

BIG PHARMA VIEW ON CLINICAL TRIALS IN THE NORDIC REGION & VISION ON FUTURE DRUG DEVELOPMENT

THE 6TH CONFERENCE ON CLINICAL TRIALS IN THE NORDIC COUNTRIES IN HELSINKI, FINLAND
25-26 OCTOBER 2017



MSD

INVENTING FOR LIFE

Charlotte Aagaard

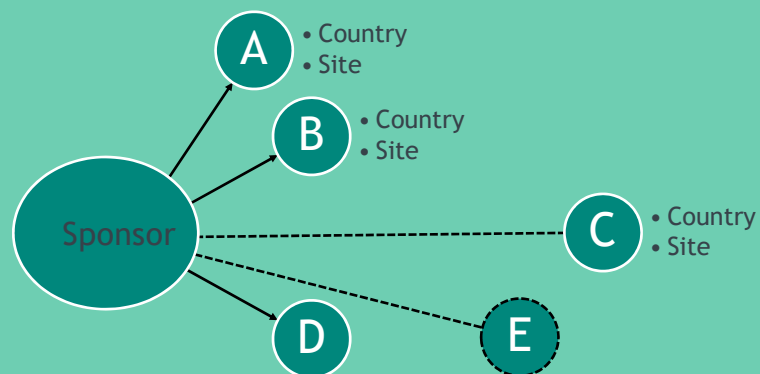
Executive Director Clinical
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Operations Center Europe MEA

SPEAKER DISCLAIMER

The views expressed in presentations made at 6th Conference on clinical trials in the Nordic countries meetings are those of the speaker and not, necessarily, of MSD.

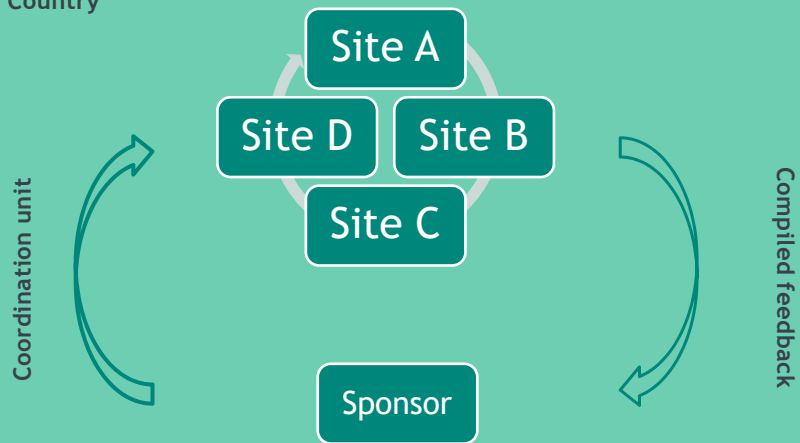
I have a dream...

Feasibility as is...



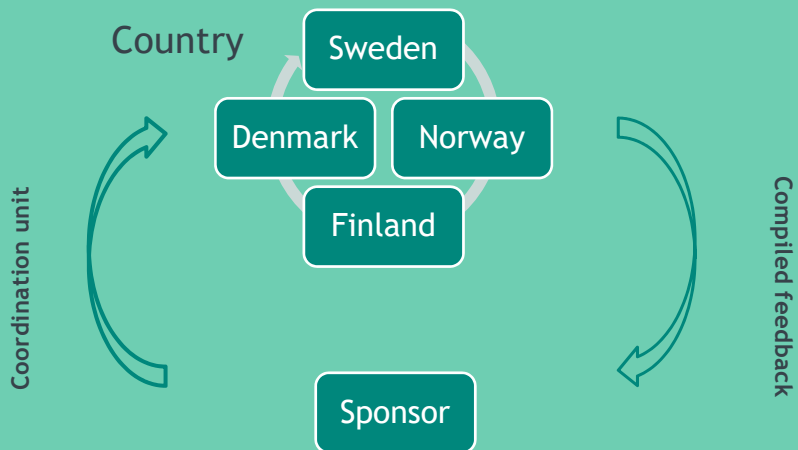
Feasibility Future...?

Country



I have a dream...

I have a dream...



I have a Dream...

What does it take?

- Facilitate collaboration
 - Within Countries & Nordic Region
- University Hospitals, Politicians and Pharma partnering
 - NEXT National Partnership
 - Clinical Studies Sweden



What will it take to attract Clinical Research to the Nordic?

Where do we place Clinical Research?

- Prevalence & Incidence
- All stakeholders such as Regulatory Authorities, Clinical Sites & Pharma Industry need to combine efforts to be fast, efficient & reliable
- Efficiency - Most patients per site

We have only ONE dis-advantaged
Population SIZE....

We must all
strengthen
our ability to
combine efforts



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Nordic Population



Populations (Jan. 2017)

Sweden:	9.9
Denmark:	5.7
Finland:	5.5
Norway:	5.3
Iceland:	0.3
Total:	26.7

Similar
treatment
cultures

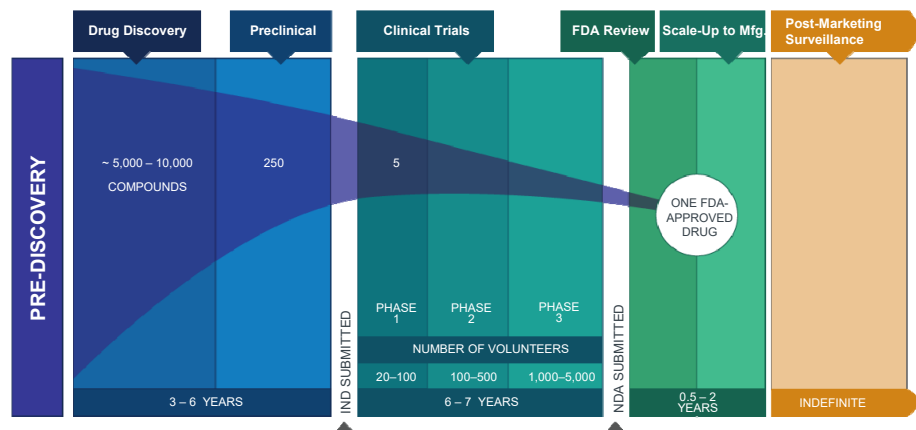


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The odds are against Success

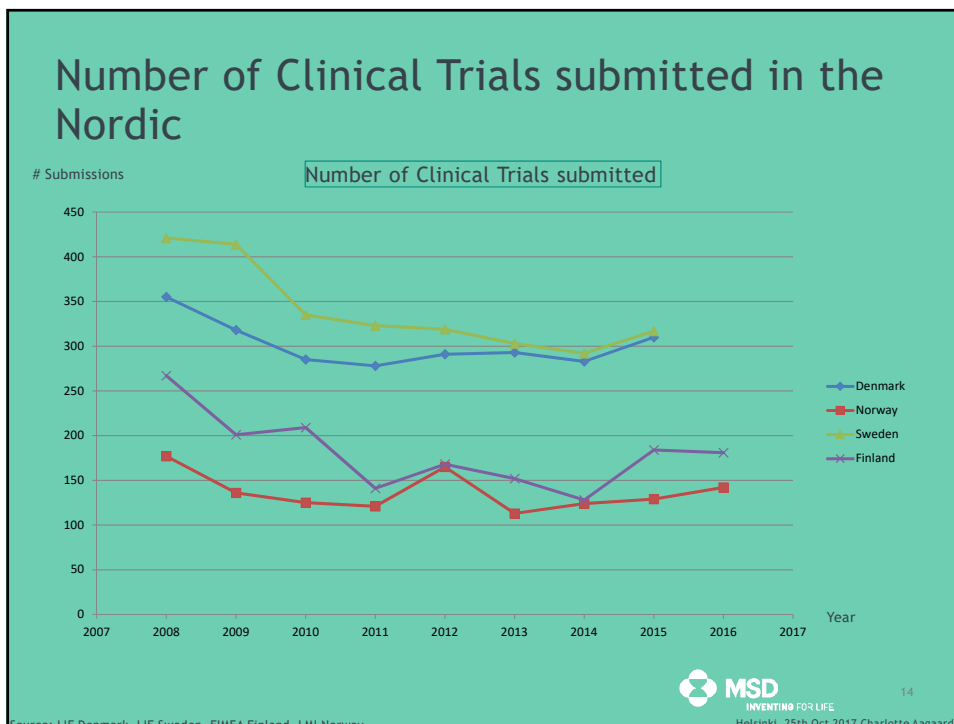
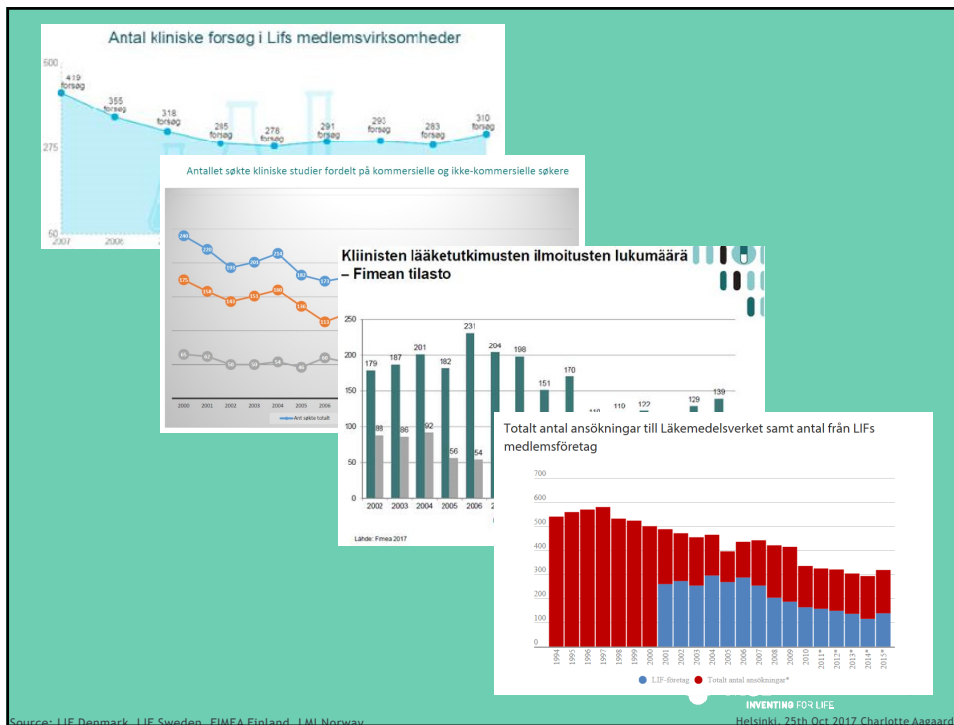


Sources: Drug Discovery and Development: Understanding the R&D Process, www.innovation.org; CBO, Research and Development in the Pharmaceutical Industry, 2006.

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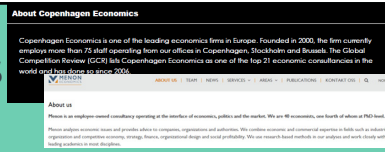
Why place Clinical Trials in the Nordics? Unique Selling Points...

- Universal healthcare systems with very good quality at all levels providing services for all patients
- Homogenous, stable and well educated population
- Excellent National Registries
 - Excellent for obtaining Real World Data
- All individuals identified by a digit ID number
 - Very few patients lost to follow-up
- Well perceived business environment
- High patient adherence in trials
- English speaking professionals



The Value of Clinical Trials In summary...

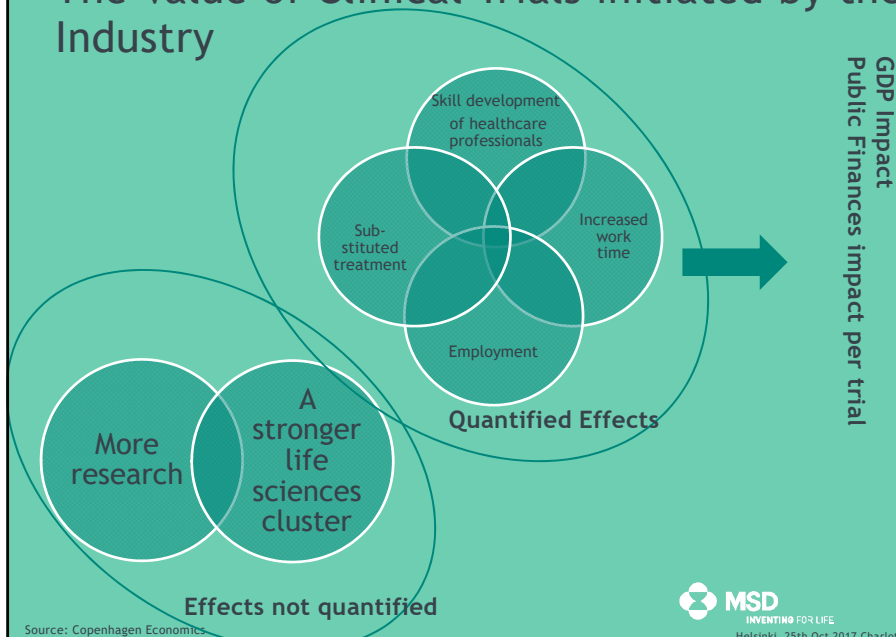
- **A healthier Nordic**
 - Patients better access to new medicine, treatment & technology
 - Healthcare professionals better access to new research & knowledge
 - Healthcare professionals participation provided with new skills and qualifications
 - Doctors increased work time
- **A boost to employment**
- **The promotion of high quality research**
 - Attracting research & researchers
 - Attracting further research investment from foreign pharmaceutical companies



Source: Copenhagen Economics & Menon Economics 2017

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The Value of Clinical Trials initiated by the Industry



Source: Copenhagen Economics

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I have a dream...

AND WE...

- Have the capabilities & could take the opportunities
- Believe access to clinical trials is for the benefit of the patients
- Could strengthen our collaboration & ability to combine efforts

Thank You