

# "How does Data and Analytics transform R&D?"

Virtual Technical Meeting May 14<sup>th</sup>, 2020

# PRISME Forum Technical Meeting Agenda (US Eastern Time)

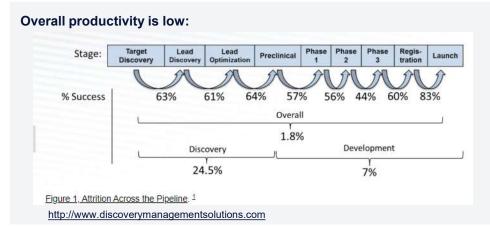
THURSDAY, May 14, 2020		
10:00	Technical Meeting Introduction	Lars Greiffenberg, Technical Meeting Chair, PRISME Forum; Director R&D Information Research, Library Sciences & Academic Partnerships, AbbVie
10:15	PRESENTATION – Business Need of RWD Utilization	Howard Jacob, Vice President and Head of Genomic Research, AbbVie
11:00	PRESENTATION – RWD Platform Architecture & Technologies	Mark Buswell, Vice President of Research Solutions, R&D Tech, GSK Chuck Smith, VP, Data Strategy, GSK
11:45	Q&A	
12:00	Break	
12:15	PANEL DISCUSSION	Alastair Binnie, VP, R&D IT, BMS Phil Hajduk, VP, Information Research, AbbVie Hongmei Huang, Sr Director, Head of Informatics, Dev. Sciences, Genentech Amrik Mahal, Global IT Head for Early Science, AZ
13:00	POSTER SESSION	
	Technology Enablers to Improve Efficacy and Efficiency	Jordi Gago, Global Sr Principal Business Analyst, Boehringer Ingelheim
	Fast Time to Value The Importance of Data Mapping and the Knowledge Generation Pipeline	Richard Wendell, CEO, tellic
	Data & Analytics Use Case	Jonathan Peachey, COO/Head of Client Services, Phesi
	Going from Real World to Real Evidence	Matt Wilson, CEO & Founder, uMED
14:00	Q&A	
14:15	Closing Notes	Dan Chapman, Chair, PRISME Forum; Head, IT Early Solutions Information

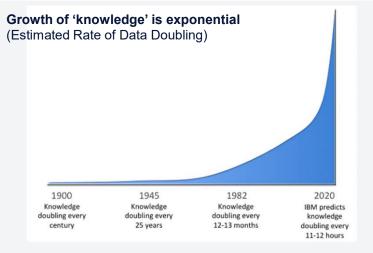


# "Does Data and Analytics transform R&D?"

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### R&D productivity remains unchanged despite massive increases in data





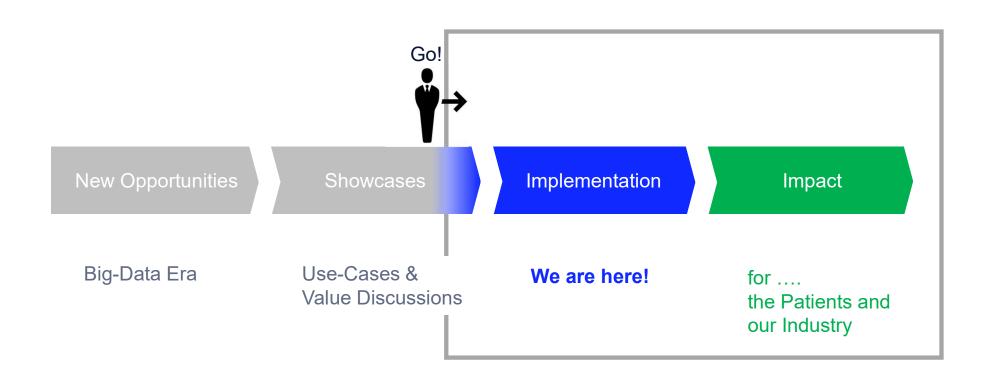
#### Productivity largely unchanged (or even decreasing) over last 15 years: a Success rates by phase b Cumulative success rate Phase I to launch Percentage likelihood of moving to next phase, Percentage likelihood of moving from Phase I 3-year rolling average\* to launch 100-90-16.4 Phase III 10-20 2000-2003 1996-1999 2004-2007 2000 Figure 1 | Trends in clinical success rates for all therapeutic areas over the past two decades, a | Success rates by phase, b | Cumulative success rate from Phase I to launch, Reformulations and biosimilars were excluded from the analysis. \*The 2014 data point is a 2-year

In medicine, knowledge is estimated to be doubling every 18 months. There must be **better understanding of biology and pathobiology** 

Nature Reviews Drug Discovery June 2016, Vol 15 pg 379

 With knowledge doubling so many times in other areas (data science, chemistry, math, etc.), there must be better ways to treat disease and manage healthcare

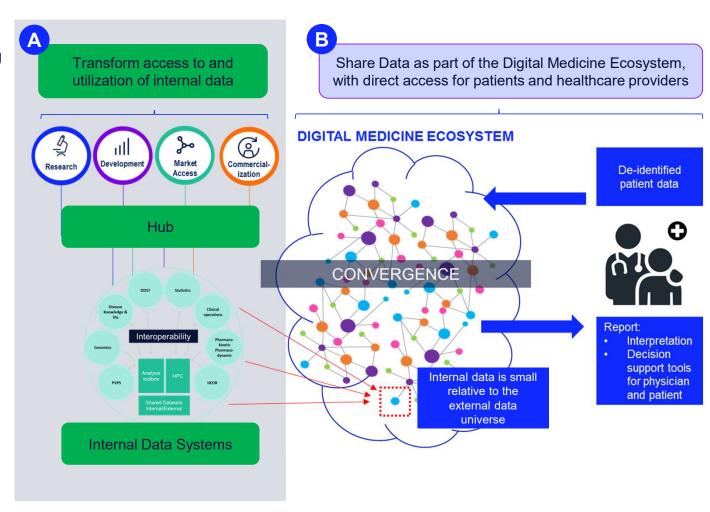
# Data Driven Pharma R&D Today's context and tomorrow's expectations



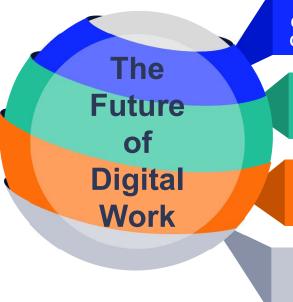
# Data Strategy: A Multi-Component approach

- Numerous internal examples of using integrated data analytics to drive better decisions for patients and enhancing R&D productivity
- However, achieving scale is limited by:
  - Technology
  - Digital Skills
  - Culture
- Efforts are often not powered by access to comprehensive, relevant, real-world patient data
- Inability to achieve full potential of advance computational methods and analytics due to poor data quality, insufficient sample sizes, and limited types of available data





### **Guiding Principles: R&D Data and Digital Culture**



Community Centric Open Collaboration



We "cut corners" to innovation when we connect people with people, instead of people with data and documents.

Non-Hierarchical Organization



The "Silos" are done, leading colleagues know that to advance their career they must expand their network.

Borderless Dynamic Workforce



After you go home, colleagues on the other side of the world are starting their day. Visible work is work they can contribute to.

Sharing Economy



a common purpose-drives social capital and builds the bonds of a collaborative culture.





Data and Digital Roadshow





Fear Reduction Events

Work Out Loud Campaign







Focus on the Digital Worker













The R&D Digital Worker Experience

# Thank You!



Lars Greiffenberg



Stefan Bruegger



Massimo De Francesco



Amrik Mahal







Andrea de Souza

Quan Yang



Hongmei Huang

Mark Buswell







David Sedlock



John Apathy



Dieter Kaiser



Jordi Gago







Ashok Upadhyay