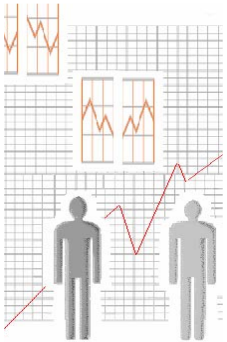


PUBLIC-PRIVATE PARTNERSHIPS



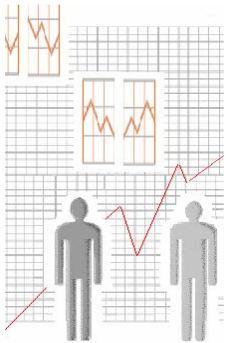
.. Patients ..

.. Providers ..

.. Suppliers ..

New models for engaging patients: Usurping Public-Private Partnerships (PPPs)

Presentation by
Alexandra Wyke
PatientView
info@patient-view.com



.. Patients ..

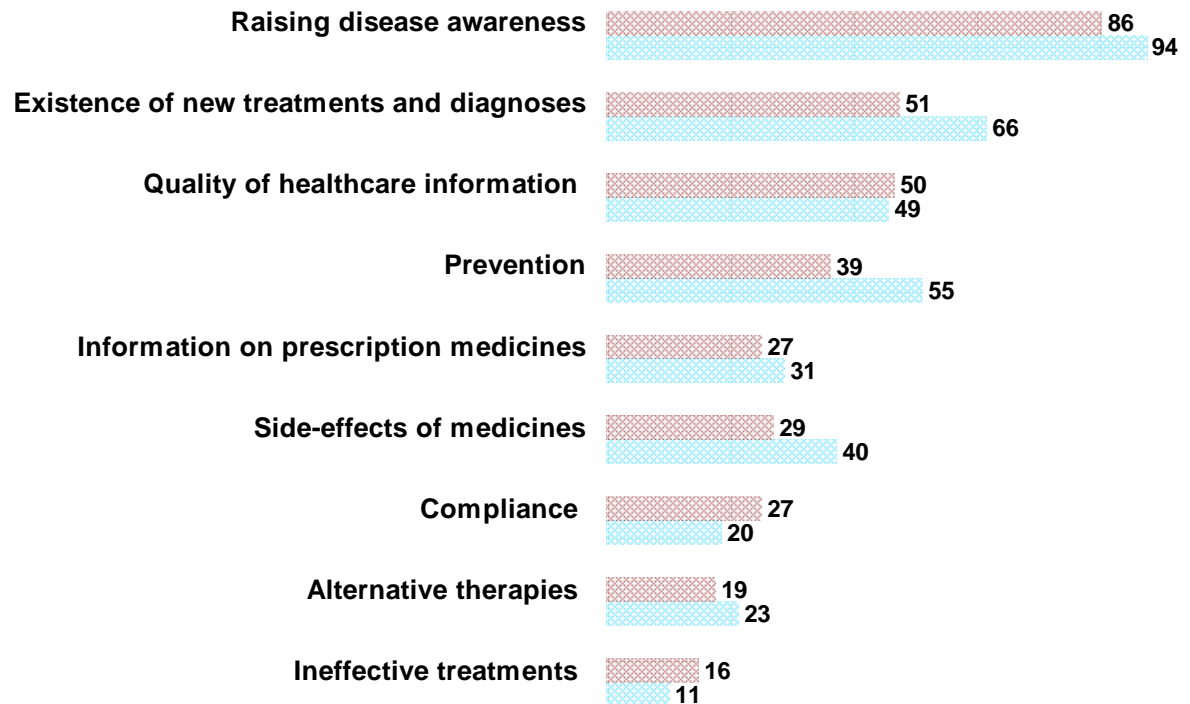
.. Providers ..

.. Suppliers ..

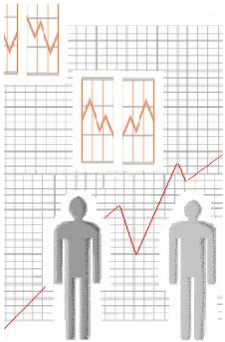
PATIENTS DESIRE MORE SUPPORT TO MANAGE THEIR DISEASES

% of user groups saying they had run a specific campaign:

Total number of respondent organisations = 276 **Total number of cancer groups = 35**



Source: *Global survey of 276 health campaigners*, HSCNews International, issue 13/14, January 2005



.. Patients ..

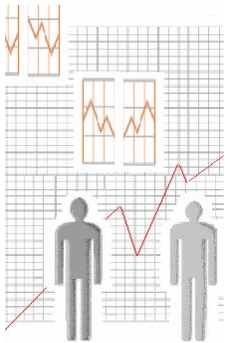
.. Providers ..

.. Suppliers ..

DRUG MANUFACTURERS POSSESS IMPORTANT INFORMATION TO ENABLE BETTER DISEASE MANAGEMENT

Current methods of communication between drug companies and patients

- ▶ Patient package inserts
- ▶ Patient information packs
- ▶ *Via* doctors and other health professionals
- ▶ *Via* patient organisations
- ▶ Advertising direct to consumer (including disease-awareness campaigns)
- ▶ The Internet (corporate, sponsored, and patient organisation websites)
 - ▶ Mass media
 - ▶ Telephone hotlines
 - ▶ Sponsorship of projects and events
 - ▶ Medical literature



.. Patients ..

.. Providers ..

.. Suppliers ..

A TURBULENT AND HOSTILE MARKET

—FORCING CHANGE IN THE WAY DRUG COMPANIES
COMMUNICATE WITH PATIENTS AND THE PUBLIC

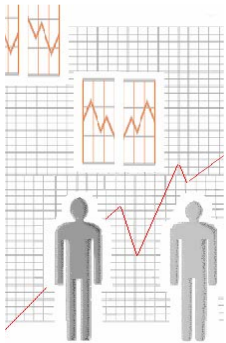
1. A new understanding about transparency

- ▶ European Transparency Initiative (ETI)
- ▶ Alliance for Lobbying Transparency and Ethics Regulation (ALTER-EU)
- ▶ UK Health Select Committee: pharmaceutical companies' relationship with the NHS

Health Select Committee Report,
The Influence of the Pharmaceutical Industry, April 2005

On pharma funding of patient organisations:

“We often do not know what funds or support in-kind patient groups receive from pharmaceutical companies. Limiting or legislating such support is not appropriate. This would disadvantage the charities that rely on industry funding, and the industry itself (cutting off a source of valuable feedback from the eventual consumers of industry’s products). Measures to limit the influence of the industry on patient groups are needed, however. Patient groups should declare all significant funding and gifts in-kind, and the government should seek to make appropriate changes to charity law to ensure this.”



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A TURBULENT AND HOSTILE MARKET

—FORCING CHANGE IN THE WAY DRUG COMPANIES
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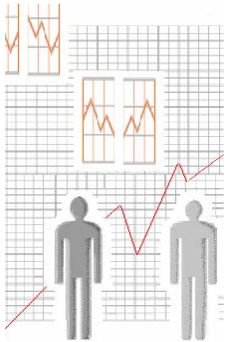
2. Redefined relationships with stakeholders

- ▶ German state prosecutors looking at bribery of doctors by pharma
 - ▶ *La Revue Prescrire* and the media
 - ▶ David Graham, whistleblower at the FDA

*David Graham on why the FDA has become
too embroiled with industry:*

“The FDA is in a ‘collaborative relationship’ with industry. The FDA gets money from drug companies through the 1992 Prescription Drug User Fee Act to approve new drugs—and approve them more quickly. The mindset at the FDA is: we will find a reason to approve a drug, no matter how small the indication for the drug.”

*Roundtable, May 15th 2005, sponsored by the
Public Library of Science (PLOS) and the Government Accountability
Project (GAP)*



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A TURBULENT AND HOSTILE MARKET

**—FORCING CHANGE IN THE WAY DRUG COMPANIES
COMMUNICATE WITH PATIENTS AND THE PUBLIC**

3. Advertising: more information and less promotion

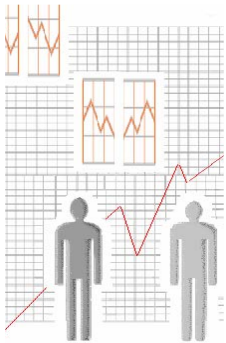
Do you support a ban on DTCA of prescription medicines in New Zealand?

<i>% of responses</i>	
“I approve of a ban”	43
“I approve of a ban in some circumstances”	19
“I do not approve of a ban”	24
“I am unsure”	14

Source: Mini-poll of 21 Australian and New Zealand patient organisations, HSCNews International, issue 11, October 2004

One of the “uncertain” respondents stated:

“I think that it is important for people to have information. However, I feel that advertising commissioned and paid for by pharmaceutical companies will be biased, over the top, and very commercial. I would rather see independent advertising. How one pays for it, though, I am unsure.”



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A TURBULENT AND HOSTILE MARKET

**—FORCING CHANGE IN THE WAY DRUG COMPANIES
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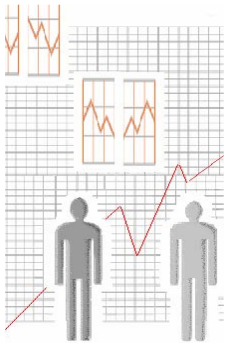
4. More empathy with the real needs of patients

*% of health campaigners worldwide who said they provided certain types
of healthcare information to the public*

Number of respondents = 333



*Source: Global survey of 333 health campaigners, HSCNews International,
issue 10, September 2004*



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A TURBULENT AND HOSTILE MARKET

**—FORCING CHANGE IN THE WAY DRUG COMPANIES COMMUNICATE
WITH PATIENTS AND THE PUBLIC**

5. More emphasis on prevention and social issues

National Kidney Foundation (Kansas and Western Missouri)

“We are implementing an obesity-prevention programme for children aged 8-13, called ‘Kid Power’. The programme applies in area schools and community groups, and teaches children about the importance of healthy nutrition and exercise. This Fall [2004], we reached nearly 600 kids, and plan to expand the programme in 2005 to incorporate over 1,600 kids”.

Green Doors (Prague, Czech Republic)

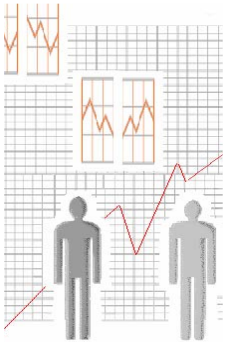
“We invite the public to gain a higher awareness of the prevention and early detection of [mental] illness”.

Consortium to Lower Obesity in Chicago Children (CLOCC)

“Primary prevention may be an ‘upstream’ activity for health-based charities. Yet our feeling is that the issues—whether they include the encouragement of breastfeeding, the counteraction of neighbourhood violence (crime is a key negative indicator for physical activity), or the wearing of bicycle helmets to improve children’s safety—are well represented across a whole spectrum of NGOs.”

Source: Various issues of HSCNews International, 2005

PUBLIC-PRIVATE PARTNERSHIPS



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PUBLIC-PRIVATE PARTNERSHIPS (PPPs)

An idea by Bill Gates that emerged in the late 1990s
as a vehicle to develop medicines
for the neglected diseases of poorer nations

Examples include:

Global Alliance for TB Development

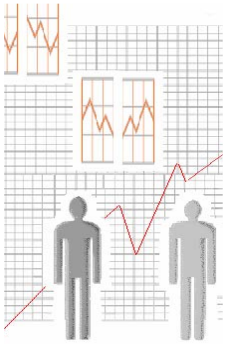
Medicines for Malaria Venture

International AIDS Vaccine Initiative

International Partnership of Microbiocides (IPM)

Foundation for Innovative New Diagnostics

PUBLIC-PRIVATE PARTNERSHIPS



.. Patients ..

.. Providers ..

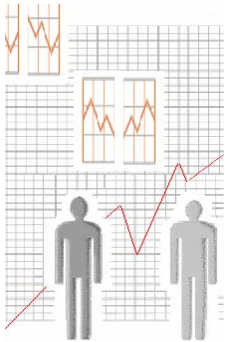
.. Suppliers ..

STRUCTURE OF TRADITIONAL PPPs

PUBLIC-PRIVATE PARTNERSHIPS (PPPs)



PUBLIC-PRIVATE PARTNERSHIPS



.. Patients ..

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NEW GENERATION OF PPPs

To engage the public on issues of prevention, compliance, supply of medicines information, clinical trials, patients' rights ...

PUBLIC-PRIVATE PARTNERSHIPS (PPPs)

STAMP OF LEGITIMACY

International bodies
Governments
Reputable foundations
Reputable academics

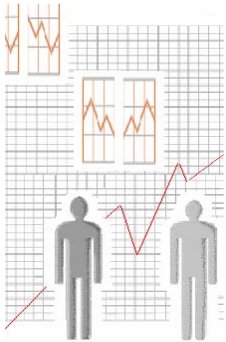
PAYER

Pharma
Food industry
Sports industry

PARTNERS

NGOs
Academics
Health professionals

PUBLIC-PRIVATE PARTNERSHIPS



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.. Providers ..

.. Suppliers ..

PUBLIC-PRIVATE PARTNERSHIPS (PPPs): CASE STUDIES

1. Prevention: ‘Oxford Health Alliance’

http://xfrd.epsilon.zettai.net/plone/about_us

Mission: prevention of chronic disease

Payer: NovoNordisk

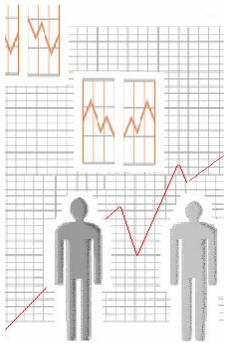
Stamp of legitimacy: University of Oxford; Yale University

Who We Are



What We do





.. Patients ..

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PUBLIC-PRIVATE PARTNERSHIPS (PPPs): CASE STUDIES

2. Compliance: ‘**Medicines Partnership**’

<http://www.medicines-partnership.org>

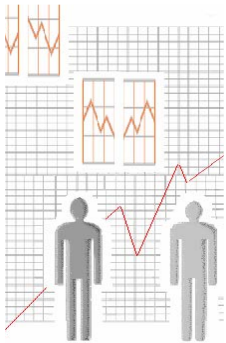
Mission: improving medicines compliance

Payer: co-funded by pharma and the UK Department of Health (DoH)

Stamp of legitimacy: DoH



“**Medicines Partnership** is an initiative supported by the Department of Health, aimed at enabling patients to get the most out of medicines, by involving them as partners in decisions about treatment, and supporting them in medicine taking ... “



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.. Suppliers ..

PUBLIC-PRIVATE PARTNERSHIPS (PPPs): CASE STUDIES

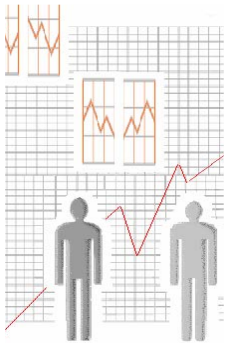
3. Medicines information: ‘Medicine Guides**’**

<http://medguides.medicines.org.uk>

Mission: providing user-friendly information on medicines
Payer: co-funded by pharma and the UK Department of Health (DoH)
Stamp of legitimacy: NHS Direct; DoH



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PUBLIC-PRIVATE PARTNERSHIPS (PPPs): CASE STUDIES

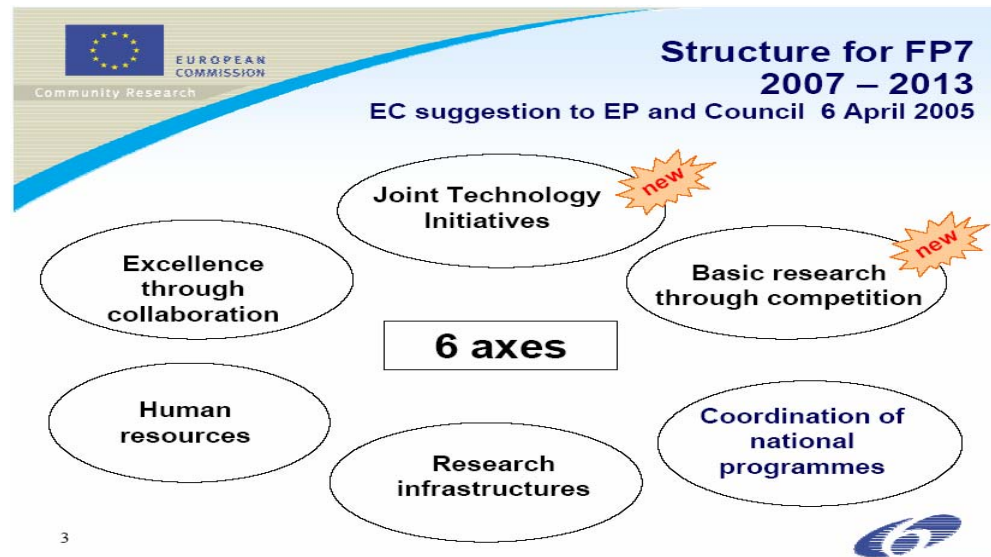
4. Improving access to new medicines: 'Innovative Medicines Initiative'

http://europa.eu.int/comm/research/fp6/index_en.cfm?p=1_innomed

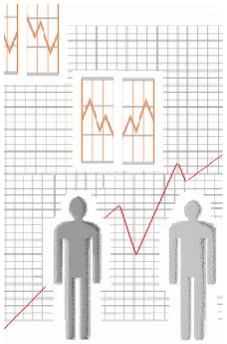
Mission: (one aspect) improving knowledge management in healthcare systems

Payer: co-funded by pharma and the European Commission (EC)

Stamp of legitimacy: EC



PUBLIC-PRIVATE PARTNERSHIPS



.. Patients ..

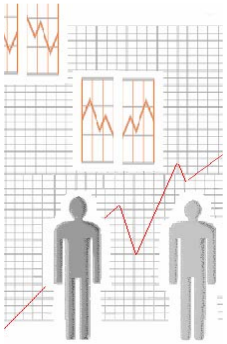
.. Providers ..

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ADVANTAGES OF THE PPPs

- ▶ Decision-making by a range of stakeholders (including patients)
- ▶ Greater transparency
- ▶ Peer review and legitimacy
- ▶ More acceptable to the public
- ▶ More likely to achieve goals

PUBLIC-PRIVATE PARTNERSHIPS



.. Patients ..

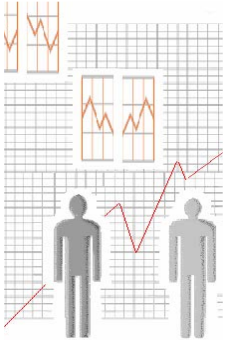
.. Providers ..

.. Suppliers ..

PPPs: SOME CAVEATS

- ▶ Need for appropriate and transparent financing of PPPs
Some consumer groups have already distanced themselves from new PPPs
- ▶ Total transparency on PPPs' industry relationship
Criticism of first-generation PPPs: partnerships are unequal
- ▶ PPPs should be financially stable
Many first-generation PPPs are near to bankruptcy
- ▶ Projects should not be too ambitious within time frames
- ▶ Projects should take a holistic approach to patients, rather than simply focus on medicines

PUBLIC-PRIVATE PARTNERSHIPS



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