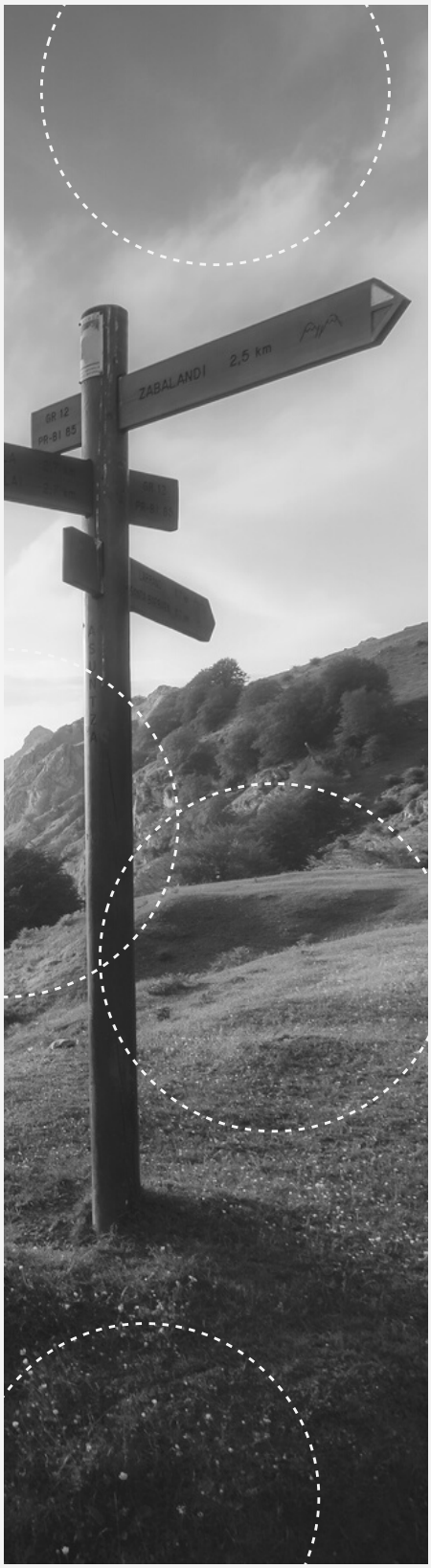
National Pharmaceutical Congress Spring Webinar:
Navigating Pharma's Post-Covid Roadmap

Pre-Meeting Executive Summary

MAY 12, 2021
11:00 AM EST

This report has been prepared for the exclusive use of registrants to the 2021 NPC Spring Webinar.

It provides observations on changes to Pharma during Covid-19 and discussion of the post-pandemic industry roadmap.



Where do we go from here?

Over the past 14 months, public discourse around Pharma has undergone a series of radical shifts. Heightened public interest and Pharma's undeniable role in fighting the pandemic has dramatically changed the public perception of the industry, which has manifested in public policy.

At the same time, the current environment has pushed the industry toward new digital and remote-enabled solutions. Product launches, sales strategies, and even healthcare systems are digitizing and innovating faster than ever as a direct response to Covid circumstances.

As vaccinations in Canada accelerate, we're starting to see the light at the end of the proverbial pandemic tunnel. We're emerging into a world that has been fundamentally changed. What does Pharma's post-Covid roadmap look like?

A recent report from StartUs Insights, a European data science company, outlined the projected top 10 Pharma industry innovation trends for 2021. The biggest segments: artificial intelligence and machine learning (AI/ML), data & analytics, flexible production, and precision medicine.

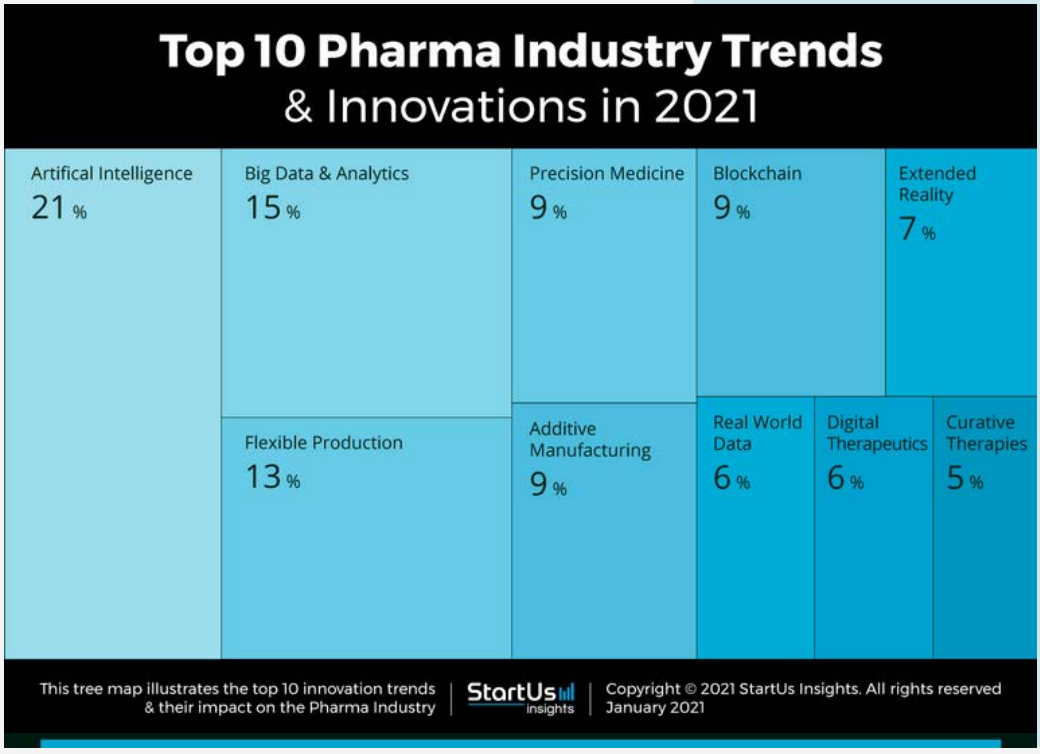
The report was based on analysis of emerging solutions and their impact. The authors cite the availability of new tech, a favourable regulatory environment, and inter-organizational collaboration as drivers of innovation.

For Pharma, the report notes, Covid has highlighted the need to build capacity for rapid and accurate development of new therapies and for mass production of novel drugs and vaccines to meet large-scale and high-pressure demand.

The mainstream adoption of digital therapeutics and healthcare applications of extended reality technologies, meanwhile, are most clearly understood as a response to circumstances of the pandemic.

Life sciences innovations are increasingly benefitting from new digital technologies as vast amounts of detailed data become available. The report describes AI/ML applications for drug discovery and development, manufacturing optimization, and designing effective launch strategies.

2021 Pharma Industry trends; graphic from StartUs Insights.



A recent article from *WIRED* agrees on the importance of tech for pharma. The op-ed, *Covid-19 Will Accelerate the AI Health Care Revolution*, highlights the vital role AI/ML has played in spotting, tracking, and otherwise managing the Covid pandemic.

The author remarks that these "pockets of excellence" are only a glimpse of what AI will make possible in the future. Before Covid, he writes, we did not sufficiently understand the importance of crucial data in our healthcare systems and we didn't have the data we needed to implement AI solutions.

Looking to the future, he writes that "data, the lifeblood of AI, is now flowing." Even before the pandemic, the vast amount of medical data available meant that healthcare was "ripe for AI." A 2019 report estimated a 42% compound annual growth rate for artificial intelligence healthcare markets, comprising six major growth areas: hospital workflow, wearables, medical imaging and diagnosis, therapy planning, virtual assistants, and drug discovery. Covid-19 saw those trends accelerate even more rapidly than projected.

The author explains how using AI models for drug discovery could spell huge cost savings for Pharma—"with AI, scientists can use machine learning to model thousands of variables and how their compounded effect may influence the responses of human cells," saving money and time spent on a vast majority of unsuccessful trials.

Launching a product has also changed. *McKinsey & Company* released a list of tips for the industry in their comprehensive article, *Ready for Launch: Reshaping Pharma's Strategy in the Next Normal*.

The McKinsey team say that as the Pharma industry prepares to face the uncertain post-Covid world, personalization and digital enablement will be critical components of reconfigured commercial models.

They elaborate on the uncertainties ahead—even pre-pandemic, drug launches were complex endeavours; McKinsey reports that 40% of drug launches between 2009 and 2017 failed to meet their two-year sales forecasts. Per the article, "the economic consequences of the pandemic have added further complications to what was already a risky launch environment."

McKinsey analyzed product launches from 2018 onward and saw substantial disruption in all launches from February to August 2020. Overall, companies lowered their sales expectations by more than 25%, representing a 9% decline in the net present value of all the drugs assessed, a total loss of approximately $10 billion USD.

The article concludes that the traditional launch model is losing effectiveness. Going forward, the major shifts in how Pharma companies interact with healthcare professionals (HCPs) are likely to present a serious challenge to the former model, which relied heavily on face-to-face meetings.

A McKinsey survey of European HCPs found that interaction with sales reps had dropped an average of 70%. However, the article notes, "HCPs' adoption of digital channels and telemedicine has accelerated for interactions with patients and sales reps alike; HCPs who are highly open to remote engagement with sales reps report conducting almost half of their patient consultations remotely as well."

The McKinsey article suggest five strategies for developing a successful product launch in the post-Covid environment: personalized content, analytics-enabled engagement, innovative patient channels, nimble frontline operations, and closed-loop execution of launch plans.

The traditional Pharma commercial model will likely struggle to adapt to a different world.

An article from *Pharma Exec* examines the new field skills reps will need to do their job in the digital era. A major step will be for reps to think digital first, as they adapt to the new engagement preferences of HCPs post-Covid.

The authors reference a survey of 720 HCPs, 87% of whom said they prefer either entirely virtual meetings or a mix of virtual and in-person meetings, and will continue to do so even after the pandemic runs its course. Giving HCPs the flexibility to meet in whatever channel they prefer will be the key to commercial success.

Meeting Agenda

11:00am	**WELCOME – Mitch Shannon** CEO & Publisher, Chronicle Companies
11:05am	**PANEL INTRODUCTION – Ben Parry** Managing Director, The Pangaea Group
11:10am	**NAVIGATING POLICY AND ACCESS – Brian Heath** Vice President & General Manager, Amgen Canada
11:20am	**COMMUNICATION TRENDS WITH EXTERNAL AUDIENCES – Marissa Poole** GM, Sanofi-Genzyme Canada & Sanofi Country Lead
11:30am	**INCREASED ACCESS TO INFORMATION FOR CANADIANS – Eileen McMahon** Senior Partner, Torys LLP
11:40am	**INNOVATIVE SPOTLIGHT – Ben Parry**
11:45am	**PANEL DISCUSSION AND Q&A – Ben Parry**
11:59pm	**CLOSING REMARKS – Mitch Shannon**

Speaker Highlights

BRIAN HEATH

Vice President & General Manager of Amgen Canada Inc, with over 20 years experience in the pharmaceutical and biotech industries; member of the Board of Directors of Innovative Medicines Canada and the Advanced Coronary Treatment Foundation.

MARISSA POOLE

Country Lead, Sanofi Canada and General Manager, Sanofi Genzyme Canada, with over 25 years in healthcare and deep expertise in clinical research and development, operations, commercialization, and medical affairs; Co-Leader of the North American Gender Balance network.

EILEEN McMAHON

Senior Partner at Torys LLP and the Chair of Torys Intellectual Property and Food and Drug Regulatory Practices, one of a handful of Canadian lawyers advising on regulatory clearance and intellectual property protection of products.

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