Kumar Badampudi, Director, Medical Affairs, MedTrix

» **2021 PharmaVOICE 100 One-on-One Interview — Ogilvy Health**
Thought Leader: Kim Johnson, Global CEO of Health, Ogilvy Health

» **2021 PharmaVOICE 100 One-on-One Interview — Parexel**
Thought Leader: Sofia Baig, Executive VP, Global Head of Integrated Delivery Enablement Office, Parexel

» **2021 PharmaVOICE 100 One-on-One Interview — uMotif**
Thought Leader: Bruce Hellman, CEO and Co-founder, uMotif

» **PharmaVOICE 100 Celebration Red Jacket Panel: Igniting Change**

» **PharmaVOICE 100 Celebration — Sparks of Innovation**

» **PharmaVOICE 100 Celebration — Sparks of Inspiration**

» **PharmaVOICE 100 Celebration — Sparks of Leadership**

» **PharmaVOICE 100 Celebration — Welcome Remarks and Ask the PharmaVOICE 100 Roundtable No.1**

» **PharmaVOICE 100 Celebration — Ask the PharmaVOICE 100 Roundtable No. 2**

» **PharmaVOICE 100 Celebration — Ask the PharmaVOICE 100 Roundtable No. 3**

» **PharmaVOICE 100 Celebration — Ask the PharmaVOICE 100 Roundtable No. 4**

WEBINARS/VIRTUAL PANELS:

» **Boost Your Med Ed Strategy by Engaging DOLs**
Sponsored by: Avant Healthcare

» **Digital Health and Pharmacovigilance: An Unlikely Partnership?**
Sponsored by: Cognizant

» **(On Demand) 365 Days | 360 Degrees – How to Remotely Measure Longitudinal Health Data for Better Outcomes**
Sponsored by: SISCAPA and Crucial Data Solutions

» **(On Demand) Combining Patient Data with the Patient Voice: A Novel Approach**
Sponsored by: Rare Patient Voice and Clinakos

» **(On Demand) Harnessing Big Data To Accelerate Trial Recruitment**
Sponsored by: Kinetic from Syneos Health

WHITE PAPERS:

» **Patient Services Six Strategies for Optimizing Cross-Functional Collaboration Between Compliance and Access**
Provided by: Archbow Consulting

» **MSL Solutions: The Increasingly Vital Role of the Medical Science Liaison (MSL) in Rapidly Evolving Times**
Provided By: Two Labs

» **What are They and When Do They Need to be Submitted to the IRB?**
Provided By: WCG IRB

Novartis Launches "MEET THE PROS"

Novartis has launched "Meet the PROS," an initiative to raise awareness and offer new educational resources for PIK3CA-Related Overgrowth Spectrum (PROS), a group of rare conditions caused by mutations in the PIK3CA gene. PROS conditions are diverse and are typically characterized by atypical, visible growths and anomalies in the blood vessels and lymphatic system. People living with PROS often experience a multitude of physical, emotional, and psychosocial challenges, such as chronic pain and mobility issues, diagnosis uncertainty, and difficulty finding clothes or shoes that fit.

"PROS conditions can have potentially debilitating physical impacts and are often associated with a range of emotional and social challenges for patients and their families. Through the Meet the PROS initiative, we aim to answer the community's call for more awareness and educational resources," says Reshema Kemps-Polanco, head of Novartis Oncology, US. "We're grateful for the collaboration and insights from our Meet the PROS advisors. Their contributions are invaluable as we continue our efforts to reimagine medicine for people living with rare diseases."

Novartis collaborated with advocates, caregivers, and patients to create an educational initiative to help young people with PROS learn and talk about their condition. The initiative includes an educational comic book, conversation guides, fact sheets, and other resources, available at understandingpros.com/talking-about-pros/.

Mobile Health Market Size TO REACH $230 BILLION BY 2027

Mobile health provides health service and information through mobile communication devices to address health priorities and concerns. The advanced mobile and wireless technologies have transformed the face of healthcare services across the globe and are rendering the growth of the mHealth market.

A report offered by Allied Market Research on the global mobile health market highlights that the market is expected to reach $230 billion by 2027, from $46 billion in 2019, growing at a CAGR of 22.3% from 2020 to 2027. The report offers the current market size and forecasts along with Porter's Five Forces analysis to help market players, stakeholders, startups, and investors to determine the current scenario and take further steps for the future. Drivers and opportunities for highest revenue generating and fastest growing segments would help in tapping into a specific segment to achieve growth. Moreover, regional analysis would assist in expansion strategies for the market players and startups.

Moreover, the continued growth in coverage of mobile cellular networks, rapid advances in mobile technologies and applications, increasing lifestyle diseases, and growing awareness among patient population in emerging economies are some of the key factors fostering the growth of the mHealth market. By contrast, the lower accuracy of the devices, technology's infancy in middle- and lower-income economies, weak reimbursement coverage, uncertainty in government regulations in certain regions, and low adoption among ageing populations is hampering the market growth to a certain extent.

A major chunk of the mHealth devices market — 71% — is collectively commanded by BP monitors, blood glucose monitors, and cardiac monitors. The largest share of these monitors can be attributed to increased affordability of mobile compatible devices, integration of innovative technologies in monitoring devices, and the increasing lifestyle disease such as diabetes, stroke, COPD, and ischemic heart, to name a few. Within mHealth services, diagnostic, monitoring, and treatment services collectively hold about 74% of the market. The rapid growth of the mHealth services market is attributed to rising government initiatives and increasing mHealth awareness programs in underdeveloped regions, etc.

In MEMORIAM


Dr. Gisela Schwab

A 2018 PharmaVOICE 100 honoree and avid mentor for women in the life-sciences industry has died. Gisela M. Schwab, M.D., president, product development and medical affairs and chief medical officer at Exelixis, passed away in early September. In her PharmaVOICE 100 profile she stated she wanted her legacy to be twofold: to make a meaningful difference in drug development that results in improved outcomes for cancer patients and to support the career development of her team members. Dr. Schwab accomplished both. Exelixis CEO Dr. Michael Morrissey says she was "a brilliant oncologist turned clinical development professional, a remarkable leader, mentor, and friend."

Dr. Schwab was one of PharmaVOICE's first Women of the Week podcast guests and was featured in an article, "Women of Influence" in 2020.

"It's not a stretch to say that over the course of a career across leading academic research institutions and biopharmaceutical companies in the U.S. and Europe, Gisela's work helped millions of patients with cancer," Dr. Morrissey says.

Dr. Schwab joined Exelixis in 2006 and served as chief medical officer for the past 15 years.

WOW
WOMAN OF THE WEEK
PODCAST SERIES

SEPTEMBER

Ryan Pack, Global Head, Diversity in Clinical Trials, Science 37
Jacylyn Dougherty, Chief Information and Technology Officer, Elligo Health Research
Wendy Lund, Chief Communications Officer, Organon
Stephanie Brown, Senior VP and Business Unit Head, Rare Disease – North America, Ipsen
Elizabeth Hewitt, DPM, Orthopedic Surgeon, Foot and Ankle, Physicians of Ohio

Sponsored by ELLIGO HEALTH RESEARCH

Calgary is

CANADA'S MOST ADVENTUROUS LIFE SCIENCES CITY

Calgary is home to some of the world's best researchers and innovators in life sciences, and it's easy to see why.

The Life Sciences Innovation Hub provides resources and support for research-intensive companies to deliver commercially viable products. The International Microbiome Centre is the world's largest germ-free facility where researchers are using advanced technologies like real-time imaging and droid robotics to spark ground-breaking discoveries. The Calgary Cancer Centre will be one of the biggest and most advanced cancer treatment, education and research facilities in North America.

In Calgary, we're advancing healthcare solutions to solve global challenges. Join us.

Learn more: **calgarylifesciences.com**

calgary
be part of the energy™

A Bold Precision Medicine Ambition: Breaking Down Barriers to Revolutionize Cancer Care

A Conversation with Omar Perez, Ph.D.

As a scientist, Omar Perez, Ph.D., has always been fascinated with precision medicine and targeted therapies. "This interest originated during my graduate school days when I was trying to tease apart how the immune cell system interacts," he says. "From this experience, I learned that we need better tools and diagnostic efforts to characterize diseases, so better treatment patterns can be defined."

As a cancer survivor, he is on a mission to advance precision medicine efforts and improve others' chances of survival.

"When I was diagnosed with a childhood cancer, the concept of precision medicine was nonexistent," he says. "This moment in my life directed me toward a career in the sciences."

When Dr. Perez was diagnosed with cancer, there was a one-size-fits-all approach to treating most types of disease. Since then, major strides have been made toward more personalized and targeted treatment, thanks to rapid advances in precision medicine, diagnostic tools, and an enhanced understanding of the genetic basis of disease. For myriad reasons, however, much of the innovation to date has helped to treat patients with advanced disease. Moreover, for many patients, tumors have already grown quite large and may have metastasized by the time symptoms present themselves, with the result being that treatment is initiated only after the disease has already progressed.

As Head of Medical Diagnostics, US Medical Affairs Oncology at AstraZeneca, Dr. Perez is using his skills, experiences, and passion to drive change in the field of diagnostics and break down barriers to biomarker testing to deliver life-saving medicines for patients.

"AstraZeneca is leading a revolution in oncology to change what it means to live with cancer," Dr. Perez says. "Precision medicine is foundational to good medicine, and delivering high quality cancer care is at the heart of our strategy."

"The earlier we can detect and treat cancer, the closer we may get to finding a potential cure," he says. "At AstraZeneca, we are in a position to propose innovative approaches to help identify and treat patients diagnosed at an earlier stage of their disease."

To accomplish this goal, Dr. Perez says, the collective oncology community must come together to make sure patients are tested for various biomarkers and genetic mutations that may help inform a patient's treatment plan. Although biomarker testing has become an essential element of quality cancer care, barriers to biomarker testing still include lack of awareness, which can prevent patients from having access to potentially efficacious treatments.

Upon reflecting on the personal nature of his quest to evolve personalized medicine, Dr. Perez says even though biomarker testing is available, like many, he has lost dear friends and loved ones because their biomarker results were not used or received in time to inform their treatment approach. "There is still work that needs to be done; even though there are available tests, sometimes they are not done soon enough. Seeing colleagues and friends unable to get the best treatment options that were available to them because of an incorrect diagnosis, or the lack of molecular testing, is what drives me forward every day."

"That is why at AstraZeneca, we have an ambition in precision medicine to dramatically accelerate biomarker testing across all tumor types and cancer stages by the year 2025," Dr. Perez adds. "Every person should have access to timely, accurate in-

Omar Perez, Ph.D.
Head of Medical Diagnostics, US Medical Affairs Oncology
AstraZeneca

formation about the unique qualities, or genetic mutations, causing their specific cancer."

A Career Focused on Diagnostics

Before joining AstraZeneca, Dr. Perez worked on oncology initiatives that supported global companion diagnostic developments, strategic partnerships, and commercialization opportunities at Pfizer and GSK.

Within his 17-year career, Dr. Perez helped found Tocagen, a gene therapy company, and co-founded Nodality, a biotechnology company focused on developing blood-based diagnostics. He is an inventor of the multiparametric phospho-proteomic flow technologies and an author of 37 publications and 35 patents. Dr. Perez received his doctorate in Molecular Pharmacology from Stanford University.

He says he has witnessed many changes over these years, including a tightening timeframe for targeted oncology drug development. "The 10 to 15-year development timeframe is more of a four to five-year time frame today," he says.

Biomarker-driven treatment options are on the rise. In 2014 the Personalized Medicine Coalition (PMC) classified 21% of new molecular entities (NMEs) approved by FDA's Center for Drug Evaluation and Research (CDER) as personalized medicines. By 2018, it had doubled, to 42%. Meanwhile, there were 21 targeted therapies approved for oncology indications in just the first six months of 2020, exceeding the total number of targeted therapies approved in all of 2019.

"For patients who can be identified by biomarker status, there are more treatment options," Dr. Perez says. "The entire goal of this effort is to extend patients' lives, and that's the ambition that AstraZeneca is supporting. With precision medicine now applied to approximately 90% of our clinical pipeline, we have the portfolio and the pipeline to make a difference."

Dr. Perez says his career, from academia to start-ups to big pharma, has imparted a valuable lesson; the importance of bringing all of the key stakeholders together to build a tightly integrated diagnostic and drug development process, a strategic approach that is embraced at AstraZeneca.

"Collaboration is critically important to AstraZeneca's work in precision medicine," says Dr. Perez. "That's why we cultivate a multidisciplinary approach toward addressing key barriers in order to make measurable progress toward accelerating biomarker testing."

For AstraZeneca, that means supporting education and training surrounding biomarker testing for healthcare practitioners, policymakers, research institutions and hospitals to remain up to date on the latest science and, most importantly, says Dr. Perez, "keeping patients at the center of everything we do."

"Pharma companies want to change their development paradigms and bring new medicines to market," he says. "But the ability to correctly identify the patient isn't so straightforward. We are dedicated to finding the people with cancer who need biomarker testing the most—and engaging with them through telehealth, evaluating reimbursement guidelines, and ensuring protocols and endpoints are designed around patient needs, to position us to deliver the best possible care for people with cancer."

One major challenge Dr. Perez says we must all seek to overcome is ensuring that clinical trials are representative of the population. "We know that many minority and underserved populations are disproportionately impacted by cancer, however Black and Hispanic patients are consistently underrepresented in clinical trials," he says.

Dr. Perez says AstraZeneca is committed to breaking down barriers for under-represented populations to ensure all can benefit from the revolution in cancer care.

A Bright Future Ahead

For Dr. Perez, the future of biomarker testing is bright. The generation of data has exploded, and the industry is evolving to a state of how to mine or process data more strategically to better redefine development strategies. With data and science driving these successes in oncology, soon there may be other targeted medications in other areas of disease that can benefit patients.

"We're at a pivotal point. Technologies have evolved so much that they're now accessible to many," he says. "I expect the use of diagnostic tools — in oncology and other therapeutic areas — to dramatically increase."

"But we still have more work to do. We must continue to collaborate with patient advocacy groups, legislators, the oncology medical community and others to help drive policy change. As we revolutionize cancer diagnostics, we must also continue to revolutionize our clinical trial approach," says Dr. Perez. "Then, we can unlock the full value of precision medicine to ensure we can deliver the right treatment, for the right patient, at the right time on our path toward eliminating cancer as a cause of death." ■