

myTomorrows

Tailored access and real world performance

A sustainable model of medicine development

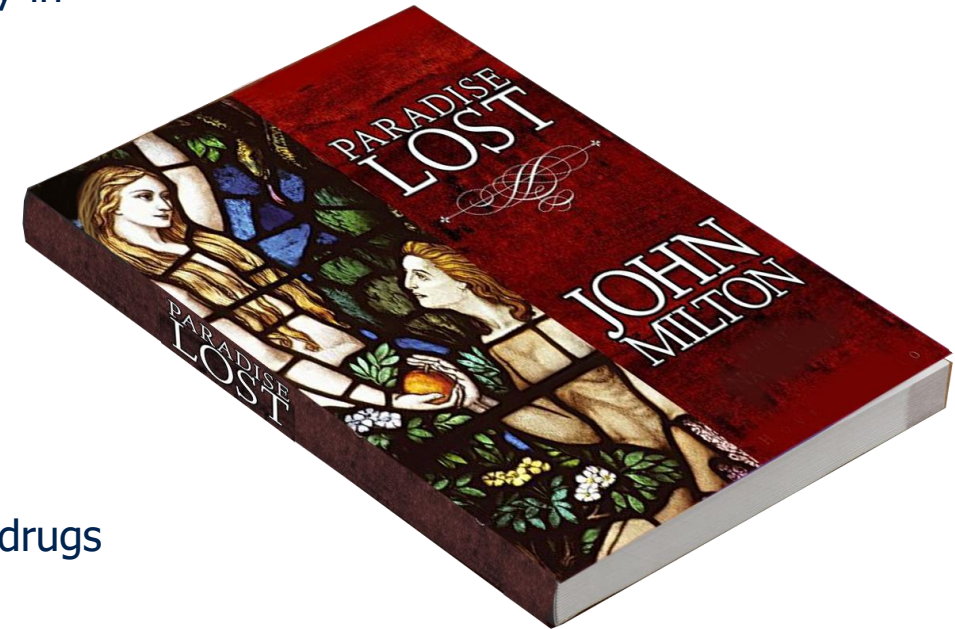
5 June 2018

Zeist

Problem (Paradise Lost)

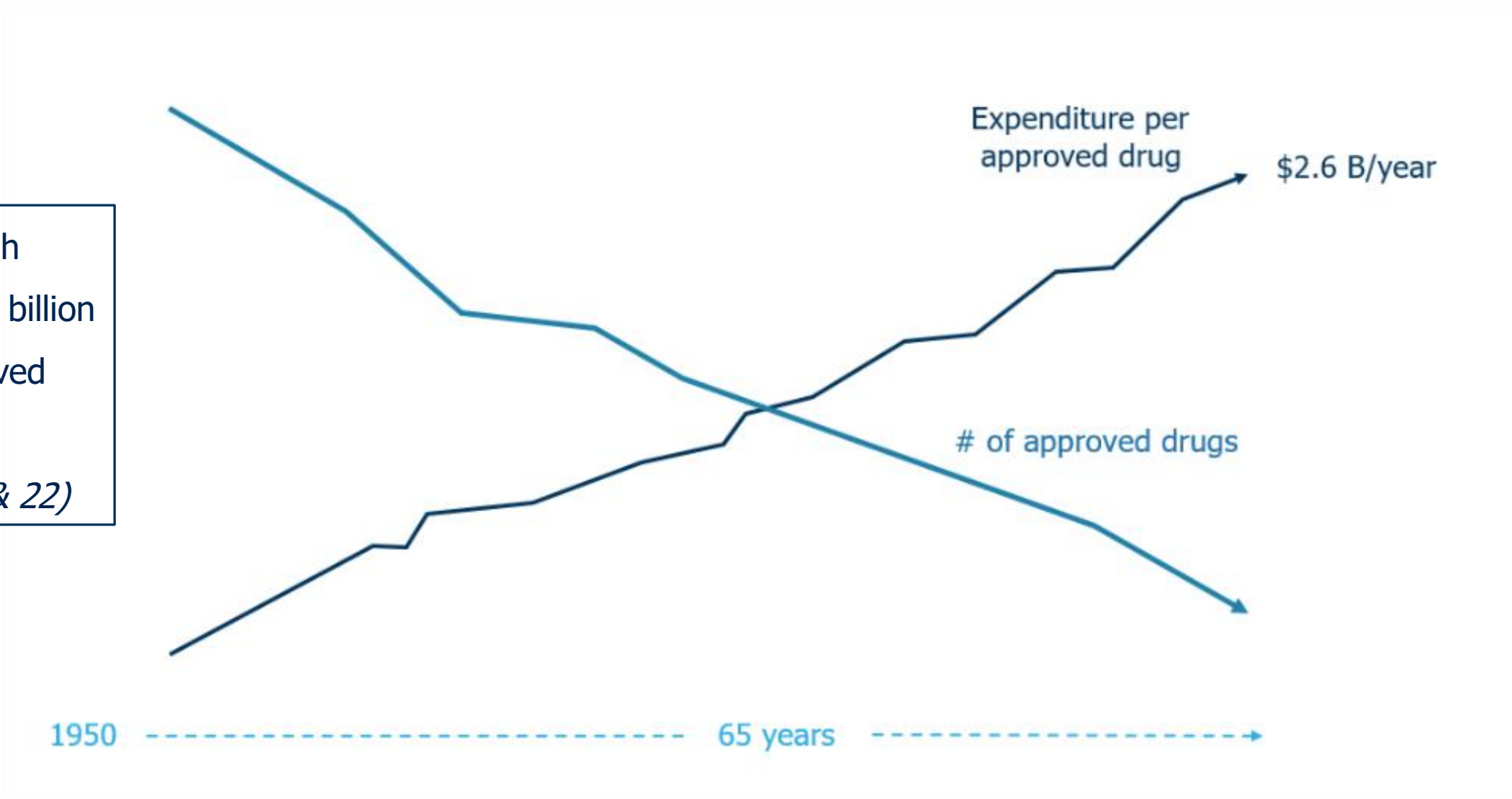
Despite good intentions, drug development fails

- **Rising drug costs** prompt fears of sustainability and financial toxicity in healthcare
- Drug development and access models **have not evolved** with the advances in science and technology
- Numerous drugs enter the market **without evidence** of benefit on survival or quality of life
- Patients and doctors facing unmet needs want **faster access** to best drugs
- Clinical studies are exclusive, 95% of patients are **not eligible**
- Most reimbursement systems **obstruct** early access and (unintentionally) **maintain** the status quo



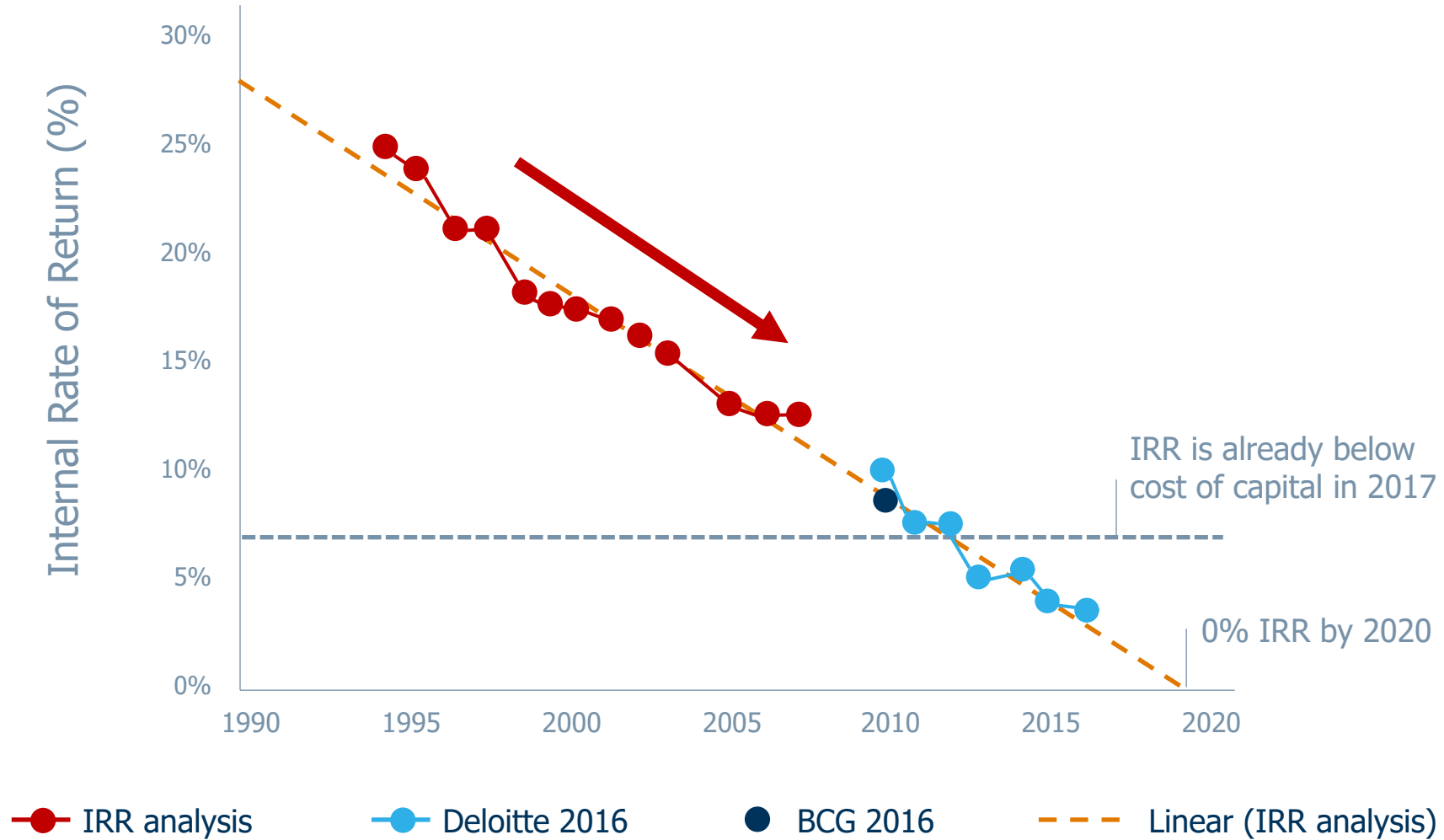
Eroom's law

2017 research budget \$158 billion for 46 approved compounds
(2016: 157 & 22)



Source: Nature (2016) Can you teach old drugs new tricks?

Return on investment in pharma R&D



Source: EvaluatePharma, IRR analysis (2017)

Signs of new development & access models

Forbes / Pharma & Healthcare / #Medicine

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Will Real World Performance Replace RCTs As Healthcare's Most Important Standard?



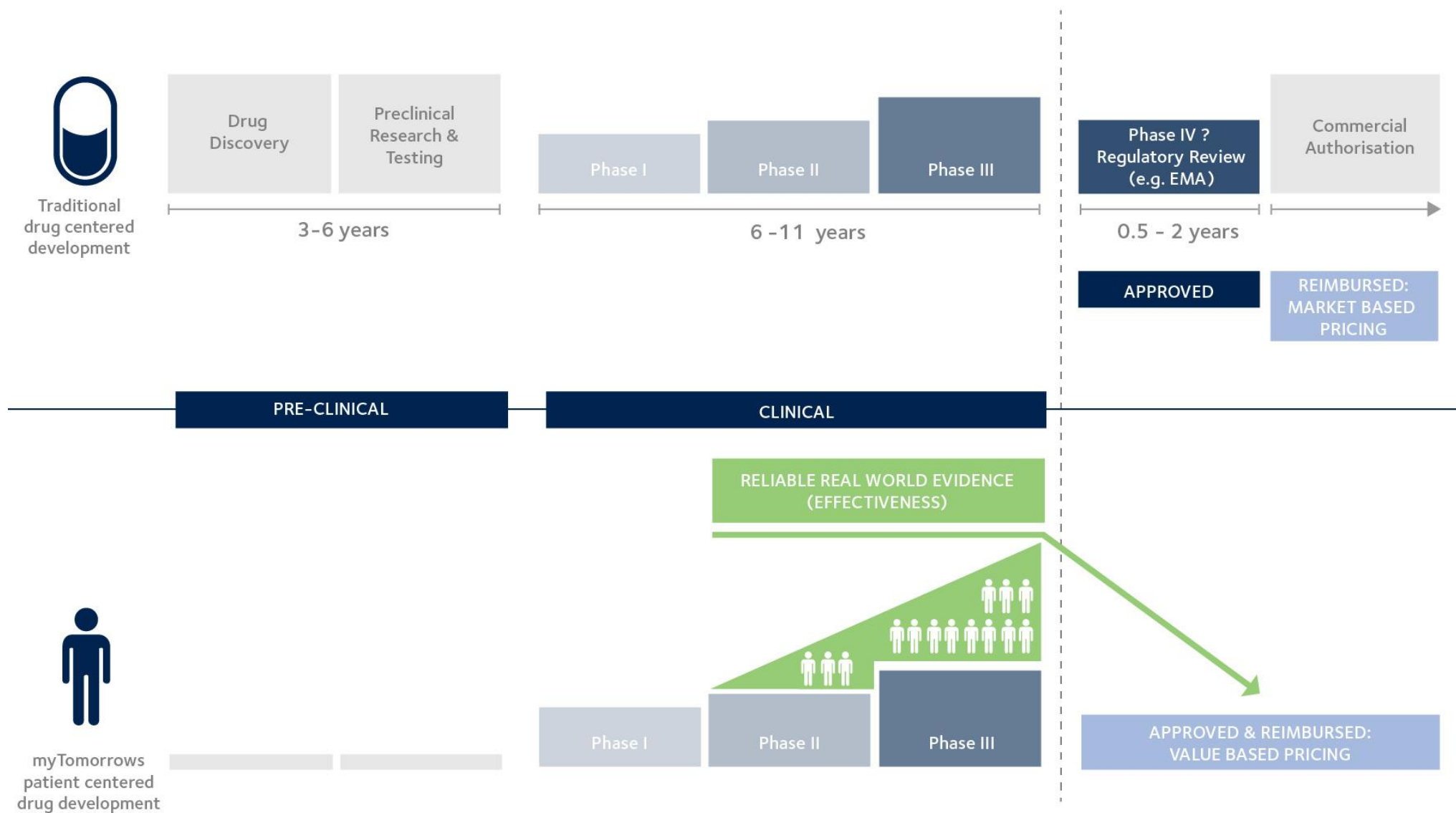
David Shaywitz, CONTRIBUTOR

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A new drug development model



Leveraging technology and existing regulations gives...

...**physicians & patients** with no treatment options access to **drugs in development**

...payors '**real**' data and '**fair**' drug prices

...way to accelerated **innovation** and increased **competition** in the pharma industry

...biotech entrepreneurs a pathway to **build** their company and **keep control**



"This is a system that is going to implode...The only way is to get rid of the inefficiency in the system. That's where I see digital technology starting to have a significant impact."

Departing Novartis Chief Executive Joe Jimenez in Forbes, 7 September 2017

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