

Exemples concrets d'une collaboration fructueuse avec les patients // Concrete voorbeelden van impactvolle samenwerking met patiënten

Point de vue de l'industrie pharmaceutique // Standpunt van de pharmaceutische industrie



25 Septembre 2018

Aperçu



Point de vue general de l'industrie pharmaceutique sur l'importance de la collaboration avec les patients dans le développement clinique d'un médicament

Nathalie Lambot, Expert Santé Publique- pharma.be

Exemples concrets par les membres de pharma.be

Edel Hendrickx, Clinical Study Unit Country Head in Belgium at Sanofi

Patricia Van Rompuy, Clinical R&D Director, Global Clinical Operations, Benelux at Janssen, Pharmaceutical Companies of Johnson and Johnson

Point de vue general de l'industrie pharmaceutique sur l'importance de la collaboration avec les patients dans le développement clinique d'un médicament



Nathalie Lambot

Expert Santé Publique- pharma.be

La Belgique est un des leaders européens en matière d'essais cliniques



Percentage of clinical trials in Europe conducted in Belgium



Cancer



Immune system



Nervous system

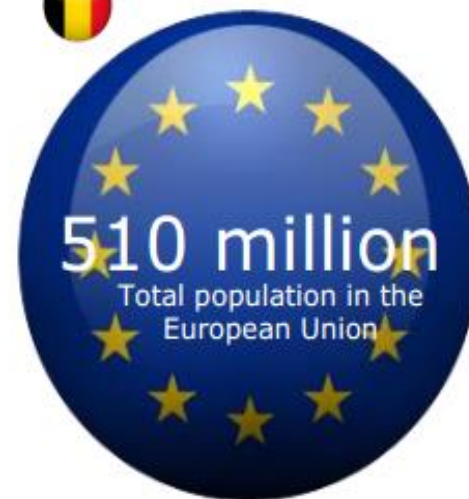


Paediatric studies

Source: FAMHP; Eurostat 2016

Total population of Belgium relative to the total population of the European Union in 2016

11 million
Total population in Belgium

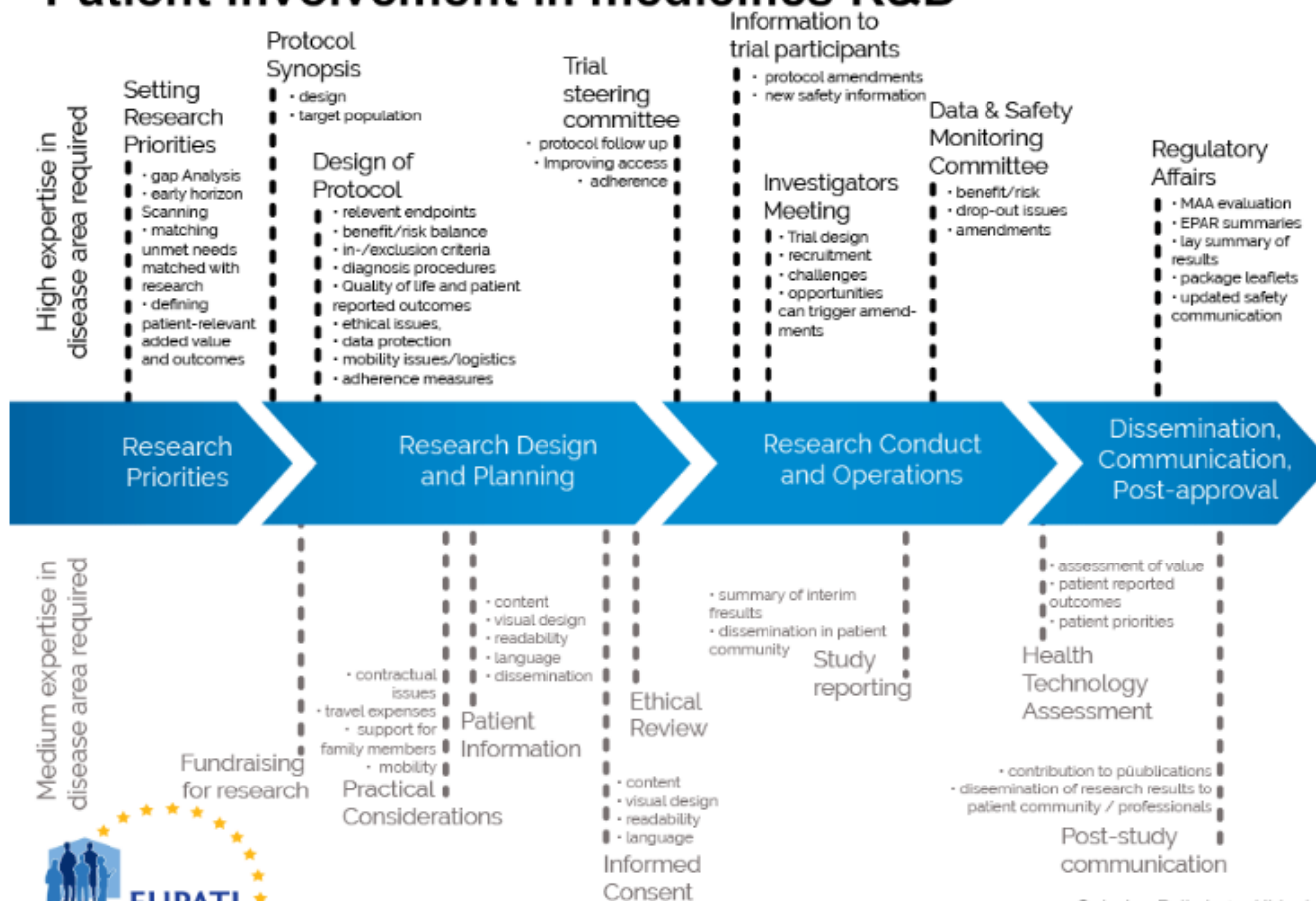


Travailler « *pour et avec les patients* » dans le cadre des essais cliniques est un élément clé pour notre pays.

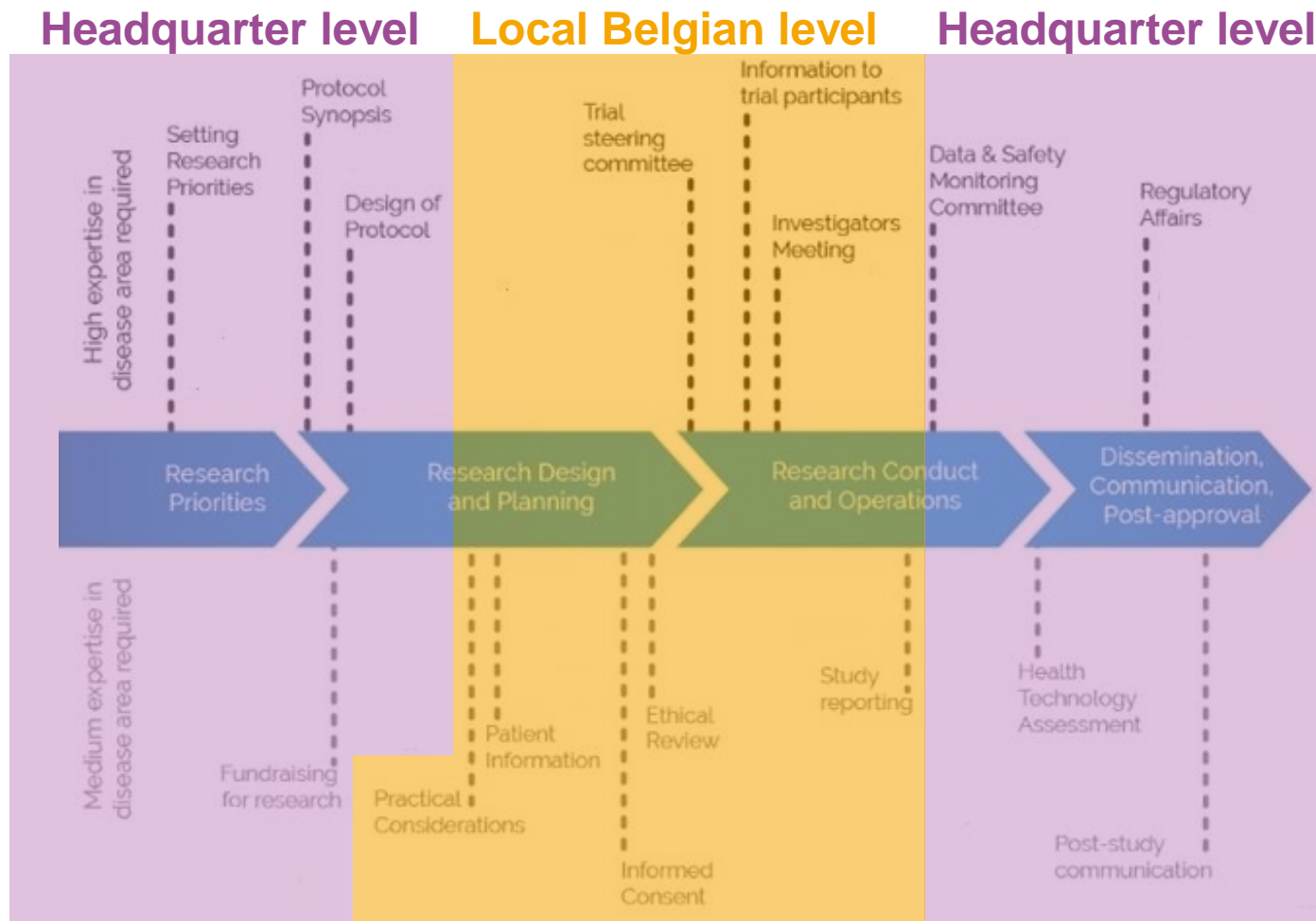
Les patients peuvent être impliqués tout au long du processus de R&D des médicaments



Patient involvement in medicines R&D



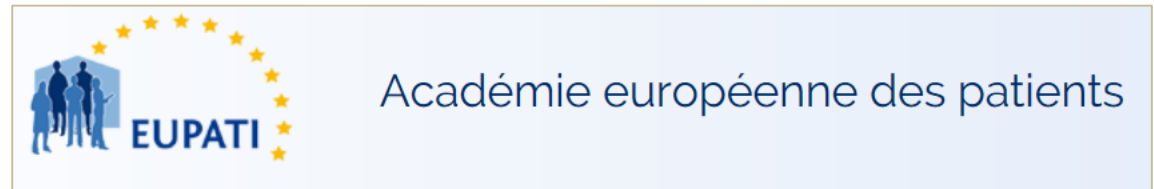
L'implication des patients est implémentée au niveau global ou au niveau regional d'une compagnie



Renforcer la centralité du patient dans les essais cliniques est un objectif partagé



L'industrie et les organisations de patients s'engagent à la transparence et partagent dès lors entre elles les méthodes centrées sur les patients



**Patient centricity: what is it and how to make it meaningful?
| Roundtable discussion at DIA EuroMeeting**



PATIENTS AS PARTNERS EUROPE

SAVE THE DATE! JANUARY 23-24, 2018 RADISSON BLU PORTMAN HOTEL, LONDON, UK

Concrete voorbeelden van impactvolle samenwerking met patiënten



Edel Hendrickx

Clinical Study Unit Country Head in Belgium at Sanofi



Sanofi, a health journey partner

Introducing Sanofi

Life is a health journey and Sanofi is there beside people as a health journey partner. We are focused on human health, operating worldwide and transforming scientific innovation into healthcare solutions across a broad spectrum of health conditions.

5 global business units

- Vaccines – with **Sanofi Pasteur**
- Specialty care, rare diseases, multiple sclerosis, oncology and immunology – with **Sanofi Genzyme**
- **Diabetes** and **cardiovascular** diseases
- **General medicines** and **emerging markets**
- **Consumer healthcare** – reinforced in 2017 with the teams of Boehringer Ingelheim

Sanofi at a glance

100,000+

EMPLOYEES

145

NATIONALITIES

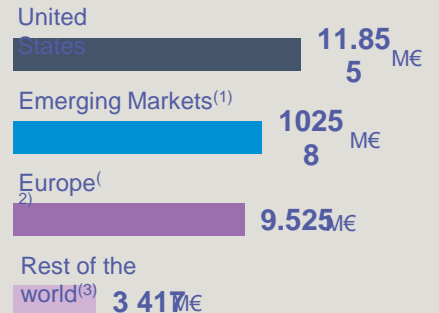
100

COUNTRIES

Keys figures in 2017

€ 35.1 bn SALES

By geographic areas



€ 6,964 M BUSINESS NET INCOME

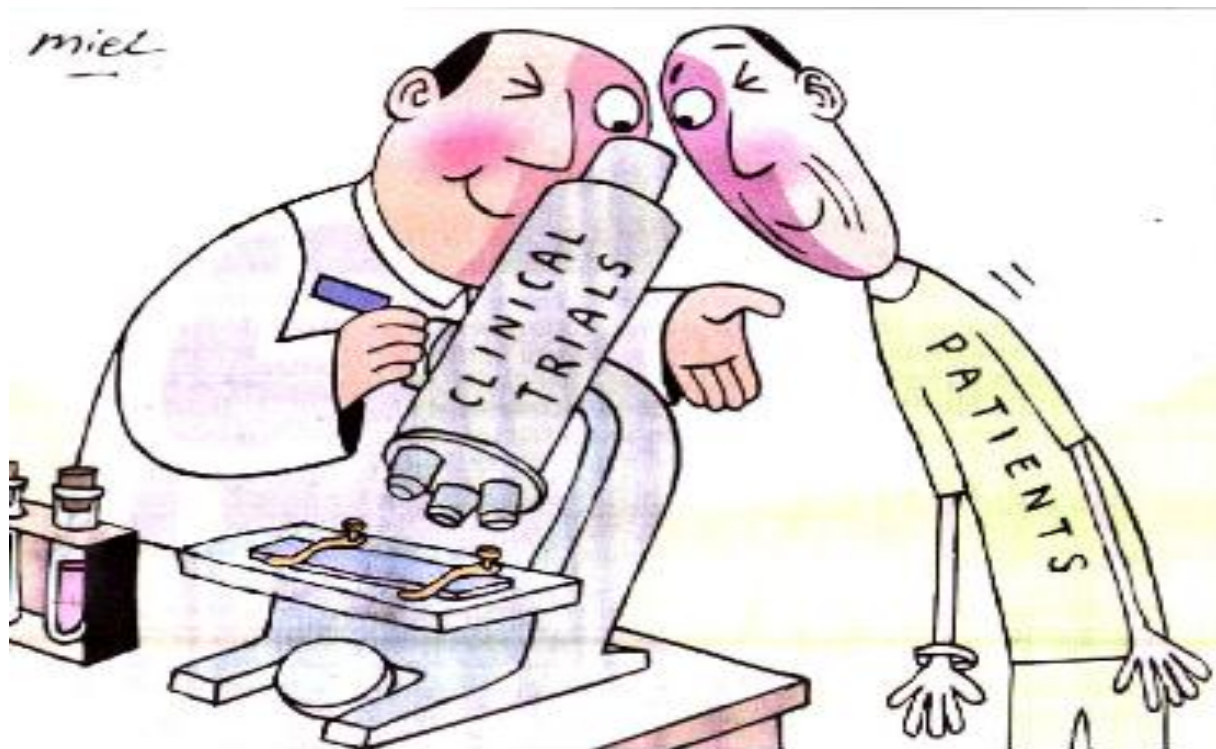
(1) World excluding U.S., Canada, Western & Eastern Europe (except Eurasia), Japan, South Korea, Australia, New Zealand and Puerto Rico.
 (2) Western Europe + Eastern Europe (except Eurasia: Russia, Ukraine, Georgia, Belarus, Armenia and Turkey).
 (3) Japan, South Korea, Canada, Australia, New Zealand, Puerto Rico.



Empowering Life



How to improve our collaboration?



Patient Expert Forum ReumaNet – Sanofi August 2018

Edel Hendrickx, Clinical study Unit Country Head Sanofi

Patient Expertise Centrum Reuma



Innovative patient empowerment concept launched by **REUMA**NET.be

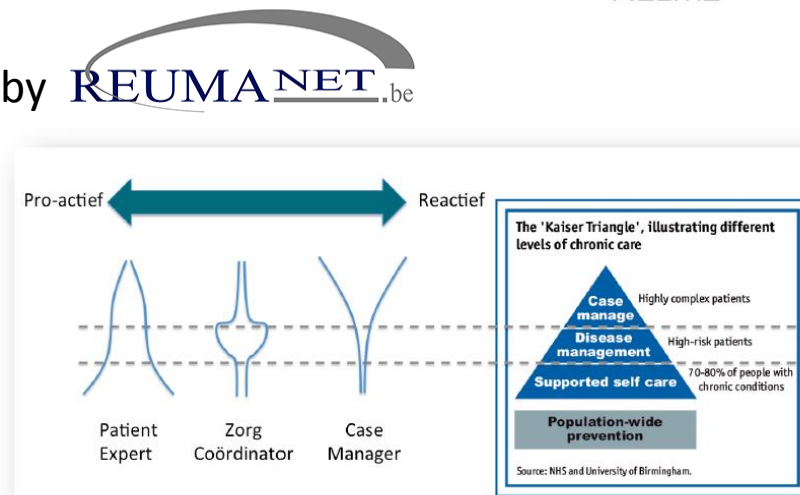
Core idea: high quality patient expertise represents a value (that can be monetised):

- Coaching and education of other patients (P2P)
- Participation in the multidisciplinary care team
- Professional services geared towards stakeholders (government, care providers, sick funds, industry, ...)

Dedicated training for patient experts, in collaboration with vzw Trefpunt Zelfhulp.

Scope:

- Work & school, symptom management, treatment management, family, lifestyle, administrative support



- ❖ Aligned with EUPATI, the European Patient Academy for Therapeutic Innovation
- ❖ PECs in other therapeutic areas are in preparation, or under discussion

Reumanet Patient Expert and sanofi Forum

- PEC-R fits with Sanofi's global patient centricity programs aimed at capturing patients' real-world experiences and insights to help Sanofi's endeavors, from identifying research priorities and developing our products to shaping patient programs.
- First Patient Expert Forum as a pilot project under PEC-R in August 2018.
- Brought together trained patient-experts and Sanofi employees from across the Belgian organisation to discuss and validate company approaches to patient information and communication
- Specific aims:
 - Receive feedback on relevance and user-friendliness of patient information, patient services and digital apps for rheumatoid arthritis patients
 - Validate patient communication tools in the context of clinical trials launched in Belgian hospitals
 - To discuss broader concepts like patient recruitment in clinical trials and digital health

Learning points

- General initial learnings:
 - dialogue appreciated by both sides;
 - valuable insights gathered;
 - dialogue will likely repeated
- Learning points for the clinical trial unit for the informed consent form and investigational product information leaflet
 - Avoid difficult language or explain better
 - Make it not too long
 - Give clear information on the rationale of the study
 - Use more pictures
 - Clarify more why a patient should participate
 - Group information per topic in the form
 - Communicate the results of the trial after the study to the study patients
- Feedback will be given to ReumaNet on what points we have worked on

Thank you



Concrete voorbeelden van impactvolle samenwerking met patiënten



Patricia Van Rompuy

Clinical R&D Director, Global Clinical Operations, Benelux at Janssen,
Pharmaceutical Companies of Johnson and Johnson



PATIENT ENGAGEMENT AT JANSSEN

The Janssen Commitment

We develop medicines and solutions that transform individuals' lives and solve the most important unmet medical needs of our time.

Quality and safety drive every step of product design and manufacturing, which continues even after our medicines reach patients.



我們的信條

"our first responsibility"

Our Credo

We believe our first responsibility is to the doctors, nurses and patients, to mothers and fathers and all others who use our products and services. In meeting their needs everything we do must be of high quality. We must constantly strive to reduce our costs in order to maintain reasonable prices. Customers' orders must be serviced promptly and accurately. Our suppliers and distributors must have an opportunity to make a fair profit.

We are responsible to our employees, the men and women who work with us throughout the world. Everyone must be considered as an individual. We must respect their dignity and recognize their merit. They must have a sense of security in their jobs. Compensation must be fair and adequate, and working conditions clean, orderly and safe. We must be mindful of ways to help our employees fulfill their family responsibilities. Employees must feel free to make suggestions and complaints. There must be equal opportunity for those qualified. We must provide development and advancement for those qualified. We must provide competent management, and their actions must be just and ethical.

We are responsible to the communities in which we live and work and to the world community as well. We must be good citizens — support good works and charities and bear our fair share of taxes. We must encourage civic improvements and better health and education. We must maintain in good order the property we are privileged to use, protecting the environment and natural resources.

Our final responsibility is to our stockholders. Business must make a sound profit. We must experiment with new ideas. Research must be carried on, innovative programs developed and mistakes paid for. New equipment must be purchased, new facilities provided and new products launched. Reserves must be created to provide for adverse times. When we operate according to these principles, the stockholders should realize a fair return.

Johnson & Johnson

Nosso Credo

Наше Кредо

Наша основная ответственность — перед врачами и медицинскими сестрами, перед пациентами, перед отцами и матерями, перед теми, кто пользуется нашей продукцией и услугами. В соответствии с потребностями мы должны обеспечивать высокое качество продукции и снижать затраты, чтобы поддерживать приемлемый уровень цен. Заказчики должны выполнять точно и в срок. Наши поставщики и дистрибуторы должны иметь возможность получать достойную прибыль.

Мы несем ответственность перед нашими сотрудниками, мужчинами и женщинами, которые работают у нас по всему миру. Мы должны ценить индивидуальность в каждом из них. Мы должны уважать достоинство и признавать их заслуги: нам важно поддерживать их чувство уверенности в завтрашнем дне. Вознаграждение должно быть справедливым и соразмерным, а условия труда — безопасными. Мы должны стремиться к безопасности в семье. Сотрудники должны чувствовать, что они могут свободно высказать о предположениях и замечаниях. У всех квалифицированных специалистов должны быть равные возможности для получения работы, развития и продвижения. Мы должны обеспечивать компетентное управление.

uestro Credo

amos que nuestra primera responsabilidad es con los médicos, enfermeras y pacientes, con las madres y padres y todos los demás que utilizan nuestros productos y servicios. Para responder a sus necesidades, todo lo que hagamos debe ser de primera calidad. Debemos luchar constantemente por reducir nuestros costos a fin de tener precios razonables. Los pedidos de los clientes deben atenderse rápidamente y con precisión. Nuestros proveedores deben tener la oportunidad de conseguir una

insables ante nuestros empleados, los hombres y mujeres que trabajan con nosotros en todo el mundo. Cada uno de ellos debe ser tratado como persona. Hemos de respetar su dignidad. Debemos tener un sentido de

JANSSEN PATIENT ENGAGEMENT

We partner with patients and caregivers, systematically interacting directly with them. We act on patient perspectives early and maintain an ongoing dialogue to develop solutions that better meet needs.

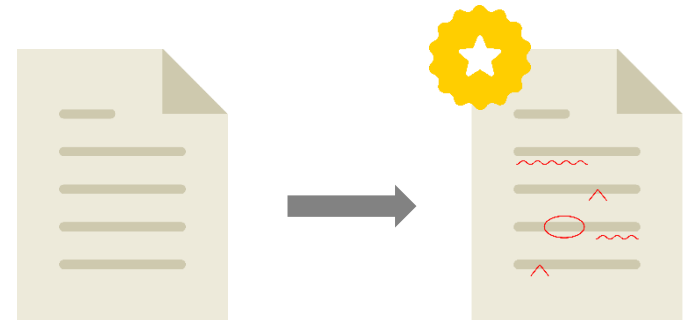


Patients are involved early and shaping solutions



Modifications to a Clinical Trial

Outcome: No dropouts



Updated Target Product Profile

Outcome: Pursuing ways to know sooner whether a treatment will work

janssen 