

The contribution of industry to patients globally

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Agenda

- Precision Medicine to move healthcare forward
- Collaboration with Patient Organizations
- Q&A

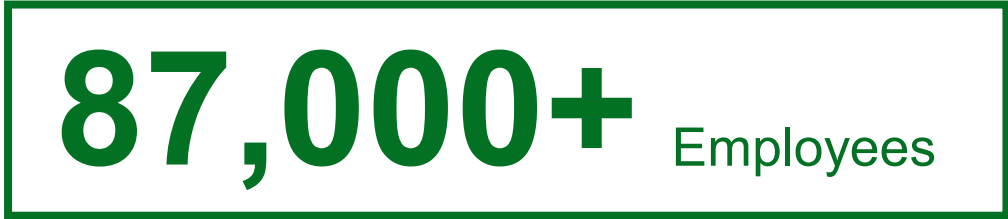


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Precision Medicine to move healthcare forward

About IQVIA

Global impact with experience and expertise where it counts



100+ billion

Healthcare records processed annually

Precision Medicine

Benefits in different healthcare areas

Prevent, diagnose and treat diseases by considering each person's unique genetics, history, and lifestyle



Prevention

Risk assessment, estimate the probability of getting a disease



Diagnostics

Identify the cause of the disease and provide a diagnosis

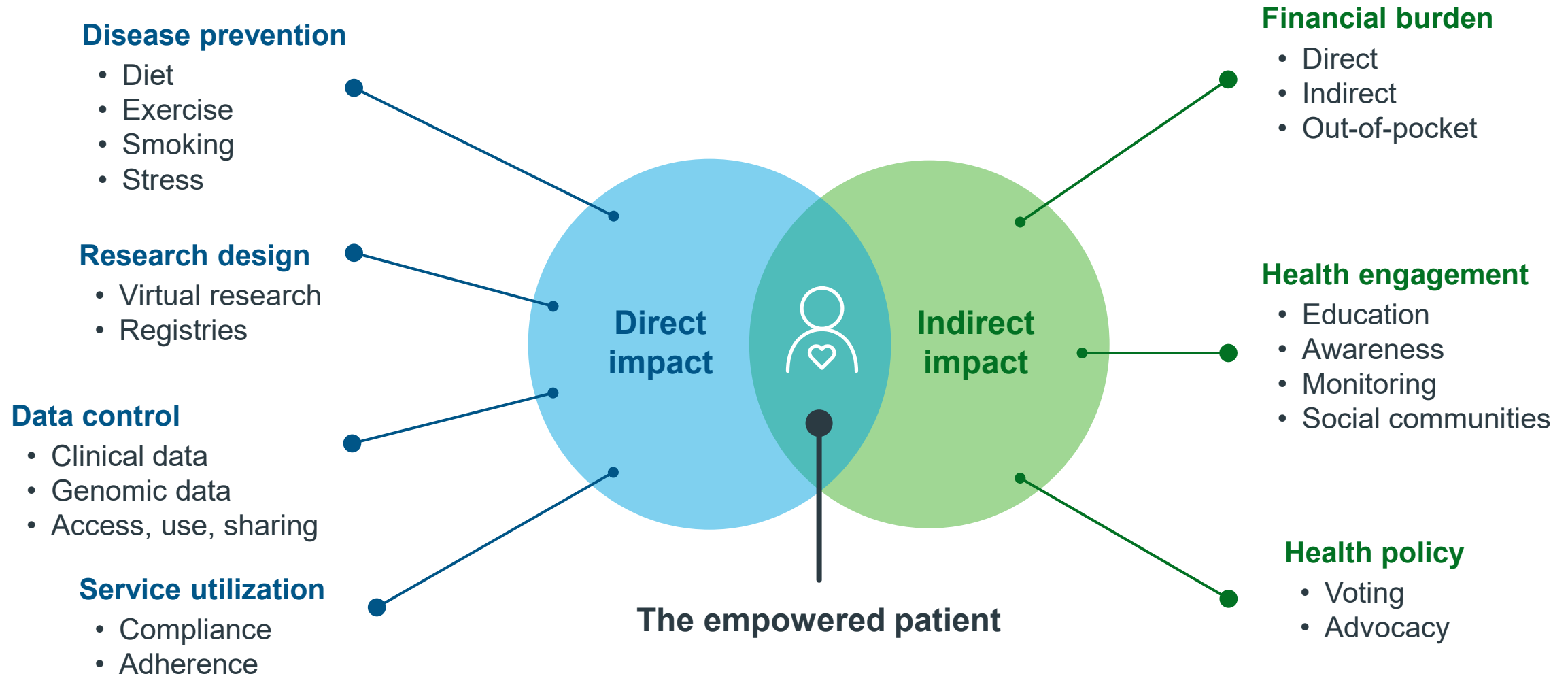


Treatment

Identify which drugs and/or dosages are suitable for different patients

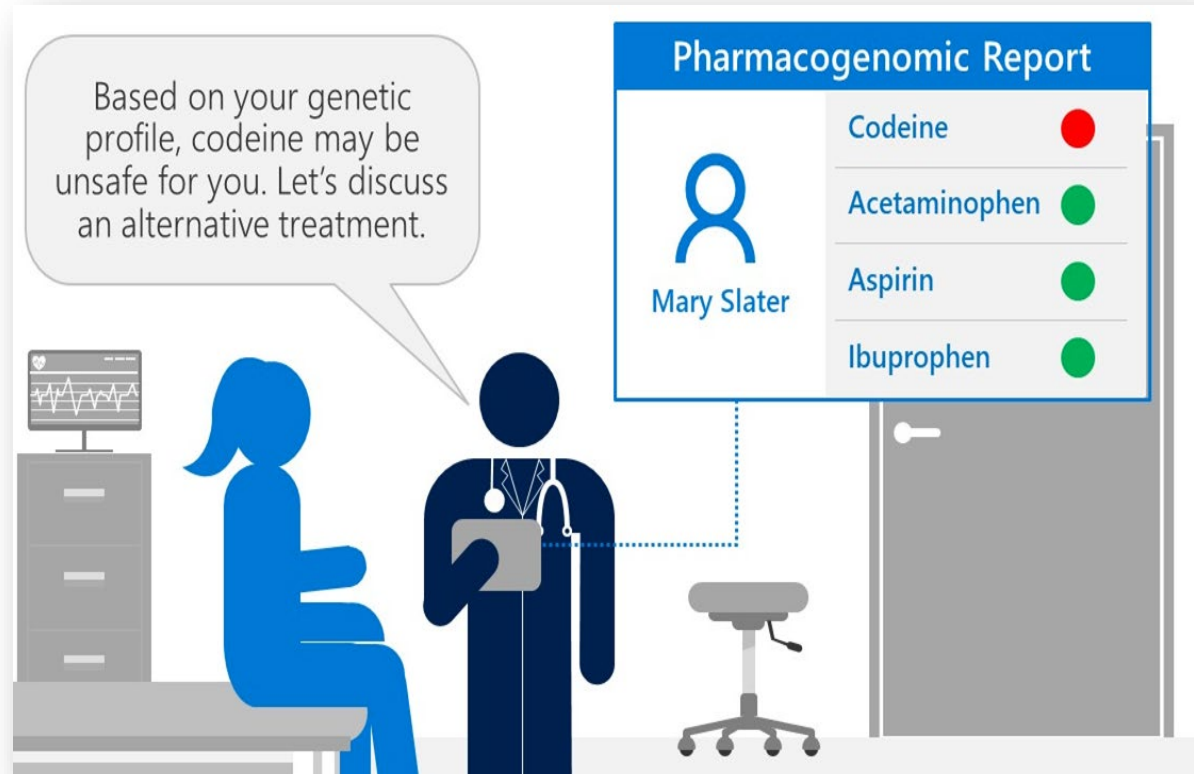
Considering the broader ecosystem around the patient

The right precision medicine strategy requires a wider aperture



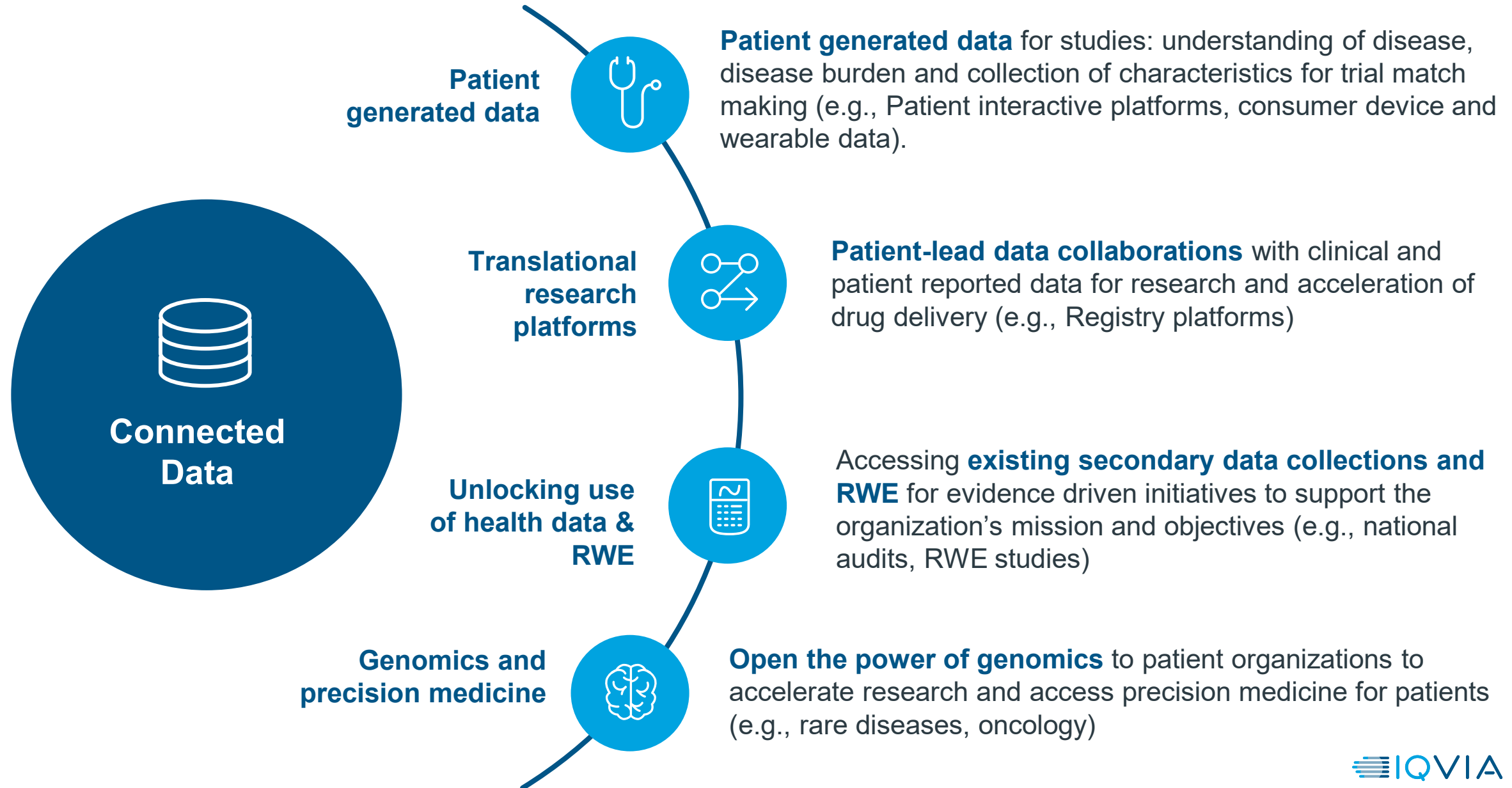
Why precision medicine matters?

Target the right treatments to the right patients at the right time



Precision medicine and technology will improve healthcare outcomes, quality, and safety, and result in cost savings.

The power of curated and connected patient data assets



Growing demand for Real World Data (RWD) and Real World Evidence (RWE)¹

COVID-19 Pandemic leading to increased RWE adoption

- The **pandemic** brought an **urgency** to produce safe and effective therapies and vaccines
- Growing need to understand the disease progression, **accelerate research** and development and **quickly assess** potential **therapies**
- Health care community even more receptive to **expanding the use of RWE beyond** traditional **safety-related** applications



Growing demand for RWD and RWE

- In recent submissions to the FDA and EMA, companies using RWE gained **more regulator and payer approvals** than those that did not²

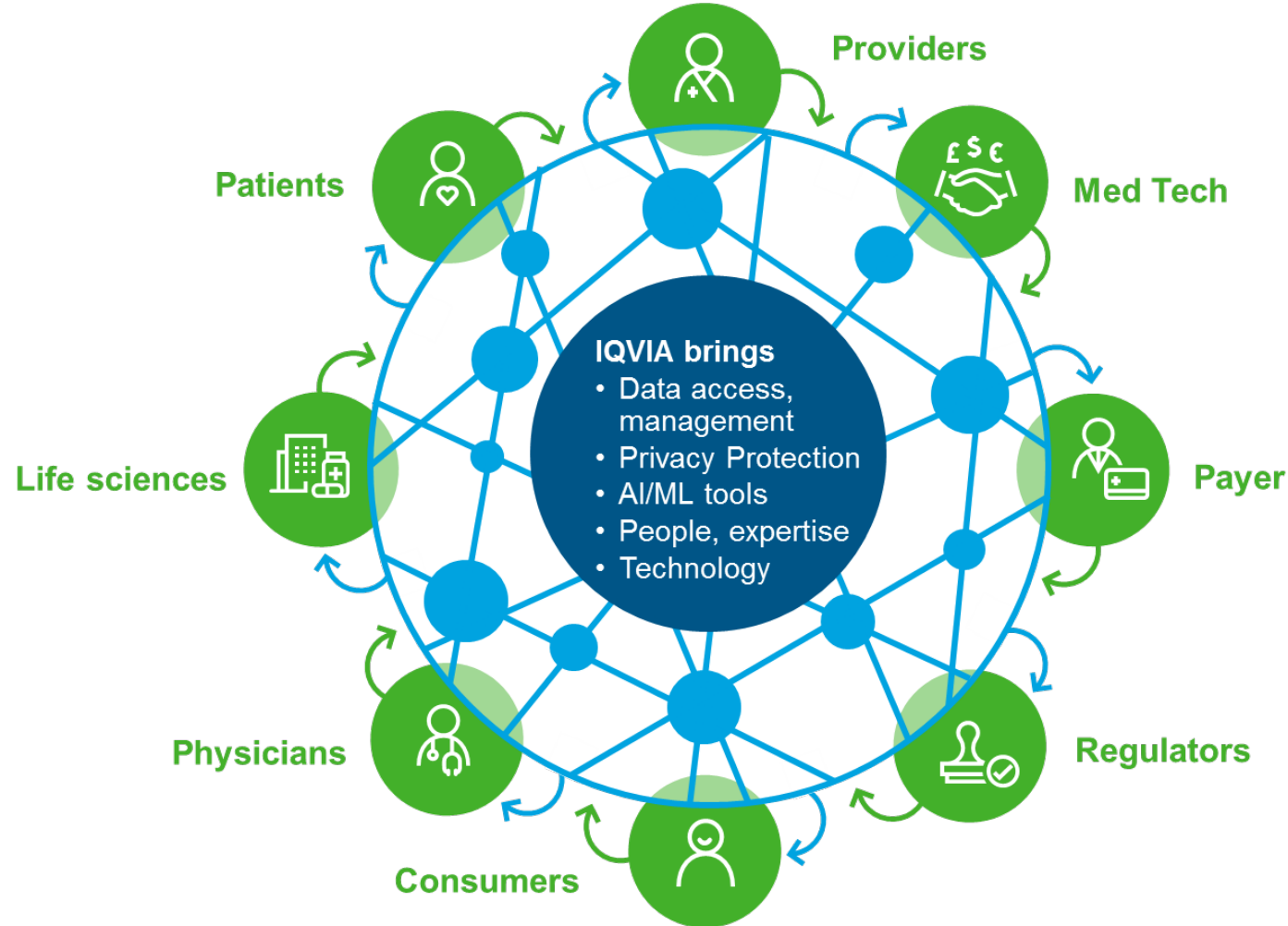
High quality RWE and RWD demand for Regulatory submissions

¹ Christopher Ball, Nicholas Hudson; Sourcing Real World Data, IQVIA White paper, 2020

² IQVIA analysis of 2018-2019 FDA and EMA submissions: 58% of submissions using RW data v. 43% using none

Patients are active participants of the connected ecosystem

Why is it important to involve patients?



- ✓ Patients achieve better outcomes
- ✓ Systems deliver care more efficiently and manage spend
- ✓ Breakthroughs get to patients faster
- ✓ Treatment costs reflect value and outcomes
- ✓ Stakeholders have an aligned understanding

We see exciting opportunities for collaboration

But we know the stakes are high



**Innovations in
clinical
development**

Clinical trials
modernized by
data science and
technology



**Acceleration of
data science**

Advanced
analytics and
machine learning
to unleash and
apply insights
from big data



**Ecosystem
imperatives**

Novel
collaborations
across
stakeholders



**A new business
model**

New models to
create flexible
cost structures,
drive operational
integrity



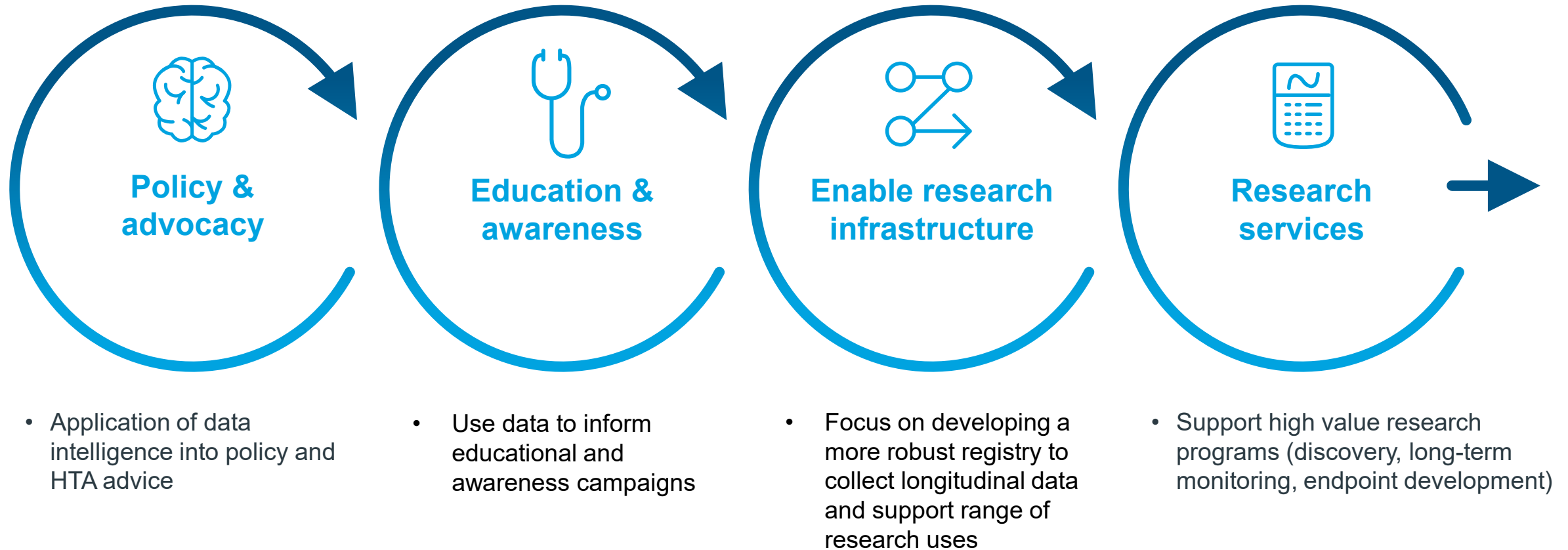
**Evidence-driven
innovation**

Realize the value
of and develop
new applications
for real world
evidence

Collaboration with Patient Organisations

Patient Organizations leveraging the use of healthcare data

Developing research offerings allows advocacy groups to address broader research needs and raise standard of care



IQVIA commitment to collaborate with Patient Organisations

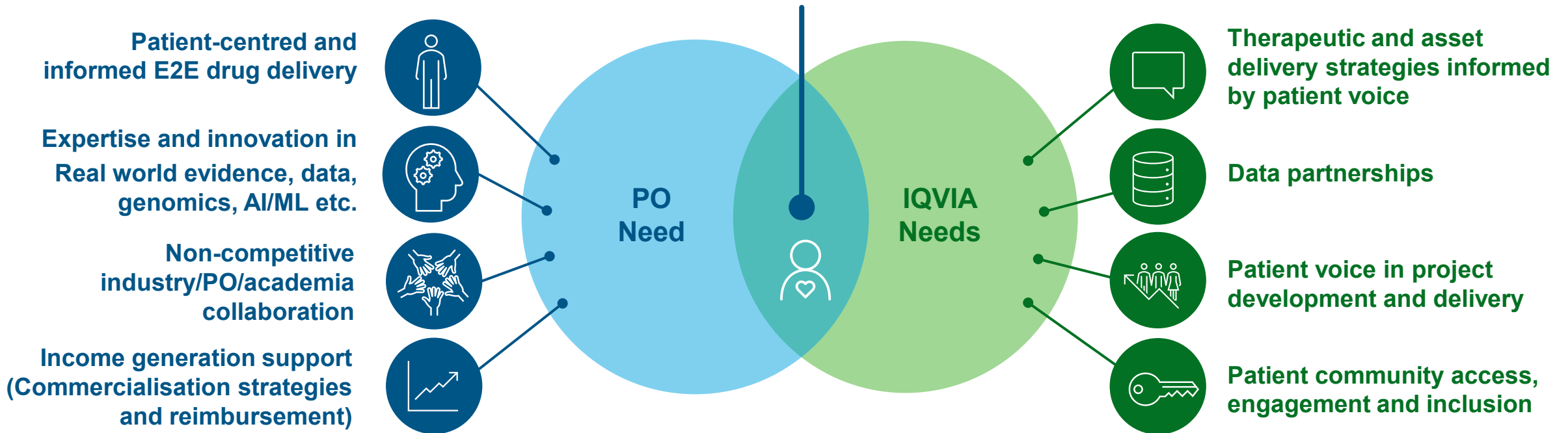
Priority TAs: Oncology, CNS, Rare diseases



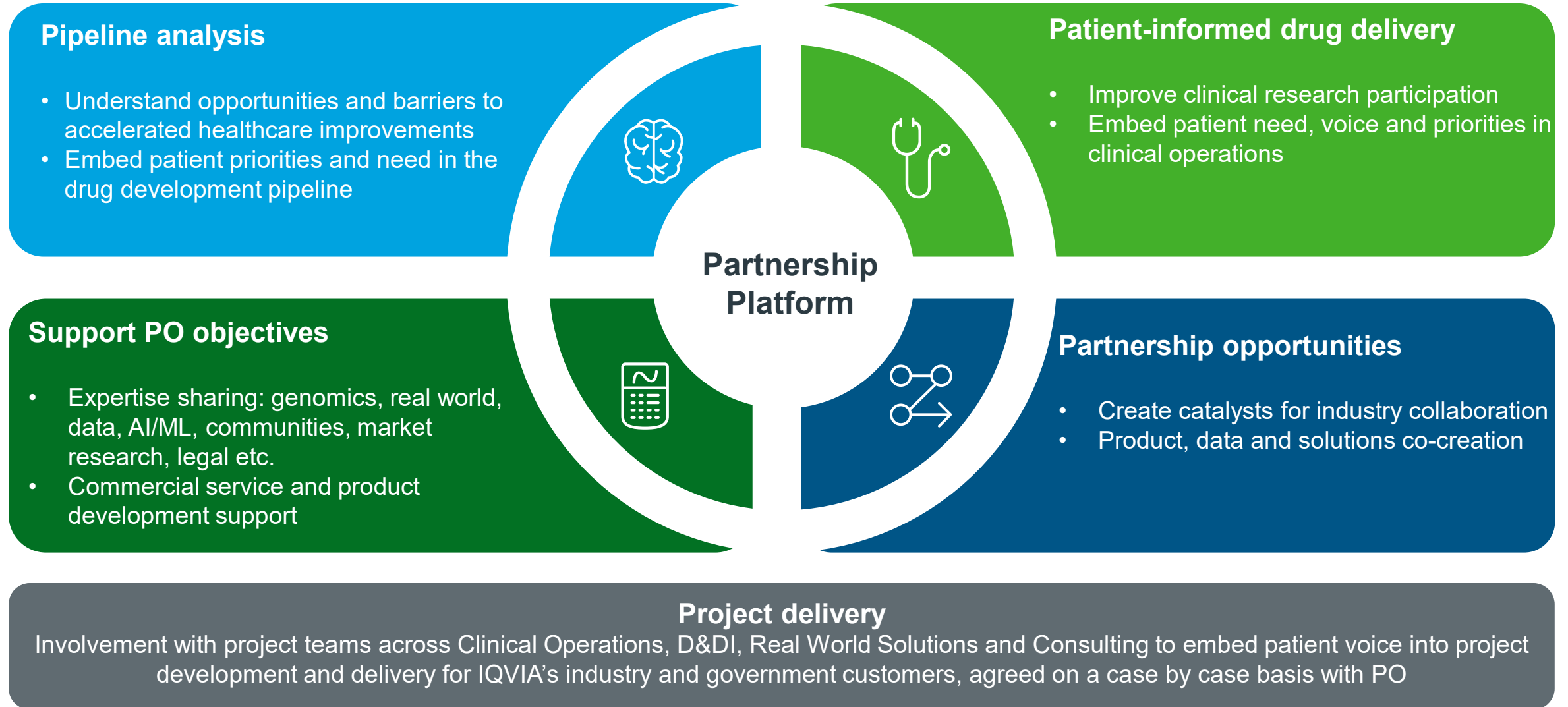
IQVIA and POs share points of convergence and mutual objectives

All activities proposed by IQVIA will focus on two primary objectives

1. Improved health outcomes through **accelerated medicines development**
2. Collaboration and partnership for **impact in patient communities**



A Partnership Platform strengthens co-operation to advance healthcare for patient communities



Ethical best practice for collaboration with patient organisations

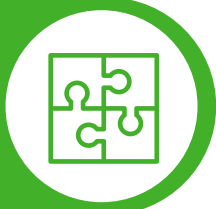
Adherence to the spirit and letter of ABPI and EFPIA guidance in all activities

Benefitting patients



- Each party should be clear about the reason for and the planned outcome of the collaboration, and how it **advances healthcare** for the benefit of patients

Integrity



- We build **trust** between IQVIA and our patient organisation partners, and act honestly and with integrity at all times

Respect



- Activity should be at the discretion of both parties and each party should maintain their **independence**

Transparency



- Each party should be **open and honest** about the purpose of the collaboration and be able to account publicly for the associated activities and any exchanges of funding

Case study: Supporting PAG to scope and build a translational research platform for prostate cancer

Goal:

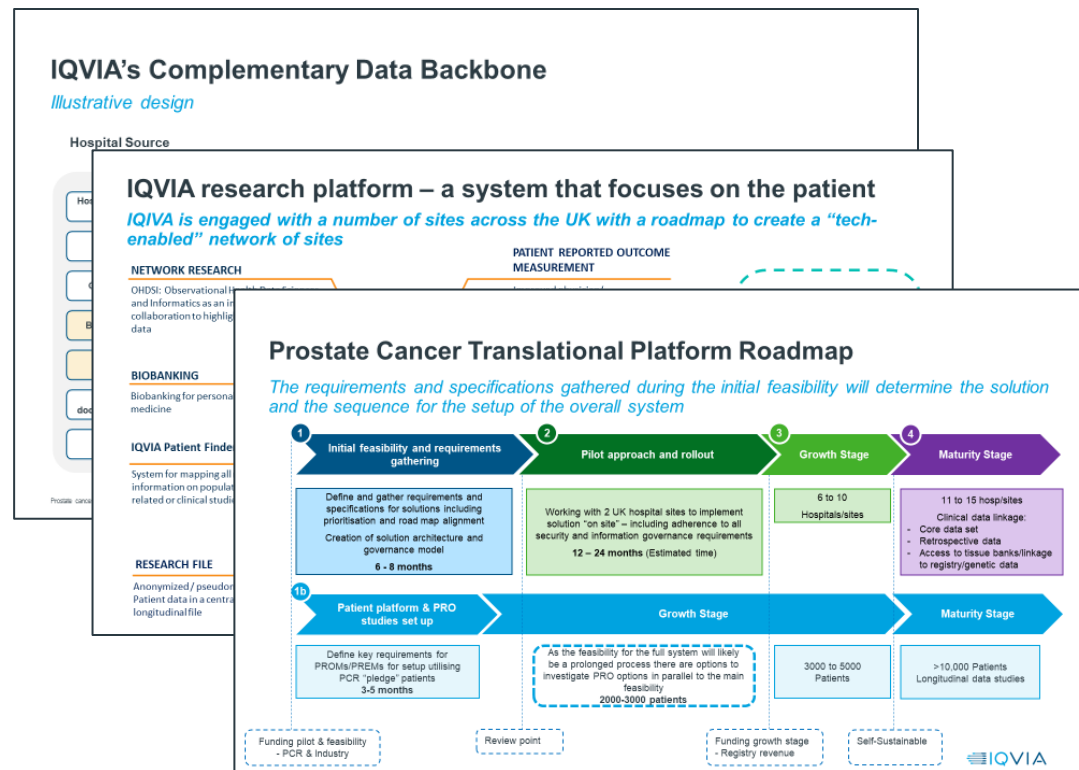
- Current data collections and tissue banks of PC aren't efficiently accessible. The aim is to build a sustainable and agile translational research platform to accelerate research and access to new treatments in the UK.

Approach:

- Collaboration between IQVIA and PAG where IQVIA give pro-bono consulting hours to assess market opportunity, advise in recommendations for data collections and propose a feasible solution.
- Workshops with external stakeholder to understand current data gaps, research needs and data usage.
- Market assessment interviews to understand unmet industry needs & preferred engagement approaches.
- Advise on the content of final recommendations document including real world data, patient reported data, tissue banks and genomics and approach to NHS stakeholders for collaboration.

Outcomes:

- We provided a 3-year roadmap to build a sustainable translational platform in parallel with offerings & optional services that could drive revenue.
- To achieve their desired, we provided fund raising scheme options supporting sponsors meetings and a commercialisation model.



Case study: Support strategic planning and implementation for the Multiple Myeloma Research Foundation

IQVIA is partnering with MMRF to build a 3 year strategic plan that articulates an innovative path to achieving the vision

MMRF 3-YEAR STRATEGIC ROADMAP



2018: Establish plan and funding model

- Strategy and business case endorsed by KOLs and MMRF board
- Funding committed by investors
- Governance model established with clearly articulated success metrics
- Key activities designed (patient databank with blockchain, partner for care pathways working group, development of clinical trials plan)

2019: Launch demonstration projects

- Venture fund operational
- Databank demonstration project (pilot)
- Care pathways working group shares draft guidance

2020: Build to scale

- Plan to scale for databank rolled out
- New trials start for MM subtypes
- Comprehensive document on care pathways published

Strategic roadmap



Thank you

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