FUTURE OF PHARMACEUTICALS

An increasing number of inspiring women hold senior roles in the pharmaceutical industry, but there is a long way to go until true gender parity is reached.

Danny Buckland

To prevent cancer at the fight against cancer treatments, was delivered by French

There is much to be done in healthcare, and when it comes to COVID-19, we leverage our innovations in ways that can make a real difference.

Right now, our world-leading scientists and engineers are working together on the global pandemic, we will NEVER STOP innovating for a healthier world.

Consider the immediate needs to get supply chains moving and to protect healthcare workers. It is clear that some actions must be taken urgently to address the challenges.

But it is not just about responding to the immediate threats. It is also about setting the stage for the future, to ensure that we are better prepared for future pandemics and crises.

We must learn from this experience, and we must build on it. We must ensure that we have the resources and the capacity to respond effectively.

We must also be prepared for the long-term changes that will come as a result of this pandemic. We must be ready to adapt to new ways of working, new ways of living, and new ways of thinking.

We must also be prepared to address the social and economic challenges that this pandemic has unleashed. We must be ready to support those who have been most affected by this pandemic, and we must be ready to build a more equitable and just future.

We must also be prepared to address the environmental challenges that this pandemic has highlighted. We must be ready to protect the planet, and we must be ready to build a sustainable and resilient future.

We must also be prepared to address the political challenges that this pandemic has exposed. We must be ready to build a more democratic and inclusive future.

There is much to be learned from this pandemic. There is much to be done.

But we cannot do it alone. We must work together, across countries and cultures, to build a better future for all.

And we must do it now.
Collaborating on a coronavirus vaccine has given Big Pharma a once-in-a-lifetime opportunity to redeem its reputation and trust in the sector. More recently, a survey of UK consumers by market research firm Deloitte found 96 per cent of patients are anxious about how their medication is being monitored and 84 per cent believe the UK pharmaceutical industry is not transparent.

What potential is there, then, that the pharmaceutical sector’s reputation and trust can be restored and, if so, how can the industry utilise its resources to achieve this true potential? More importantly, how can the UK pharmaceutical sector utilise its resources to achieve this true potential after COVID-19?

A shift in the industry has to start with leadership at the top; they have to become more human.

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A shift in the industry has to start with leadership at the top; they have to become more human. - *Source: *Dr David Altshuler

COVID-19 has been a wake-up call for pharmaceutical companies. The pandemic has heightened public awareness of the impacts of medical research and development, and has highlighted the importance of transparent, collaborative, and community-driven approaches to drug discovery and development. The pandemic has also underscored the critical role that pharmaceutical companies play in responding to public health crises.

Pharmaceutical companies have a responsibility to act as trusted and responsible partners in their communities and to ensure that their actions align with the needs of society. This is particularly important in times of crisis, as the pandemic has demonstrated.

In order to regain public trust, it is essential that pharmaceutical companies take a proactive approach to building and maintaining trust with stakeholders.

Companies are increasingly recognising the importance of transparency and accountability in their work. This is reflected in the growing interest in open innovation models, which encourage collaboration between companies, academic institutions, and other stakeholders to drive innovation.

As a result, pharmaceutical companies are increasingly adopting a collaborative and transparent approach to drug development and research.

One example of this is the alliance between Vertex Pharmaceuticals and Pistoia Alliance. This collaboration is focused on improving the efficiency and productivity of drug discovery and development by leveraging open source and open innovation models.

Additionally, pharmaceutical companies are increasingly engaging with patients and patient advocacy groups to ensure that their products meet the needs of the communities they serve. This is reflected in the growing trend towards patient-centric drug development, which prioritises the needs and preferences of patients in the design and development of medications.

In conclusion, pharmaceutical companies have an important role to play in shaping the future of healthcare and must take a strategic approach to building and maintaining trust with stakeholders. By adopting a transparent, collaborative, and community-driven approach to drug discovery and development, they can regain the public trust that has been lost and continue to contribute to the advancement of global health.
Five ways tech is changing pharma

Use of disruptive technology in the pharmaceutical industry can not only transform the sector, but also help to improve its image.

Katrina Haggart

Blockchain safeguards the supply chain

Blockchain is transparently viewed as a tool to deal with pharma’s supply chain, which is becoming more complex with multiple stakeholders. When the risk of drug counterfeit is present, the drug’s design and structure can benefit from the digital ledger option – it is a way to log and record data in real-time. These models are limited and secure in terms of reliability. Using this technology can prove where medications and their ingredients come from, proving authenticity, traceability and transparency. This is important when American and European Union regulators are eyeing pharma companies to include these blockchain elements in their supply chain.

Blockchain improves efficiency, reduces the likelihood of corrupt transactions, offering the maker and prevents drug diversion.”

Artificial intelligence in the pharmaceutical industry is regarded as the holy grail of digital transformation – a promise of clean, efficient and rapid processes for new drug-driven business models – yet it is proving an elusive prize

Tapping into the ‘$100-billion digital opportunity’ in pharma

Artificial intelligence in the pharmaceutical industry is regarded as the holy grail of digital transformation – a promise of clean, efficient and rapid processes for new drug-driven business models – yet it is proving an elusive prize.
Is it time to rehabilitate psychelicals?

With mental health disorders on the rise, promising research suggests psychedelic drugs may offer revolutionary treatment options. But first, we have to stop the 1960s flashbacks.

Dr. Sam Haddad

What is value-based contracting?

Value-based contracting is a type of agreement that ties the price of a drug and supporting care to measurable health economic or experience outcomes. What we're trying to move towards is a model that better aligns stakeholders' objectives for the long term. With value-based contracting, there's shared accountability and shared risk.

With the paradigm from the USA, where it has become increasingly clear that the pharmaceutical industry doesn't necessarily manage to control the US Government and society to the high value of the patients, the industry is starting to realize that it may be good, and the patients may be good. Therefore, the patients are going to be happy, and the industry is going to be happy. And that's what value-based contracting is.

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The results were surprising, with 30 per cent of volunteers saying they had an enhanced ability to empathise with others and an heightened sense of their own vulnerability. While researchers found that the majority of participants did not notice a change in their mood or behaviour, a number reported feeling a sense of relief and gratitude.

With value-based contracting, there should be a “triple win” so patients, health care payers and life science companies benefit.

Value-based contracting is the talk of the health care sector. But is it a game-changer or a passing fad? As publicly funded health care systems around the world look for innovative ways to improve access to new treatments, David Mathews, EY’s Middle East, India and Africa health sciences and well-being, discusses an emerging payment model.

The EY solution: HealthOutcomes Platform

The HealthOutcomes Platform is EY’s industry-leading platform designed to help reduce the costs associated with providing health care and increase the return on investment for all stakeholders. This powerful technology provides a unique opportunity for health care providers to better understand the impact of their care on patients and the outcome of that care on the health care system.

What are the advantages of value-based contracting?

Value-based contracting, or value-based care, offers several advantages over traditional models of care, including

- Improved health outcomes for patients
- Reduced healthcare costs
- Increased patient satisfaction
- Enhanced collaboration between providers and payers
- Greater transparency in healthcare delivery

What is the role of the patient in value-based contracting?

It is important to address how patients view value-based contracting, as they are the ones who ultimately benefit from the improvements in care that this model can bring. Patients are more likely to be satisfied with their care if they feel that their needs are being met and that they are being treated with respect and dignity. It is important to ensure that patients are actively involved in the decision-making process and that they have a say in their treatment plans.

The BHIS study

This study was conducted to understand the impact of value-based contracting on patient outcomes. The results showed that patients who were involved in the decision-making process and had a say in their treatment plans were more satisfied with their care and had better health outcomes compared to those who were not involved. These findings suggest that patient involvement is essential to the success of value-based contracting and that it should be a priority for all stakeholders.

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For as long as there’s been talk of a COVID-19 vaccine, there have been people against it. But as optimism starts to spread, and many start to look ahead to a possible return to normality, the increasing backlash against the vaccine could threaten the effectiveness of its roll-out. From conspiracy theories to safety concerns, this infographic explores the reasons behind the growing and concerning ‘anti-vax’ movement.

**ANTI-VAXXERS ONLINE**
An analysis of 409 English language anti-vax social media accounts in October 2020

- 58m people follow anti-vax accounts on social media
- 31m of the 58m total followers follow anti-vax accounts on Facebook
- 17m follow anti-vax accounts on YouTube
- 7m follow anti-vax accounts on Instagram
- 2m follow anti-vax accounts on Twitter

*Figure reflects only the 147 accounts where it was possible to establish the number of followers at the end of 2019

**VACCINE SIDE-EFFECTS?**
UK consumers were asked in August if they think vaccines have harmful effects which are not being disclosed; survey was about vaccines in general (not just the COVID-19 vaccine)

- 4% Definitely true
- 16% Probably true
- 12% Don’t know
- 40% Definitely false
- 28% Probably false

**POLITICS HAS A PART TO PLAY**
US citizens were surveyed in August to find out if they would get a Covid-19 vaccine if it became available

**REASONS TO ABSTAIN**
Global consumers, who said they would not get a vaccine if it became available, gave the following reasons

- 15.6% I am worried about the side effects
- 19.1% I’m not enough at risk from COVID-19
- 3.0% I didn’t have the time
- 29.0% I don’t think it will be effective
- 17.0% I am against vaccines in general
- 16.0% Other

**VACCINE ENTHUSIASM BY COUNTRY**
Consumers were asked in July and August whether they would get a COVID-19 vaccine if one was to become available; selected countries

**THE ANTI-VAXXERS**

Center for Countering Digital Hate 2020

Ipsos 2020

YouGov 2020

Gallup 2020

Global Average
Against coronavirus

Vaccine hesitancy

Vaccine-hesitant people will be hard to convince. (WHO) lists “vaccine hesitancy” as one of the top ten threats to global health. It is a term that can be used to describe a lack of confidence in vaccines or a delay in their uptake. The term was coined in 2008 by the World Health Organization (WHO) as a way to describe the growing number of people who are hesitant about getting vaccinated.

Vaccine hesitancy is a complex issue that involves a range of factors, including cultural differences, economic barriers, and misinformation. It is often associated with a lack of trust in both the health care system and the scientific community. As a result, many people are hesitant to receive vaccines, which can lead to outbreaks of preventable diseases.

In recent years, vaccine hesitancy has become a major concern, particularly in the context of the COVID-19 pandemic. The pandemic has highlighted the importance of vaccines in preventing the spread of disease, and yet many people remain hesitant to get vaccinated.

The vaccine hesitancy phenomenon

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The number of approved drug applications in China in 2020, along regulation pathways

Meera Navlakha

Powerhouse is well established, China’s industry dominant in global high-tech pharmaceutical markets. The pharmaceutical sector is an important part of India’s economic growth. While India retains its position behind the United States in pharmaceutical supremacy, China is getting into the game.

The impact of the next pharmaceutical superpower could be significant. China’s approval processes, ultimately lower-costing of corners in manufacturing and regulation carried out simultaneously, may mean China is on the verge of becoming a major competitor. The Chinese government has created a support system to encourage innovation, allowing for the country to contribute in a significant way. From old technologies into creating something new, China is making great strides. The number of approved drug applications in China in 2020, along regulation pathways, is one of the key indicators.

While the US market has been in its own sector, China has recently invested heavily in innovation, bringing more of its firms, especially multinationals such as AstraZeneca, Takeda is one of the founding members of the Pharmaceutical Alliance (IPA), there are other smaller companies involved in successful projects. Eleven are in phase-3 clinical trials and willence of vaccine protein required per dose, and governments around the world to pledged to work with health authorities and companies are collaborating with each other. We can’t stop the process of vaccine development, and we must continue to have confidence in them. It is these partnerships that will help us beat COVID-19 and the lessons we can learn from is also used in...
Exploring the “holy grail” of weight loss

As coronavirus pushes back onto the front page, a range of new pharmaceutical treatments is being explored.

High risk of cardiovascular disease has pre-diabetes and a body mass index (BMI) of 30 kg/m² or over. A new injection, semaglutide, has been approved by NICE, a weekly injection to try to reverse diabetes.

Widling now, semaglutide is cheaper than liraglutide even though it is made by the same company. It is not approved for treating obesity, but it has been tested as an obesity treatment. The average weight loss in the most popular trial was 11%, which is more than twice what was seen in trials for treating diabetes. Yet bariatric surgery can be very expensive.

In future, powerful combination therapies could reach human surgery. These include liraglutide with orlistat and another hormone, glucose-dependent insulinotropic polypeptide (GIP), released by the small intestine to control digestion.

The ‘personal responsibility’ argument is incorrect as it fails to recognise the powerful genetic and environmental pressures that cause obesity in the first place.

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What the future holds for pharma post-Brexit

As the end of transition looms, questions remain around what UK businesses can expect post-Brexit, for less the pharmaceutical industry, which provides 63,000 jobs in the UK. What will Brexit have on regulations and costs for pharma post-Brexit?

James Gordon

1 Life is full of questions but the question that constantly resounds, that makes us ponder, is: what will Brexit mean for a business that has invested millions in research and development, and processed the latest drug to market in record time? And how will the UK pharmaceutical industry handle the increased costs due to bordering with regulatory changes?

2 With UK pharmaceutical companies no longer being able to take advantage of the European Union’s support for research and development, and the UK’s departure from the single market, there will be fewer resources available. This means that companies may need to find alternative ways of financing innovative drugs that are both profitable and accessible.

3 The impact of Brexit will depend on how UK businesses adapt to the new regulatory environment. While the opportunities for UK pharmaceutical companies to increase their market share in the UK and EU are clear, the challenges of navigating the complex regulatory landscape of post-Brexit Europe will require careful planning and execution.

4 The pharmaceutical industry, like any other sector, has its own unique challenges. While the UK is a leading player in the global pharmaceutical industry, the impact of Brexit on this sector is yet to be fully understood. The industry is divided in its views on the outcome of the negotiations, with some embracing the opportunity to separate from the EU, while others worry about the potential implications for access to the EU market.

5 The recent vote to leave the EU has created uncertainty for the pharmaceutical industry. While some companies are looking to the future with optimism, others are worried about the potential impact of Brexit on their business. However, with the end of the transition period looming, it is clear that the pharmaceutical industry will need to adapt to the new regulatory environment and find ways to continue to innovate and improve patient outcomes.
Not sure what to believe about your health and treatment? healthinote provides health information you can trust

Trusted resources of clear, reliable health information recommended by doctors

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What are vaccines and how do they work?

How infections spread and how to stop infections from spreading

What does the Covid-19 virus look like in 3D?

https://healthinote.com/vaccines
https://healthinote.com/infections
https://healthinote.com/covid-ar

healthinote get.healthinote.com

iPhone users can use their camera, Android users use a QR code reader. Or download the Healthinote app and go to ‘Add Content’.