



Strategic MedComms Forum 2011:
Trust and Transparency – Myth and Reality
#medcomms

London, 14 September 2011



**Innovation, Transparency and
Excellence from Early Phase Onwards.
Partners or foes?**

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Panel Members

- **Graham Cox**, IDEA Pharma
- **Leo Francis**, Publicis Medical Education Group
- **Dennis Joseph**, Pfizer
- **Mat Phillips**, Neovoca
- **Karen Winterhalter**, Onyx Health

Pharmaceutical Manufacturers

.....and that virtuous circle



The once secure & predictable world of pharma.....

...not a patient in sight

...command & control

...doctors prescribe, patients do as they're told

Is a thing of the past!

The transactional mindset of pharma

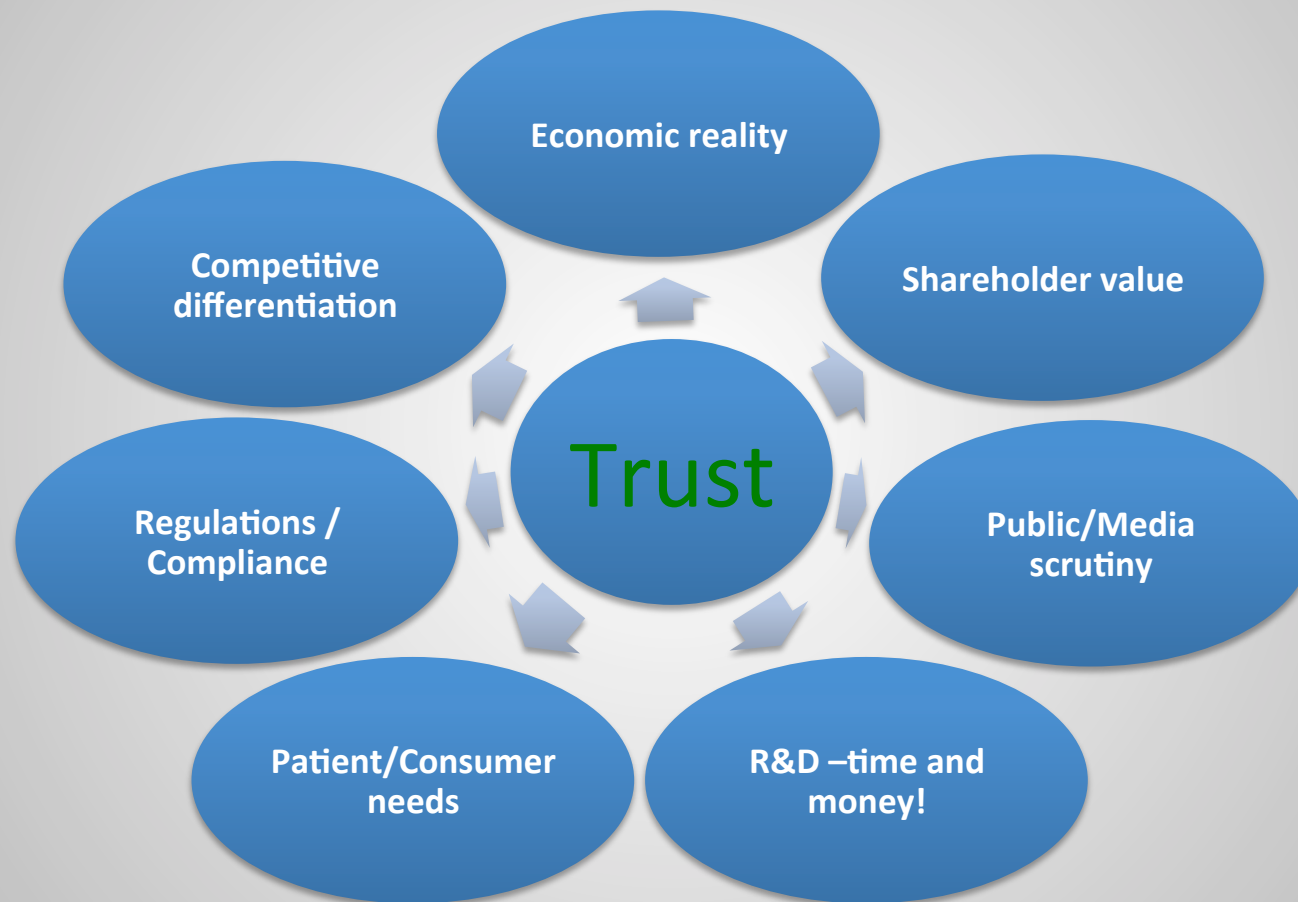


Closed

Selective

Controlled

Pharma's opposing forces...



Can we meet the needs and expectations of all our stakeholders?

But what would happen if they/we
became.....



Open

Random

Supportive

Innovation & Transparency

- become bed fellows, one being the catalyst for the other
- greater openness to new contributors, thoughts or sources of knowledge & expertise
- collaboration and reciprocity in relationships, sharing and acquiring knowledge
- customer focus at early development stages

...and what could that actually look like?

- innovation being considered *as what you launch*, not merely *what you discover*?
- expedited development strategies balancing quality vs costs in satisfying patient needs?
- working with thought leaders not usingsymbiosis vs self interest?
- free sharing of knowledge & data in context, provides meaning and relevance
- clarity/transparency of motives & motivation?
- patient & payor involvement early in the development process

Consistent dilemmas...

Shareholder value	Affordability
I.P protection	Collaboration
Open communication	Media 'spin'
Needs of the individual	Needs of populations
'Private (industry) is bad'	'Public is good'



ad infinitum.....

Because healthcare *is* different...

‘The healthcare industry solves problems that significantly improves peoples’ lives...’ ✓

‘The healthcare industry generates profits from the opportunity arising from diseases and the health concerns of individuals...’ ✓

Questions

- Is transparency a worthwhile goal in and of itself?
- What implications has large scale outsourcing had on innovative competencies in pharma?
- Are minor product/brand modifications to older molecules really innovation?
- What types of new communication partnerships help improve serving the patient?



Questions & Discussion

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