

“How does Data and Analytics transform R&D?”

Virtual Technical Meeting
May 14th, 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 Management, UCB

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R&D productivity remains unchanged despite massive increases in data

Overall productivity is low:

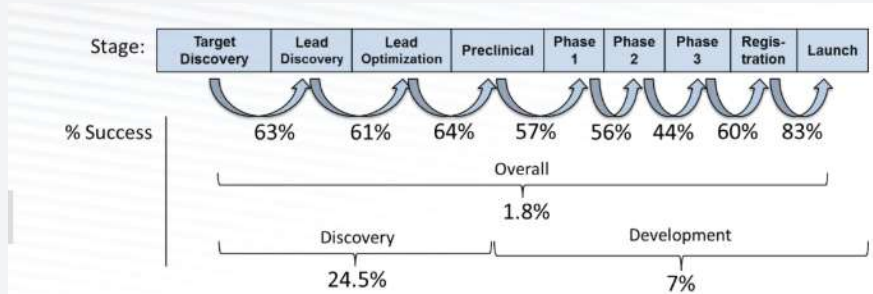
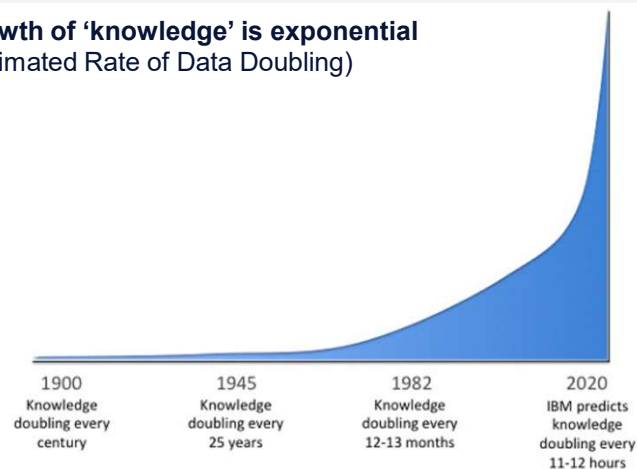


Figure 1. Attrition Across the Pipeline.¹

<http://www.discoverymanagementsolutions.com>

Growth of 'knowledge' is exponential
(Estimated Rate of Data Doubling)



Productivity largely unchanged (or even decreasing) over last 15 years:

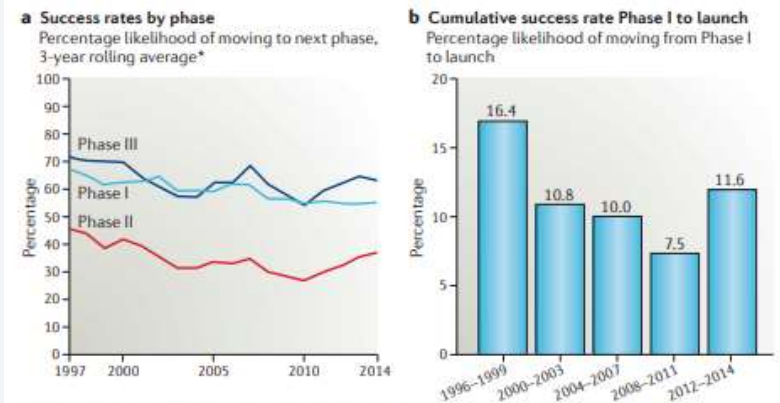


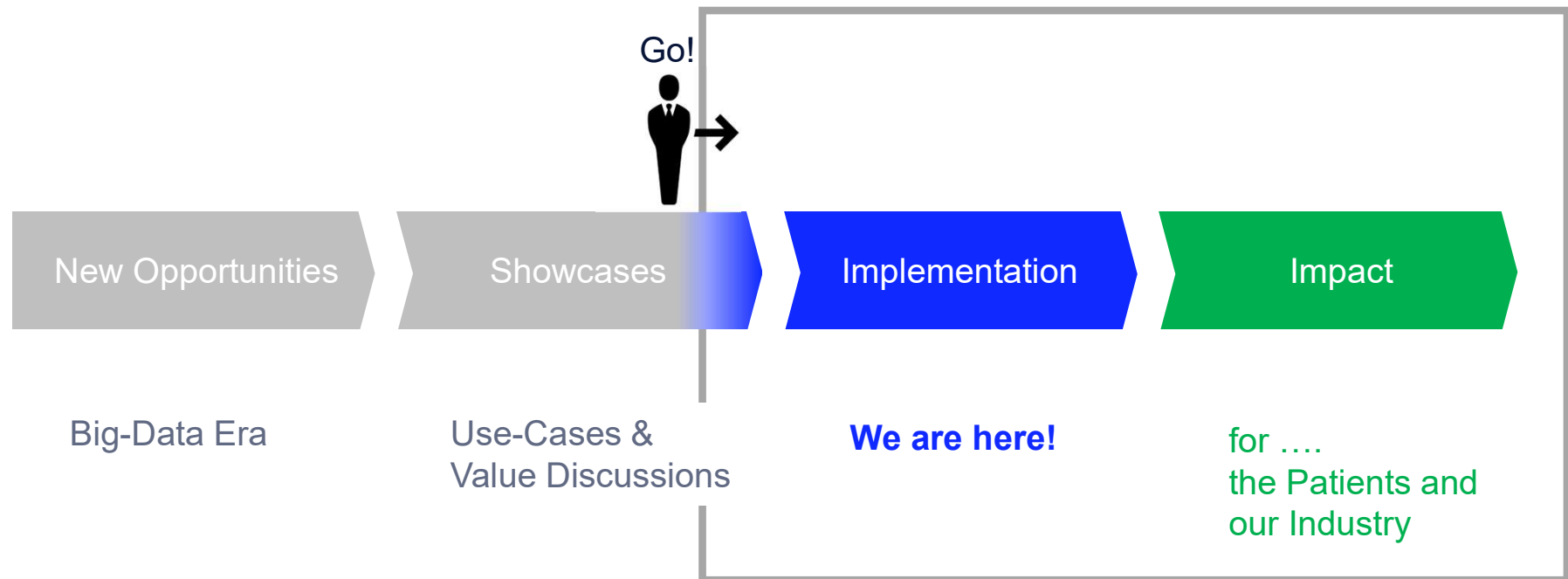
Figure 1 | Trends in clinical success rates for all therapeutic areas over the past two decades. **a** | Success rates by phase. **b** | Cumulative success rate from Phase I to launch. Reformulations and biosimilars were excluded from the analysis. *The 2014 data point is a 7-year

Nature Reviews Drug Discovery June 2016, Vol 15 pg 379

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

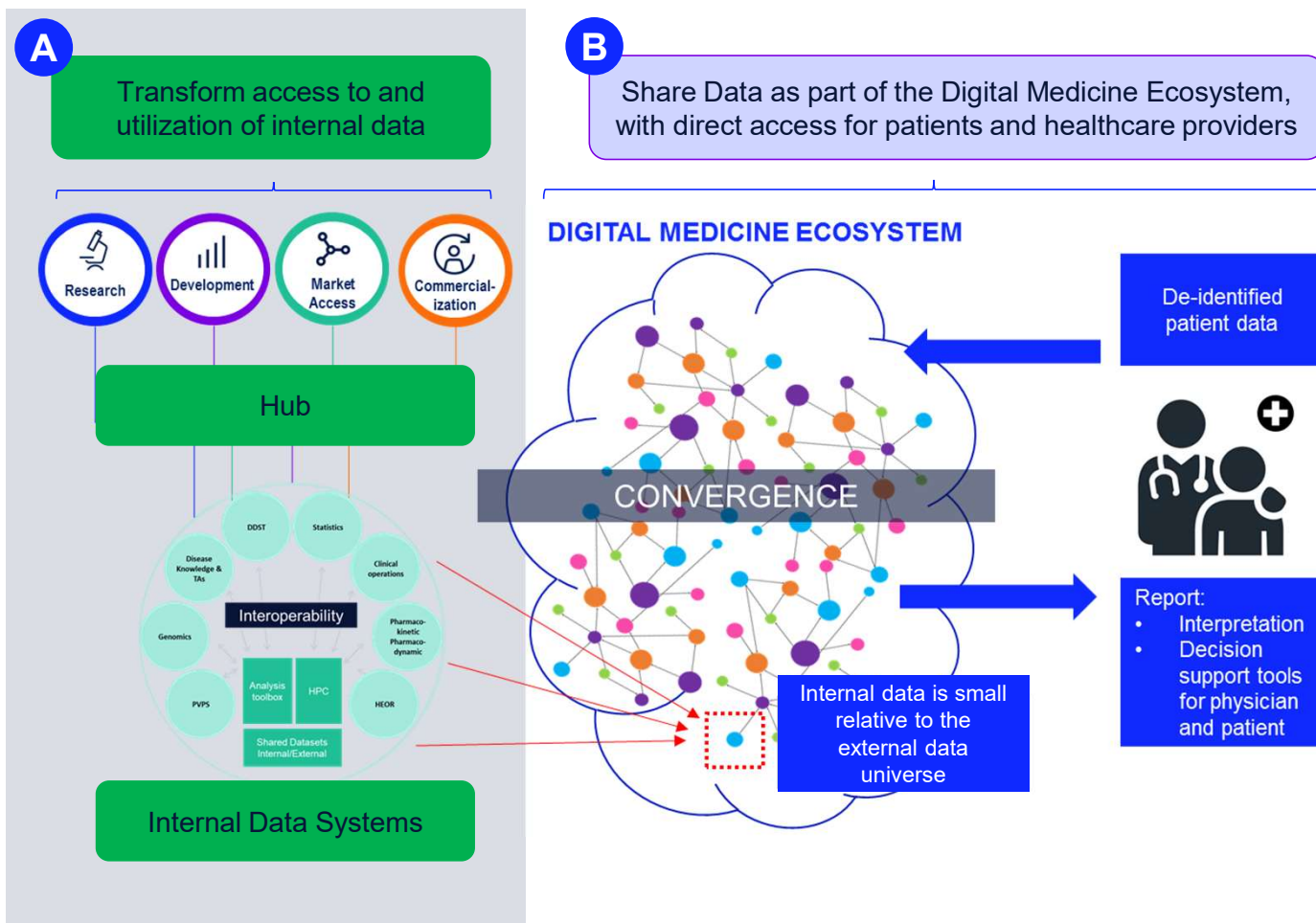
Data Driven Pharma R&D

Today's context and **tomorrow's** expectations

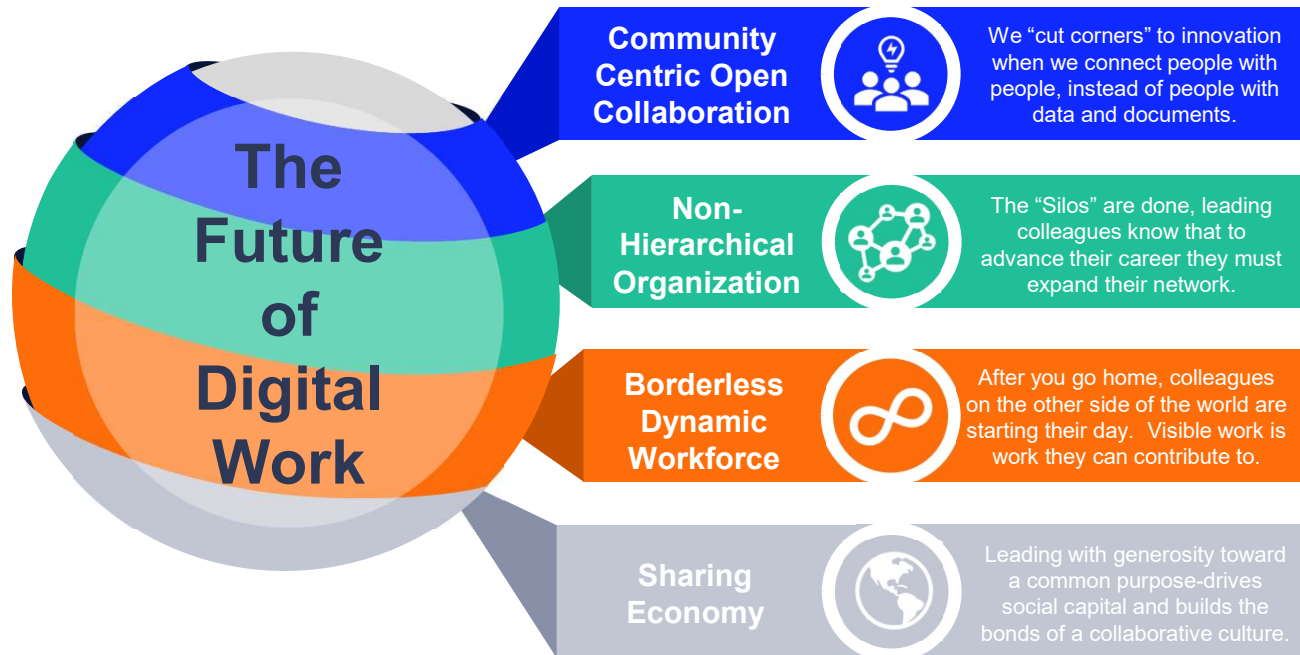


Data Strategy: A Multi-Component approach

- 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



The R&D Digital Worker Experience

Thank You!

