Patient Centricity

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Today’s Agenda

- Background
- Project Overview
- Preliminary Results
- Moving Forward
- Lessons Learned
Why study patient centricity?

- Increasing voice in regulatory dialogue on disease, benefit-risk, preferences, and drug approval
- Increasing focus on patient and system impact from payers in outcomes and value assessments
- Increasing share of the cost of new treatment
- Willingness to share personal data in return for greater health insights
- More proactive and informed consumer with access to medical information via new sources
- Increasing healthcare decision-making power and independence
- More active in overall healthcare and associated research
- Increasing use of personal health monitoring devices and technology
Patient-Centered Benefits

- Improving efficiency and efficacy
- Better alignment of products with patient needs
- Increasing medication acceptance and adherence
Adherence

- Performed a literature review for background material
- Establishing the link between increasing adherence and lower medical costs
Financial Toxicity

• “Financial Toxicity” - The burden of medical costs affecting the quality of life of cancer patients

• Performed a literature review for background material

• Financial burden includes direct and indirect costs

• The estimated percentage of patients suffering from financial toxicity varies
Exploring Patient Engagement

• **Defining “Patient Centricity”** - Patient centricity is both an attitude and an approach resulting in the routine, evidence-based involvement of patients throughout the lifecycle of medicines, from discovery through commercialization.

- Patients as trial subjects or recipients of services (transaction-based)
- Indirectly obtaining patient needs and preferences via HCPs and KOLs (what would patients say?)
- Managing performance against financial ROI and value to portfolio
- Individual company initiatives

- Patients as consistent collaborators and development partners (relationship-based)
- Understanding the patient journey and experience first-hand from patients in addition to continued dialogue with HCPs (what did patients say?)
- Managing value to Pfizer (including financial performance) and value to patients
- Enhanced transparency in the spirit of collaboration (e.g., CTTI, PFMD, IMI)
Project Overview:
Documenting Pfizer’s Tools of Patient Engagement and Metrics for an Evidence Base

- Developing an internal framework of patient engagement tools
- Developing methods to measure the outcomes of patient engagement tools
- Working with both industry, academics, and others to gain an understanding of patient-input science within pharmaceutical development/commercialization
Research Tools

- Interviews: Pfizer representatives from market access, outcomes research, and public affairs

- Documented Collaborations: regulators, academic researchers, and consulting groups

- Literature Reviews: examining past and current studies for patient engagement tools and useful metrics
Functions across the entire organization are involved in patient centric efforts

<table>
<thead>
<tr>
<th>Function</th>
<th># Initiatives Identified</th>
<th>Pre-Disc / Pre-Clin</th>
<th>Trials / General Development</th>
<th>Commercialization</th>
<th>Multiple / All or N/A</th>
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<tbody>
<tr>
<td>Public Affairs</td>
<td>8</td>
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<tr>
<td>Market Access / GH&amp;V / Commercial</td>
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<tr>
<td>Medical / Medical Affairs</td>
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<td>Corporate Affairs</td>
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<tr>
<td>WRD</td>
<td>8</td>
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<tr>
<td>Clinical Innovation</td>
<td>12</td>
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<tr>
<td>Clinical Supply</td>
<td>4</td>
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<tr>
<td><strong>Totals</strong></td>
<td><strong>48</strong>*</td>
<td><strong>3</strong></td>
<td><strong>21</strong></td>
<td><strong>7</strong></td>
<td><strong>17</strong></td>
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- Highest volume of initiatives identified in Clinical Innovation focused on clinical trials / development, with greater emphasis on the provision of information and the use of new technology.
- Analysis only includes initiatives identified in the diagnostic; it does not include specific patient support programs etc.

*Count reflects only those initiatives where a functional owner / functional involvement was identified and/or known. Represents initiatives collected as of July 2015 (not exhaustive).
Over fifty distinct activities have been identified to date as past or present patient centered initiatives at Pfizer

Patient Centered Initiative Categories & Distribution Within Pfizer*

- High volume of initiatives identified in **rare diseases** and **neuroscience**, characterized by more active and/or vocal patient populations
- Majority of Internal Inclusion activity conducted in ad hoc manner as opposed to systematically across stages or programs
- High number of Information initiatives have been deployed systematically (e.g., PfizerLink, Phase IIb/III lay summaries)

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
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<tbody>
<tr>
<td>Information</td>
<td>Deliver transparent, relevant information in an empowering and convenient manner</td>
</tr>
<tr>
<td>Inclusion – Internal</td>
<td>Engage patients and patient organizations during internal processes and forums as valuable sources of input to (or partners in) decision-making as well as to shape internal understanding of the patient experience</td>
</tr>
<tr>
<td>Inclusion – External</td>
<td>Collaborate externally with key industry, advocacy, patient groups and regulatory authorities to influence engagement methods, frameworks and policy, and exchange or develop mutually beneficial insight</td>
</tr>
<tr>
<td>Technology</td>
<td>Provide useful technology/tools to aid patient-centered goals of inclusion, providing information, data collection, and convenience, with a focus on the development of Pfizer software and medical devices</td>
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<tr>
<td>CSR</td>
<td>Corporate Social Responsibility (Compassionate Use, Patient Assistance)</td>
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</tbody>
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* Full list of known initiatives located in separate Excel-based Initiative Inventory. Represents initiatives collected as of July 2015 (not exhaustive).
What’s Next?

- Protocol development to refine Pfizer’s patient engagement framework
- More data collection for developing an evidence base
- Continuing to form partnerships with academics, advocates, patients, regulators and other interested parties
Lessons Learned

• Patient centricity is a large and uncharted research topic

• There are many stakeholders invested in tailoring treatments, therapies, and devices directly to the patient

• Incremental advances in research lead to significant progress
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- Kathy Foley, PhD
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Questions?