

PATIENT FOCUSED DRUG DEVELOPMENT: THE TIME IS NOW

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Why Patient Focused Drug Development?

- * Increased patient engagement leads to better patient outcomes, improved quality of care and reduced health care costs**
- * An important aspect of achieving better patient outcomes is the development and approval of treatments that address the unmet needs of patients in a benefit risk framework that reflects patients perspectives**

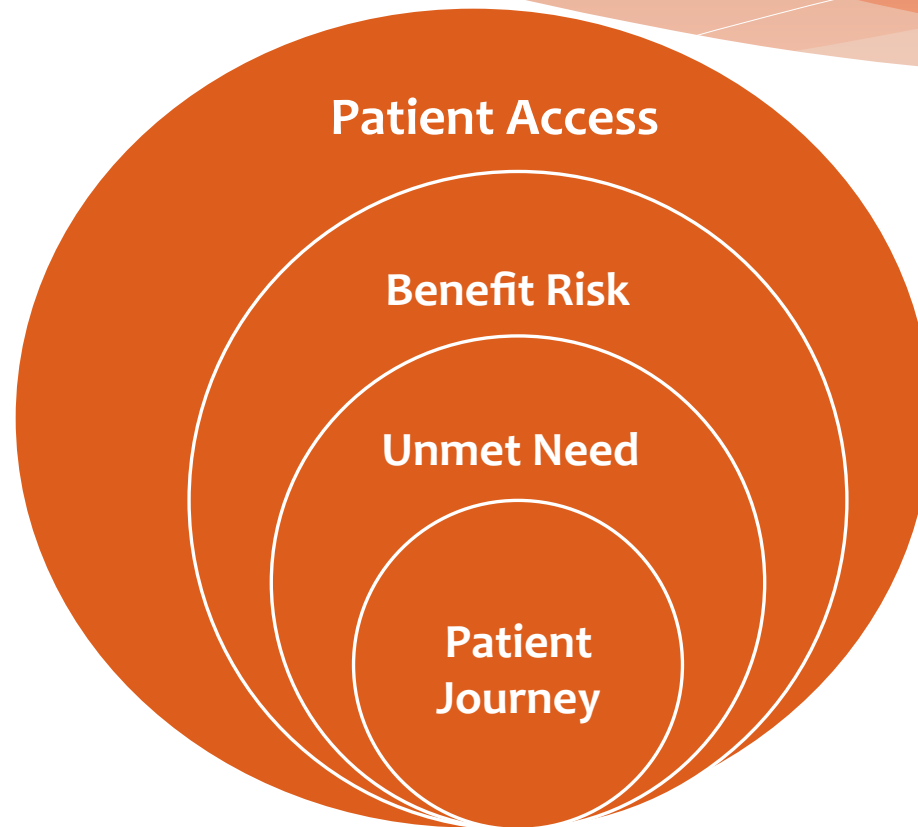
What is “Patient Focused Drug Development?”

- * **‘Patient Focused Drug Development’ lacks a consistent definition**
- * **Is gaining momentum in the US due to a number of different factors**
- * **Goes beyond Patient Reported Outcomes**

What is “Patient Focused Drug Development?”

Bringing medicines to market to prevent, treat or cure illnesses in a process that is informed by direct patient/caregiver input throughout.

It All Begins With the Patient Journey



Meeting the Challenges of Direct Patient Engagement

- * **Is your company ready for direct patient engagement?**
- * **Build cross-functional consensus on the urgency for direct patient engagement**
- * **Are there processes and frameworks in place to engage patients throughout the lifecycle of a product?**
- * **Ensure that you have alignment with your Patient Advocacy department.**
- * **Create processes for setting up appropriate consulting agreements and contracts.**
- * **How will insights be archived and shared across the organization?**

What Are the Challenges in Reaching the Patient?

- * Who is the 'right' patient?
- * How do you ensure that you have heard all relevant patient perspectives
- * How do you reach the patients?
 - * Patient Advocacy Groups
 - * Clinical Trial Investigators
- * Put processes in place to identify the right patient(s) for a particular engagement
- * Leverage technology, e.g. social media, on-line communities to connect with patients

Meeting the Challenges of Direct Patient Engagement

- * **Patient engagement doesn't end with product approval**
- * **Patient perspective in ensuring access is key**
- * **Patient perspective informs the definition of value**
- * **Patient perspective informs disease management and adherence programs**

Meeting the Challenges of Direct Patient Engagement

- * **Challenges still remain in translating the learnings from the patient journey to product development**
- * **A clear path to incorporate endpoints that reflect the patient's perspective of value is needed, beyond PROs**
- * **A framework for appropriate communication of value information to patients, payers and prescribers is lacking**



Thank you