

LIR, THE LEADING THINK TANK ON THE FUTURE OF HEALTHCARE

The LIR-IMAGINONS LA SANTE think tank is committed to building a 5-year forward vision of healthcare based on knowledge that can reliably be forecast today.

Explaining how tomorrow's therapeutic revolutions (progress in individual therapies and e-health solutions) will come about, what will be the consequences for the healthcare system, and which developments can we prepare for now? How can we establish France as a leader in the use of health data for the benefit of everyone?

"The arrival into the market of disruptive drugs has been a source of concern for public authorities for several years now and has led to the proliferation of so-called 'Horizon Scanning' processes to identify products in development or production, and those for which the pharmaceutical industry is requesting marketing authorisation. However, these processes have their limits, because in today's world, innovation in healthcare is being driven not only by pharmaceutical companies and the traditional healthcare ecosystem stakeholders. With leadership from the imaginons la santé think tank, work has just begun on using publications and expertise to identify those disruptive innovations likely to emerge in the medium term and to measure their impacts in terms of 'value'. The aim of this approach is to explore beyond solely the economic value of innovations by broadening the scope of the study to include potential impacts on other aspects, such as care practices, organisations, legislation, the ethical and environmental aspects, and above all, the ability to respond effectively to the public concerns of patients and non-patients", explains the LIR Chairman.

The 2019-2020 programme is built around three flagship initiatives:

A) New studies to document:

- ⇒ How medical practices are changing
- ⇒ The impact of innovations on the way healthcare is structured in France and the resulting benefits for patients
- ⇒ France's ability to compete in health innovation

B) The creation of an innovative interaction and debating platform to share knowledge on the future of medicine and tomorrow's healthcare model. This new platform will be introduced during the third quarter of 2019, at which time stakeholders in private-sector innovation and public-sector decision-makers will be invited to contribute.

Rapid access to innovations in healthcare is a major challenge in eradicating a disease, delaying its onset or simply enabling the patient to live a better life with the conditions they have. All these challenges require processes to be simplified in ways that allow everyone to benefit from medical excellence at the right time and in the right place. To address them, there is still a lot of educational work to be done, and the introduction of fact-based, properly documented forecasting to assess the value of innovation in healthcare", says Christiane Wijssen.

"Innovation is a major lever in transforming the healthcare system, whether therapeutic or digital, and generates breakthrough points in patient care pathways. Thus, in view of

these impacts, points of convergence between manufacturers and new digital players need to be highlighted to accelerate the sector's transformation", adds Cyril Schiever.

- C) An active contribution to organising the second international Health Data Summit (HDS) on 6 June.

Two hundred French and international experts from the public and private sectors will meet for the second time in Paris to address the issues around the collection, exploitation and role of health data in the context of improving our healthcare system.

"The ability to exploit real-life data provides us with a source of solutions for delivering better healthcare solutions for the people. Data also provide additional tools for the development of personalised medicine. They are also an effective lever for health safety and care pathway effectiveness", says Emmanuelle Quilès.

In carrying out its work effectively and successfully, the members of the association are supported by a committee, recently elected to serve for two years. Jean-François Brochard (Roche) has been reappointed as Chairman.

Cyril Schiever (MSD France), Emmanuelle Quilès (Janssen), Christiane Wijzen (Boehringer Ingelheim) and Agnès Renard together form the new committee team, and will remain in office until the end of December 2020. See below for their profiles.

The mission of this expanded team is to lead and coordinate the working groups, ensure studies are conducted effectively, and bring together all those committed to building the future by investing in the new fields now being opened by innovation in healthcare. The LIR committee will invite private stakeholders to join the international alliance on health data and contribute to the creation of the new interaction and debating platform. (Name yet to be decided).

At the most recent General Meeting of the LIR, its members restated their determination to establish the think tank as an organisation with a bold vision of the future of healthcare and the role of innovation in creating that future.

"Given the changes now underway in the healthcare sector and society as a whole, the think tank must continue its work of conducting the analyses and bringing forward the recommendations required to envision the healthcare system of tomorrow alongside public authorities and all other stakeholders" adds LIR Chairman J.F Brochard. "I am convinced that this work will be based on the three cornerstones of scientific innovation, technological innovation and social innovation. It is only in this way that we can give every patient the assurance, they will receive the best-possible healthcare journey."

Reminders about the association:

The founder members:

The founder members are chief executives of pharmaceutical company subsidiaries based in France and the management board members affiliated with international research groups: AbbVie, Astellas, Astrazeneca, Bayer Healthcare, Boehringer Ingelheim, GlaxoSmithKline, Janssen, MSD, Novartis, Roche and Takeda.

In France, these research companies together account for:

- more than €700 million invested in French R&D
- more than 60% of clinical trials conducted in France
- nearly 80% of the drugs referred to as 'highly innovative' (ASMR 1 to 3) and which meet critical health needs: cardiovascular and metabolic diseases, cancers, diseases of the central nervous system and infectious diseases.

The twin areas of added value contributed to the public debate by Imaginons la santé are to be simultaneously a think tank and a platform for collective intelligence.

The ambition of those who pool their resources within the association is to bring together complementary and sometimes opposing perspectives as the basis for bringing forward realistic solutions to the challenges that concern all health system stakeholders, including doctors, researchers, scientists, patient communities, pharmaceutical research companies, politicians and health advisers.

The 3 core values of the think tank are: anticipation, openness and creativity.

Its standpoint: To input factual, referenced data into the discussion and consultation process.

The basis of its reputation: the quality of these international comparative studies.

Every two years, studies and working documents are produced in conjunction with academic institutions and/or business schools, and then shared and discussed with stakeholders in the healthcare chain, public-sector decision-makers, official bodies, health professionals, patient organisations, the media and others.

Study results, articles and interviews can be regularly consulted at: www.lir.asso.fr

You can also follow LIR on Twitter: https://twitter.com/LIR_Sante

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PROFILES



Jean-François Brochard, Chairman of Roche SAS

Jean-François Brochard has more than 25 years' international experience in the pharmaceutical industry.

He holds a postgraduate degree (DESS) in economic modelling and statistical techniques, and a master's degree in economics from the Panthéon Assas University (Paris II), and began his career in Mexico. He later moved to the USA to apply his skills to marketing and business development.

In 1996, he headed up the Philippines subsidiary of Fournier before joining SmithKline Beecham in 1998. At SmithKline - and later GSK - he was Regional Director and then Sales Director for the company's CNS (Central Nervous System) range in France. He then joined its Italian subsidiary, where he headed up the Critical Care Business Unit and the HIV Division, before assuming overall responsibility for sales and marketing.

In 2012, he took over as head of the Belgian-based GSK Vaccines Division global sales team, and was appointed CEO of GSK Belgium and Luxembourg a few months later. In 2015, he became Chairman of GSK France.

Jean-François has been Chairman of Roche SA, the French pharmaceutical subsidiary of Roche, since 1 May 2018.

In addition to his responsibilities at Roche, he has also been Chairman of LIR (the Association of International Research Laboratories) since January 2017, Director of LEEM (the French Pharmaceutical Companies Association) and Chairman of its CAPE (France/Europe Public Affairs Committee).



Cyril Schiever, Chairman of MSD France and MSD Vaccines

Cyril Schiever (48) has been Chairman of MSD France (a subsidiary of Merck & Co, Inc., Kenilworth, New Jersey, USA) since January 2013, and is also chairman of MSD Vaccines, the new group entity created following the dismantling of the Sanofi-Pasteur MSD joint venture. Cyril Schiever also has overall responsibility for all group businesses in France: 6 human and animal health research and production facilities, employing more than 2,200 people.

Since his arrival as head of MSD France, Cyril Schiever has been committed to introducing a new business model to transform MSD France into a pharmaceuticals company that offers not only innovative drugs, but also solutions that optimise the entire patient healthcare journey. In this context, he has set the development and enhancement of public/private research partnerships as one of his priorities. For this purpose, he chairs the management board of the MSDAVENIR fund launched in France in March 2015 to support research in the life sciences.

Before joining MSD France, Cyril Schiever headed up a number of MSD subsidiary companies in Europe (Greece, Czech Republic and Slovakia) and worldwide (Canada, the Gulf States and East Africa).

Cyril Schiever is a Business & Marketing graduates of Paris-Dauphine University. He is also a Board member of Leem.



Emmanuelle Quilès, CEO at Janssen France

Having graduated as a biotechnology engineer from the École Supérieure de Biotechnologie in Strasbourg, Emmanuelle began her career as a clinical research associate, first at Rhône-Poulenc, followed by Pierre Fabre and the Genetics Institute until its acquisition by Wyeth. Emmanuelle then held a series of marketing positions for Haemophilia therapies; a segment previously not covered by her new employer.

Following a successful period in this area of therapy, she developed her career into increasingly senior roles in a broader range of fields (anti-infectives, oncology and neurology) until her appointment as head of Wyeth's largest franchise, the Rheumatology and Dermatology Business Unit.

In November 2007, Emmanuelle was appointed as CEO of Wyeth France and, following its acquisition by Pfizer, as CEO of Pfizer France, the world-leading pharmaceutical company.

In December 2012, she left Pfizer to set up Harmonium, a European startup specialising in diabetes.

She has been Vice-Chair of LEEM and CEO of Agipharm, and was appointed CEO of Janssen France on 5 January 2015. She is also CEO of the Janssen Horizon Endowment Fund, a Board member of LEEM, and a member of the Agipharm Committee of American laboratories.

She is a member of the Industrial Innovation Science Committee of the Génomip public interest grouping. Emmanuelle Quilès holds the Légion d'Honneur, France's highest award for merit.



Christiane Wijsen, Head of Human Pharma at Boehringer Ingelheim France

Christiane Wijsen has more than 25 years' experience in the pharmaceutical industry.

As a Pharmaceutical Sciences masters graduate of the UC Louvain in Belgium, she began her career as a consultant on regulatory affairs. In 1998, she joined Boehringer Ingelheim Belgium, where she held various marketing positions in a range of therapies, including cardiology, virology and pulmonology, before her appointment as Head of the Marketing Department. In 2010, Christiane Wijsen joined Astra Zeneca Belgium where she was successively the company's Sales & Marketing Director and Public Affairs & Market Access Director.

Her experience in these roles led on to her heading up the Belgian subsidiary of Boehringer Ingelheim in 2015 and becoming a Board member of Belgium's Pharmaceutical Industry Federation (pharma.be). In September 2017, Christiane Wijsen was appointed as Head of Human Pharmas at Boehringer Ingelheim France. She is also a Board member of Leem.



Agnès Renard - CEO of the think tank

Agnès Renard has provided leadership for the activities of the association and the work of the healthcare innovation think tank since 2008.

In 2009, she set up the annual Rencontres Internationales de Recherche (RIR) conference, which brings together academic researchers and senior-level healthcare company R&D decision-makers. Hosted jointly by ARIIS (the Alliance for Research and Innovation in the Healthcare Industries) and Aviesan (the Alliance for Life Sciences and Health), RIR events are designed to promote the benefits of French academic research internationally. In 2012, it introduced an innovative process of consultation with patient organisations in order to provide patients with more reliable health information in formats tailored to today's needs and expectations. This initiative led to the preparation of a charter setting out definitions for the

delivery of high-quality patient information based on two principle commitments: putting patients at the centre of their own care, enabling them to act as informed stakeholders with the freedom to make their own health choices, and promoting the proper use of increasingly complex and personalised treatments and drugs.

In 2015, she chaired the Sciences Santé Société - S3Odeon public forum on health issues. This unique public information mission held at the Théâtre de l'Odéon in Paris addresses the democratic challenge of providing universal access to high-quality, scientifically validated health-related information. In 2017, she set up the Health Care Data Summit - HDS - alliance for LIR as an international public/private seminar on the issues of health data.

Previously, Agnès Renard had 17 years of responsibility for public media relations, crisis management, patient organisation relations and CSR issues with a number of major manufacturing companies. She also holds the Légion d'Honneur, France's highest award for merit.