



# If I am a patient in Greece...

## *Commitments from the Innovative Pharma Industry*

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# If I am a patient...

"You don't chose to become a patient and, after all I am not always a patient."

"We are all patients at one time or another, aren't we?"

"The secret lies in being more empathetic and compassionate, budgeting your energy, being more patient and less judgmental, and, most of all, being thankful every day for the here and now."



**Melinda, *Tree of Life***

Melinda's artwork reflects her journey living with HIV.

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# A race against time

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We go beyond the medicine: ensuring that people have the information, education, and support they need not only to get medicines but also to use them correctly for the best possible results.

We want to treat, cure and prevent these diseases, which will ultimately lead to better quality of life and better health overall.



We look at these medical challenges in a broader context.

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# The World is our Lab: Better solutions through Collaboration

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**Donna Williams, *Cheerful***

An autistic artist, author and renowned autism advocate, Donna passed away from cancer in 2017.

Together, we can work more efficiently. We can solve problems and find transformative, innovative solutions that address some of the most important unmet medical needs of our time. We don't just "talk" collaborations. We live it.

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# From people to people

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We are like you: individuals with personal passions and commitments. Like you, we have parents to look after, children to care for, and friends and family to support. And, for people like them and everyone, we want to bring meaningful solutions to this world.



Source: Janssen Pharmaceutical Company of Johnson & Johnson

# Focusing on access & health outcomes



We want to be with them in every step of the way on their treatment journey.

Turning the best science into a transformational medicine is just the first step. We want to ensure that people have access to our medicines and to effective health solutions.



To that end, we work continuously to identify and minimize the risks and maximize the benefits of each of our medicines.

We believe it is our responsibility to inform and educate caregivers and the patients taking our medicines.

*For us, it's not because it's the nice thing to do, but because it's the right thing to do.*

# Our History inspires our future

Where there is a chance for a breakthrough, we'll go there. Where there is the potential to leap forward, we'll be there. Where there is a challenge, we'll rise to it. It all comes back to our commitment to collaboration in research and education, and all the way to patient access.

We won't stop until the efforts of science turn into medical solutions for the people who need them.



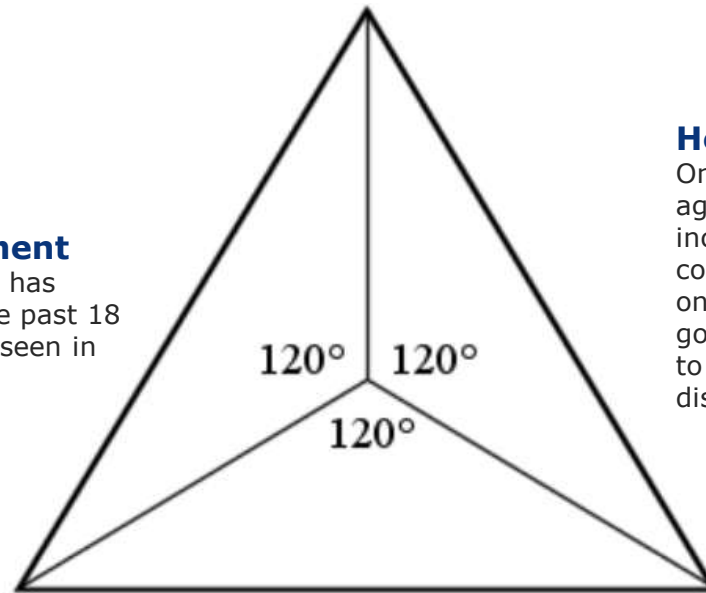
**Dorethey Gorham, *Day of the Armada***

Dorethey is a joyful, self-taught artist living with arthritis, general anxiety syndrome, and diabetes.

# Delivering value: The value-based paradigm from Pharma Innovation

## Research & Development

The pharmaceutical industry has observed more change in the past 18 months than we've perhaps seen in the previous 10-15 years.



## Health Policy

On a globe scale, the combination of aging populations and the sustained increase in patients with long-term conditions is placing huge pressure on healthcare resources and forcing governments to introduce measures to curb the far-reaching cost of disease.

**Patients** should understand their conditions, the reasons for their treatment, and the importance of staying adherent to their medications. Lack of adherence is a known barrier to clinical outcomes and can drive unnecessary costs.

Source: Janssen Pharmaceutical Company of Johnson & Johnson



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**But how can the shared benefits of value-based purchasing –for all stakeholders, from the providers through the patients – be realised?**

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After decades of physicians, insurers and providers dominating the dialogue, perhaps it's now the consumer who holds the key to change?



# Working together

In the past, industry, academia, healthcare professionals, regulators, and patient organizations have largely worked in silos.

In practice, many decisions about patients' care, medical research, health information and service design were taken without meaningful patient involvement.

This led to inefficiencies and low value in process and outcomes. But this is starting to change.

This requires us to recognize the vital role that patient organizations and patient communities play in sharing knowledge as equal and valued partners.



Source: EFPIA, Working together with patient groups, 2017

# Why do patient organizations and industry need to interact?



People have the right and duty to participate individually and collectively in the planning and implementation of their health care.

“Engaging patients collectively in health policy decision making is the right way forward to ensure that those policies and practices actually reflect real life needs and preferences.”



# Engagement between Patient Organizations and the Research-based pharmaceutical industry

## Engagement Principles



### Clarity of Purpose

Collaboration between pharmaceutical companies and Patient Organizations fulfill a legitimate need for interactions identified in advance. Pharmaceutical companies and Patient Organizations should be clear about the purpose of the engagement and the desired outcomes.



### Transparency

Transparency of the aims and objectives of any collaboration builds trust and allows for independent external scrutiny. All financial relationships should be transparent and any compensation to Patient Organizations' representative should be proportional and commensurate with experience, expertise and the time invested.



### Independence

It is the independence of Patient Organizations, in all aspects of their decision-making, development of policies and external communications that helps to ensure credibility and patient confidence. Funding from a wide range of sources is preferable and this can include provision of statutory funding by the EU and member state bodies.



### Respect

In any collaboration, stakeholders bring their own perspectives, skills and experience. Collaboration should be based on mutual respect, prioritizing long-term commitment over short-term needs and valuing each other's contribution.



### Non-Interference

This document does not address, nor would suggest any interference in the critically important doctor-patient or healthcare professional (HCP) - patient relationship.

Source: EFPIA, Working together with patient groups, 2017

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# Hope is not a strategy

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If we are not willing to have the tough conversations that have social implications, then we're all wasting our time.

Hope is not a strategy.

Source: McKinsey, "Hope is not a strategy", 2018

**Thank you for your attention**