

Examples from industry



Leading the way in transparency

Our members have lead the way in transparency

- **GSK was the first company to sign up to All Trials in 2013**, which calls for the registration of clinical trials and the disclosure of trial results and clinical study reports (CSRs). CSRs are the formal study reports that we prepare, to provide more detail on the design, methods and results of our clinical trials.
- 2013 was the same year **GSK launched a web-based system for researchers** from the scientific community to request access to the anonymised patient-level data from our studies.
- In 2004, **GSK launched a clinical trial register** – a place where information about the clinical research GSK carries out on existing medicines could be posted.



Working in partnership

Bringing to life how our industry works

The pharmaceutical industry works in many different ways with its partners across patients, the NHS, governments and academia

We are committed to being active partners, whether that is inspiring the next generation of scientists, supporting new approaches to healthcare delivery, improving public health crisis or contributing to people's health



Beyond our medicines – an industry working in partnership



- Pharmaceutical members are committed to being in active partnership with the NHS and patient organisations.
- Examples of joint working include:
 - Arthritis Research UK and Pfizer
 - Implementing NICE Clinical Guidelines on Atrial Fibrillation (CG180) across Oldham CCG using the Rapid Adoption Innovation Framework (RAIF) (Oldham CCG, Boehringer Ingelheim Ltd, Bayer PLC, and Pfizer Ltd)
 - Salford Lung Study - working with GSK, North West e-Health (NWEH), The University of Manchester, Salford Royal NHS FT, University Hospital of South Manchester (UHSM), NHS Salford and GPs and community pharmacists.
 - Brighton & Hove CCG and NHS Grampian Joint Working projects with GSK aim to support the delivery of improved patient adherence, medicines optimisation and reductions in medicines wastage, by rolling out the “Complete The Cycle” inhaler recycling scheme to local pharmacies and through training and up skilling pharmacists involved in this project.



Beyond our medicines – an industry working in partnership

- Pharmaceutical members are committed to being in active partnership with the NHS and patient organisations.
- Examples of joint working include:
 - Improving anticoagulation in patients with atrial fibrillation in partnership with Nene CCG, Northamptonshire and West Hampshire CCG and Boehringer Ingelheim
 - Partnering with the NHS under the NHS Leadership Academy NHS Fellows programme in partnership with Boehringer Ingelheim



EPIFFany: (Effective Performance Insight for the Future) Working in partnership with the NHS



- EPIFFany is an example of successful joint working with the University Hospitals of Leicester NHS Trust and Pfizer Ltd to improve the prescribing performance of junior doctors.
- The innovation was developed by the EPIFFany team, led by Dr Rakesh Patel (University of Nottingham) and Dr William Green (University of Leicester). It was piloted at Leicester General Hospital and subsequently pioneered at Pilgrim Hospital in Boston, Lincolnshire.
- During the four month project, the rate of junior doctor prescribing errors fell by 60%, saving approximately 500 bed days and potentially £300,000 from avoidable medication errors.
- A ground-breaking intervention to improve junior doctors' performance – designed in Leicester and developed in Lincolnshire and with support from partners including the East Midlands Academic Health Science Network, Health Education England East Midlands, the BMJ, UpToDate and Pfizer– is attracting global interest and has been shortlisted for a prestigious award.

EPIFFany

University Hospitals
of Leicester 
NHS Trust



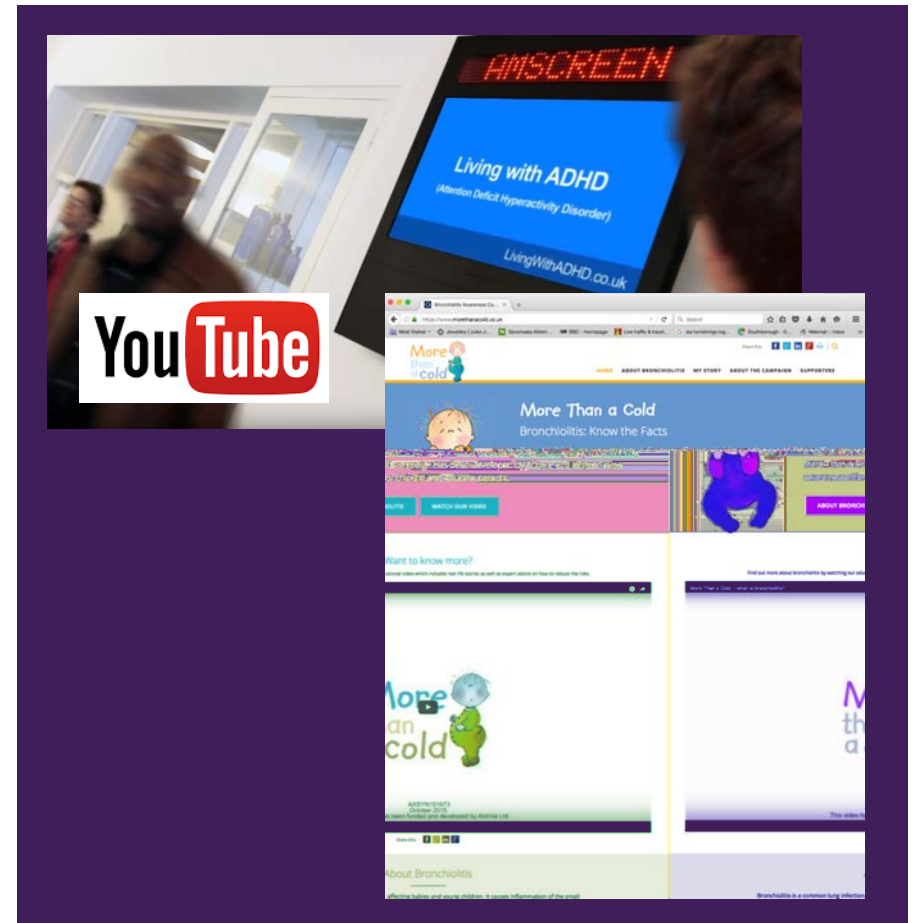
The pharmaceutical industry is actively engaging in activities that support patients' lives



Janssen: Living with ADHD - Janssen produced a YouTube film and microsite to kick start a proper debate about living with Attention Deficit Hyperactivity Disorder (ADHD) so that parents, teachers and doctors can help make sure that children with ADHD get the help and support they need. To date, the film has received over 210,000 views, making it one of the most viewed pharma videos in Europe.



AbbVie: The More Than a Cold campaign aims to raise awareness of bronchiolitis and provide information to parents. It is organised and funded by the pharmaceutical company AbbVie and supported by Bliss, the British Lung Foundation, NCT, Tamba, Tiny Tickers, Tiny Lives and WellChild.



Sustainable Healthcare: supporting new approaches to healthcare delivery



- The need for more sustainable healthcare approaches to accommodate rising demand and demographic pressure is much commented on. Within England for example a quarter of people – some 15 million – have a long-term condition and around 70% of the NHS budget is spent on care for people with such a condition.
- AbbVie has established and dedicates resources and expertise to its Sustainable Healthcare programme, bringing together a multidisciplinary group of independent experts into the Sustainable Healthcare Steering Group who identified key areas with opportunity to improve the sustainability of our healthcare services.
- Through this programme, AbbVie has launched three pilot studies looking at how to build sustainability into the NHS:
 - A three year partnership with the Hepatitis C trust and Addaction, two charities, to help them develop a programme that provides workforce development alongside ‘buddying’ and peer to peer support for people who are undergoing treatment, and the creation of Community treatment centres.
 - Creating the UK’s first early intervention clinic (EIC) for people who have been signed off from work with a musculoskeletal disorder so they can stay in or return to work as soon as they can. The EIC has recently begun accepting new patients in Leeds.
 - A new, shared decision-making tool to improve conversations and decisions about health and work between patients and their healthcare professionals.



abbvie

We take partnerships seriously

- In the UK we partner with national charities, social enterprises and international non-governmental organisations (NGOs) who are committed to making a sustainable difference to people's lives in under-served communities. An example of our CSR work in the UK includes our contribution towards Save the Children's Families and Schools Together (FAST) programme.
- Johnson & Johnson has partnered with Save the Children and in the UK, Janssen is specifically contributing the FAST programme - an award-winning programme that brings parents, children, teachers and the wider community together, to make sure young children get the support they need to fulfil their potential at school – and in life.
- Janssen employees have taken part in a variety of fundraising activities which will be match-funded by Janssen and will go towards supporting another round of the programme. To date the FAST programme has transformed thousands of lives and according to statistics for 2013-14, the Programme made the following difference to the lives of those involved:
 - Children's behavioural problems decreased by 26%
 - Family conflicts dropped by 24%
 - 74% of parents felt more able to support their child in his or her education



Ensuring a future skills base

Cancer Research UK-MedImmune Alliance Laboratory

- The Cancer Research UK-MedImmune Alliance Laboratory is focused on the discovery and development of novel biologics to treat and diagnose cancer.
- The laboratory, located on Granta Park in Cambridge, is an innovative collaboration between Cancer Research UK, its commercial arm Cancer Research Technology, and MedImmune, the global biologics research and development arm of AstraZeneca.
- This innovative collaboration brings together Cancer Research UK's cancer biology expertise with MedImmune's world-class antibody engineering technology in a new joint laboratory.
- Scientists from both organisations work side by side, sharing knowledge and expertise to accelerate the development of therapeutic and diagnostic antibodies.

Dr Nigel Blackburn, Cancer Research UK's Director of Drug Development, said:



This exciting initiative gives leading academic scientists access to the latest antibody-engineering technologies and expertise, creating opportunities to translate breakthroughs in our understanding of cancer biology into urgently needed new cancer treatments. The lab is currently working on both therapeutic and diagnostic programmes which address areas of high unmet medical need, including rare and hard to treat cancers. The close and productive relationship between Cancer Research UK and MedImmune is enabling the lab team to rapidly progress novel ideas.



CANCER
RESEARCH
UK

MedImmune

A member of the AstraZeneca Group

AstraZeneca



CANCER RESEARCH UK-MEDIMMUNE ALLIANCE LABORATORY

Boehringer Ingelheim and the NHS have worked together to create an NHS Fellowship position

- **Boehringer Ingelheim (BI) worked with the NHS Leadership Academy to create an NHS Fellowship position, in order to:**
 - Increase understanding between BI and the NHS, and allow partnership working between the two organisations
 - Ensure BI materials and services support the NHS to deliver better health outcomes and experiences for patients, aligned with the RightCare programme
- **An NHS Fellow was seconded to work at BI for two days a week for one year, in addition to their role in the NHS.**
 - This involved advising on how BI could better align with NHS operations, exploring further joint working opportunities between BI and the NHS and advising how BI can support the NHS to meet key future challenges.



I have benefitted greatly from being an NHS Fellow with BI. Over the past year I have expand my experiences, knowledge and leadership skills, enhancing my capability to lead, influence and deal with complexity to help the NHS meet its challenges. This has enabled me to develop within the NHS, becoming a project manager for the Success Regime in Devon and building on my skills and abilities. A great experience both personally and benefitting patients and NHS and BI.



Fran Lowery, Project Manager
Royal Devon and Exeter Foundation
NHS Trust



An exciting opportunity for 3 UK University students

BioCamp is a pioneering three-day seminar that brings the healthcare sector closer to talented students from top universities around the world.

Held at Novartis International Headquarters in Basel, Switzerland, the program offers participants the opportunity to:

- Explore career opportunities in the pharmaceutical and biotech industries
- Interact with key Novartis professionals from a variety of functions who lead our unique approach to drug discovery
- Understand trends and challenges in the healthcare sector
- Receive first-hand experience about running a biotech company
- Network with talented students from other countries

3 UK university students are selected to attend based on their academic record, professional experience and extracurricular activities.

A total of 60 selected students from around the world will be selected and the Biocamp competition individual winners and members of the winning team receive a personalised Novartis internship.

This is an opportunity for Novartis to build relationships with talented UK students that are interested in pursuing a career in science and UK universities are active in helping to promote Biocamp as an opportunity for their students.

We invite local university students focusing on medicine, natural sciences, business administration and/or information technology to apply.

- University students must be actively pursuing academic studies and have at a minimum completed their bachelor (or equivalent) degree.
- We welcome postgraduate PhD-students and post-docs.



British Science Week: inspiring the next generation of scientists



- During British Science Week, GSK hosts an interactive science show at their Ware site aimed at expanding young minds, fuelling imagination and enthusing our country's future scientists and engineers. After eight years, the event is still growing in popularity and 800 pupils – more than ever before – took part during 2016.
- The event is part of GSK's commitment to provide practical support to educators and others professions. It aims to highlight the many advantages and exciting challenges they could have by a choosing a career in science and engineering.



“The day was fantastic and really helped bring science to life for my class – **the children thoroughly enjoyed** it and are still talking about the exciting explosions.”

Local School Teacher

Biotech Experience: Inspiring the next generation of scientists



- Amgen Biotech Experience is an innovative science education programme that provides teacher professional development, teaching materials, and research-grade equipment and supplies to secondary schools – delivering a hands-on molecular biology curriculum. Over 70,000 students and hundreds of science teachers participate each year, learning about the methods scientists use to create biotechnology medicines. Read more: <https://www.amgenbiotechexperience.com/>
- Use the interactive map online to see the growing range of schools in the UK involved in the Amgen Biotech Experience: <https://www.amgenbiotechexperience.com/about/where-we-are>
- In the UK the programme is led by Alison McCree (Site Director) and Karen Stephens (UK Programme Lead) of the University of Hertfordshire STEM Learning Centre, with programme delivery centres in the School of Education at the University of Cambridge, and in the Norwich Teacher Scientist Network.
- More than 50 schools currently participate and a series of teacher training courses, supporting teachers to lead the programme in their schools, are held each year.



300,000 + school science students
have **gained hands-on** experience
with research-grade biotech
equipment

Ebola: the global pharmaceutical industry moving quickly to respond to a public health crisis



- Researchers around the world, across the public and private sectors, are working to develop new ways to prevent the spread of Ebola and treat patients with the virus.
- Currently, there are 8 potential vaccines and treatments in clinical trials and at least 23 more moving through preclinical or earlier studies around the world.
- In addition to collaborating with the global infectious disease community to accelerate the development and manufacturing of innovative vaccines and treatments for Ebola, the pharmaceutical industry is supporting humanitarian efforts to contain and treat the disease.



The pharmaceutical industry's contribution to improving people's health (1)



- Pharmaceutical companies make substantial contributions to improve the effectiveness and efficiency of health systems and to improve access to quality healthcare and medicines through:
 - Training healthcare workers
 - Advancing health information systems
 - Disease awareness campaigns
 - Technology transfer
 - Improving point-of-care service delivery and
 - Investing in health infrastructure.



The pharmaceutical industry's contribution to improving people's health (2)

Our contribution includes:

- **Sanofi's Mental Health Initiatives:** a system-wide approach to improve experiences of people affected by mental disorders in Benin, Madagascar, Mauritania, Morocco, Guatemala, Comoros, Armenia, India, and South Africa.
- **Merck KGaA, Darmstadt, Germany's Capacity Advancement Program (CAP):** improve the quality of diabetes treatment and raises awareness of this disease, especially in low- and middle-income countries.
- **GSK:** A five year £22m charitable partnership created through a £17 million donation from GSK that will provide targeted grants to frontline organisations who are improving health in countries in sub-Saharan Africa and Asia
- The London Declaration unites healthcare companies, BMGF, World Bank, NGOs, and governments in a campaign to eliminate or control 10 NTDs by the year 2020 by:
 - Sustaining or expanding existing medicine donation programs
 - Sharing expertise and compounds to accelerate the development of new medicines
 - Strengthening distribution.



The pharmaceutical industry's contribution to improving people's health (3)

Companies have been developing methods that reduce fiscal barriers to medicines and promote local economic growth:

- Novartis's Arogya Parivar: a social venture through which health educators are recruited and trained on disease prevention and healthcare seeking behaviours and local teams run health camps and mobile clinics in India.
- AstraZeneca's Healthy Heart Africa: employs a sustainable chronic care model to tackle hypertension and cardiovascular disease in Kenya and Ethiopia.
- Novo Nordisk's Base of the Pyramid Project: initiated in 2012, implements sustainable solutions that increase patient access to diabetes treatment and care in resource-limited settings.
- MSD's Project Penny: known locally as Project Sambhav, aims to educate patients and their families about HCV and help manage the cost of treatment.
- PharmaMar's oncological research in the marine environment is conducted with utmost respect for the sea, supporting local knowledge, and the conservation and sustainability of ecosystems in accordance with the Convention on Biological Diversity and Nagoya Protocol.
- Gavi: plays a valuable role in bringing new and under used vaccines to hundreds of millions of children in the world's poorest countries. GSK is one of the largest contributors of vaccines to Gavi, supplying innovative vaccines for rotavirus, pneumococcal disease and cervical cancer, at significantly reduced prices to help accelerate access in developing countries.



The pharmaceutical industry's contribution to improving people's health (4)

- Industry has consistently demonstrated its dedication to using its R&D capabilities to address public health needs to create solutions tailored to locally identified needs.
- In 2016, the Declaration on Combating Antimicrobial Resistance was signed by pharmaceutical, biotechnology and diagnostics companies pledging to continue to invest in R&D to support collaboration between industry and public researchers to develop new antibiotics and diagnostics.
- The Global Health Innovative Technology Fund (GHIT) is the world's first product development fund with pioneering governance, management, and investment approaches, which facilitates international partnerships that bring Japanese innovation, investment, and leadership to the global fight against infectious diseases and poverty in the developing world. GHIT includes Astellas, Chugai, Daiichi Sankyo, Eisai, Shionogi, and Takeda.
- The NTD Drug Discovery Booster project aims to speed up the development of new treatments for Leishmaniasis and Chagas Disease, which 450 million people are at risk of contracting worldwide. The project brings together DNDi, Eisai, Shionogi, Takeda and AstraZeneca.
- GSK has created an Open Lab within Tres Cantos which provides the opportunity for independent researchers to access GSK facilities, resources, and expertise to help them advance their own research projects into diseases of the developing world. A not-for-profit foundation, the Tres Cantos Open Lab Foundation has been set up with £10 million investment for GSK to support these research projects.



Patient Group Partnerships - Open House Days



Open House Pilot

- In 2015 Janssen was in discussion on a possible collaboration with an oncology patient group. As part of these discussions it became evident that many patient groups, like many stakeholders, are not always aware of how the healthcare industry operates or how a pharmaceutical company can bring its expertise to bear on a shared issue or problem.
- Therefore an “Open House” day was put together to enable the patient group to meet the various teams and functions from across the business and enable them to understand the way Janssen works. This facilitated further discussion around a potential partnership and allowed for a clearer focus on what benefit and value Janssen could bring to a collaborative partnership.



Open House Roll-out

- Since the pilot “Open House” day, Janssen has run a further eight Open House days. These are sometimes therapy area wide where a number of patient groups attend together and in some cases, much like the pilot, they are run one-on-one between a patient group and Janssen with a particular project or partnership in mind.

Feedback

- Every “Open House” day is rated and as such, each further iteration is unique and tailored to the groups in attendance. So far 18 patient groups have attended a Janssen Open House day with further days planned for 2016 and 2017.

Clinical trial transparency at Janssen

YODA agreement

- Janssen believes that transparency of clinical trial data advances science and medicine and is in the best interest of the patients who use our pharmaceutical products and those who prescribe them. We have a unique agreement with Yale School of medicine which independently reviews requests for access to our trial data.
- J&J has partnered with Yale School of Medicine's Open Data Access Project (YODA), an independent third party, which reviews and responds to requests for access to our clinical trials data. This is the first time any company has collaborated with a completely independent third party to review and make decisions regarding every request for clinical data, helping to set a new industry standard for clinical data sharing.
- Yale School of Medicine is one of the most highly respected groups in this field and views this agreement as historical.

Janssen Global Trial Finder

- In August Janssen launched a new public facing website, the Janssen Global Trial Finder <http://globaltrialfinder.janssen.com/>
- The website has a wealth of information about clinical trials, how they are conducted, participation and answers FAQs on this topics.
- The site also has a search facility that allows users to search for information on Janssen clinical trials by condition or location.

Sources

Slide Title	Source
Our members have lead the way in transparency, slide 93	www.alltrials.net/supporters/organisations/gsk-statement
The pharmaceutical industry's contribution to improving people's health (1), slide 110	The United Nations Secretary-General's High-Level Panel on Access to Medicines Report.
The pharmaceutical industry's contribution to improving people's health (2), slide 111	The United Nations Secretary-General's High-Level Panel on Access to Medicines Report.
The pharmaceutical industry's contribution to improving people's health (3), slide 112	The United Nations Secretary-General's High-Level Panel on Access to Medicines Report.
The pharmaceutical industry's contribution to improving people's health (4), slide 113	The United Nations Secretary-General's High-Level Panel on Access to Medicines Report.
Patient Group Partnerships - Open House Days, slide 114	Janssen - PHGB/NPR/0916/0003
Clinical trial transparency at Janssen, slide 115	Janssen - PHGB/NPR/0916/0003