Pharma trifft Medizintechnik – Neue Wege der Kooperation mit Zukunftspotenzial

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Tempora mutantur...et nos in illis

Arzneimittel

Medizinprodukte

Diagnostika

Big Data
Definitionen

**Drug**

A product ...

.... intended for use in the diagnosis, cure, mitigation, treatment, or prevention of disease

**Device**

An instrument, apparatus, implement, machine, contrivance, implant, in vitro reagent, or similar article

.... intended for use in the diagnosis, cure, mitigation, treatment, or prevention of disease

.... which does not achieve its intended purposes through chemical action in man and which is not dependent upon being metabolized to achieve its primary purposes
Konvergenzbeispiele (1)

**Drug / Device**

- Drug-eluting stents that open and prevent re-stenosis in coronary and peripheral arteries
- Bone grafting scaffold/sponge coated with a growth protein that promotes bone regeneration
- Implantable, programmable pump that delivers a drug/biologic in small, timely doses
- Implantable polymer wafer that releases a chemotherapy agent to a specific site
- Transdermal patch that transports drugs locally and systemically through the skin
- Pre-filled, metered dose syringe, injector or inhaler
Drug / Diagnostic

- Screening test for the presence of a specific gene or protein coupled with targeted drug therapy
- Passive tracers as contrast agents for PET-scanner
Drug / Device / Diagnostic

- Artificial pancreas

... works already well during the night

... but has some optimisation potential:

- Implanted sensors and pumps
- Two hormones (Glc/Ins)
- More rapid response times
- Etc.
Integrierte Behandlungsansätze für Patienten
Das aktuelle Sanofi Diabetes Beispiel

Disease management

Patient education

Nutrition

Oral therapies
(Amaryl®, Amaryl M®)

Insulin &
other injectables
(Toujeo®, Lantus®, Apidra®,
Lyxumia®, LixiLan)

Blood Glucose Monitoring
(BGStar®, iBGStar™)
New implantable sensors

Reusable (ClikSTAR®)

Pens

Disposable (SoloSTAR®)

Pumps (external and internal)

Regenerative medicines

Therapeutic solutions

Diagnostic devices

Services
Pre-Diabetes and Diabetes are the “entry” into multiple diseases.
"Gretchenfrage":
Can an integrated approach for patients be managed by one company alone ("alles aus einer Hand")?
Kooperationsansätze (2): Wer braucht Partner?

➢ Strong Emphasis on Diagnostics and Integrated Care

➢ Traditional Pharma Model

Partnering strongly required

Roche

Johnson & Johnson

Novartis

Pfizer

Merck

Sanofi

GlaxosmithKline

AstraZeneca

Gilead

Takeda

Sanofi
As integrated care is getting more important new partnering options arise and there are numerous great companies out there.

...and many more.....
Four basic aspects for future co-operations:

- Each partner has to stick on its expertise and has to be accepted by the other(s)
- New „spirit“ in co-operations
- More intelligent incentives for all partners than only money
- Awareness of new players in the field
Kooperationsansätze (5) – Wer sind die neuen Player?
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