Integrating Health Outcomes and Medical Publication Planning

A Real World Example

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Traditional Approach

• Health Outcomes Team
  – **Demonstrate product value** to key customers through customer-centric health economics and outcomes research

• Publications Team
  – **Disseminate key data and findings** to targeted customers (Providers, Payers, etc.) via abstracts/posters, manuscripts
Health Outcomes Team

- Evidence generated to support Medical Team’s strategies and drivers
- Worked with Medical team in order to complement and support the clinical story
- Goal of research was to answer scientific questions and disseminate findings to audiences externally

- Outcome Research
- Health Economic Models
- Database / EMR Studies
- CER/Systematic Reviews
- Meta-analysis
- Phase III / IV Clinical Trials
- PRO studies
- Patient Registries
- Data Mining
- Data Modeling
Publications Team

- Developed and maintained the publications plan for Medical / Clinical Trial program

- Worked on all phases of product life-cycle
  - Pre-clinical / Disease-level
  - Clinical trial Pre-Launch
  - Clinical trial Post-Launch
Interaction Between HO & Pubs Teams

• Limited knowledge-sharing among members of the same therapeutic area
  – Partnership began in final phases of HO studies
  – Limited integration of HO pubs into the overall pubs plan

• Colleagues worked as a team, though collaboration was suboptimal
  – Insufficient alignment impacted Value Communication to physicians, payers, and patients
  – HO pubs supplemented to overall Pubs Plan
Organizational Impact

• Health Outcomes and Publications Silos lead to a fragmented Publications Plan
  – Medical and Health Outcomes pubs plans not well-integrated
  – Health Outcomes evidence supporting clinical trial program not always incorporated efficiently

• Lack of strategic alignment impacted the organizational value of Health Outcomes research

• Synergistic opportunities for dissemination of key research were overlooked
Environmental Change

Benefits of Organizational Transformation

1. Consolidation of Scientific Publications

- Functional alignment
- Harmonization of pubs from ALL sources within the organization
Environmental Change

Benefits of Organizational Transformation

2. Revised publication processes

- New SOPs
- Broader, more formalized process for development and review
3. Publications team reaches out to cross-functional teams

- **Exposure**
  - Information
  - Communication
  - Collaboration

- **New ways of working are meant to HELP, not HINDER**
Fruits of Our Labor

• Collective discussion and solution development for common publishing issues

  • Appropriate authorship policies and practices
    – Ensuring ICMJE criteria followed

  • Ensuring highest quality submissions
    – Incorporating congress/journal requirements in early development

  • Harmonizing complementary efforts
    – Clinical and health economic information presented together, as appropriate

  • Compliance with Legal/Regulatory principles
And so we began working more closely, consistently...

...but there was still room for improvement...
Evolving with a Changing World

Value-Oriented Marketplace  Escalating Health Care Costs

Globalization
Drug Development Costs
Uninsured/Underinsured
Primary Care Shortage
Drug Safety Concerns
Aggressive Tx Guidelines
More Boomers (> 65 years)

Increased Generic Utilization

Need for greater access, quality, effectiveness
Focus on Value
Transforming, Again!

“Align internal resources and customer needs with real-world experience and feedback”
Partnerships, Listening, and Solutions

- Important to customer
- Important to both
- Important to neither
- Important to Company

Customer

Company

High

Low
Integration: No Longer an Option!

Listen, Generate-Communicate Evidence, Evaluate Relevance

- Market Research
- Expert Panel
- Direct Interaction
- Media
- Literature
- Advisory Quorum
From Silos to Collaboration...

Health Outcomes Team
- Outcome Research
- Health Economic Models
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Publications Team
- Primary publications for clinical trial program
  - Phase I-IV Clinical Trials
  - Drug-Drug interaction
  - Pharmacokinetic studies
- Disease-management publications
- Secondary/Review manuscripts
- Health Outcomes and Pharmacoeconomic manuscripts
...to Synergistic Opportunities

**Input**

**Publications Team**
- Pre-Clinical & Clinical Pubs Plan
- Literature Gap Analyses
- Identified Gaps for Key Customers

**Output**

**Health Outcomes Team**
- Customer-centric research
- Value Proposition for Variety of Customers

**Publications Team**
- Integrated Pubs Plan
- Timely dissemination of key pubs
- Synergies leading to improved Value Communication
Impact on Publication Plans

• **Strategic** dissemination of key publications

• Sequential and synergistic publications that develop a story flow
  – Disease-state publications
  – Clinical trial publications
  – Value-proposition publications

• Health Outcomes Publications that are complementary to the Pubs Plan rather than supplementary

• Overall value of all publications plan enhanced for internal and external customers
Organizational Impact of Integration

• Quality of Health Outcomes research and Publications Plan is enhanced

• Added Value of Publications and Health Outcomes efforts in overall organizational strategy (internally)

• Focused Medical communications (externally)
  – Targeting of journals enhanced
  – Audience segmentation for dissemination of messages refined
  – Improved efficiencies of publications
Summary & Recommendations

• We don’t always have the luxury of organizational change!
• Reaching out can be difficult, but integration in the long run provides tangible added value
  – To internal stakeholders and to customers
  – Improved quality, efficiency, and cohesiveness
• Begin with taking a baseline on processes and standards
  – Educate colleagues on the need for change
• Start a pilot with the most ‘flexible’ existing teammates
• Seek/justify management support of added value and risk aversion
  – Build the case, present, convince, bring solution plan
  – Have the team help build the case and develop solutions
Thank you.