Patient data & the pharmaceutical industry

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Disclosure

- I am an employee of Roche Products Ltd.

Session 3 – Patient data & the pharmaceutical industry

- Can a pharmaceutical company use your data?

    – If so, what do they know about you & what happens to your data?

    – Do they make money from your data?

- How do pharmaceutical companies use your data for patient benefit?

Agenda

- Background on drug development

- What patient data do pharmaceutical companies have?

- Examples of what pharmaceutical companies do with patient data

- What would pharmaceutical companies like more from data?

Background: *There are various obligations for pharmaceutical companies to fulfil in order to get new medicines to patients*

Research → Clinical Development (Ph I, Ph II, Ph III) → Regulatory Approval → Patient Access
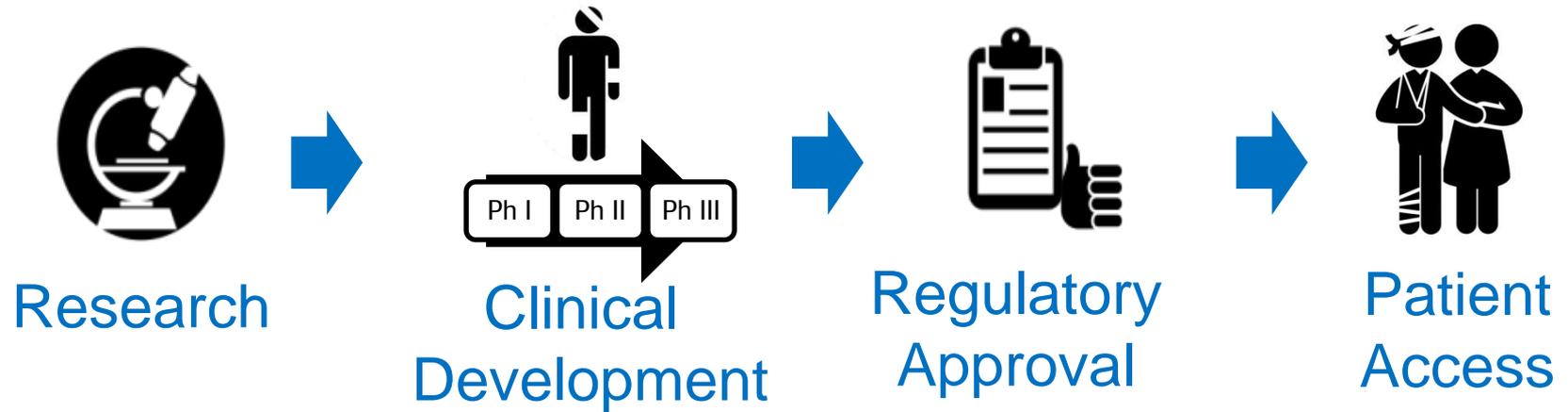
Question for the audience

- Imagine you are responsible for the entirety of the NHS budget:

  - *In addition to the price of medicine and clinical study data, what type of information would you want from a pharmaceutical company in order to decide if you should fund their new drug?*

What data do pharmaceutical companies have?

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Primary data

- Data collected by the researcher for a specific research question
- Examples: clinical trials, registries
- Consent obtained directly from subjects/patients

Secondary data

- Data originally collected for specific reason but analysed for another purpose
- Examples: medical records, hospital administration data
- Data licensed from data controllers and follows Data Protection Act

Question for the audience

- What are your concerns for pharmaceutical companies having patient data?
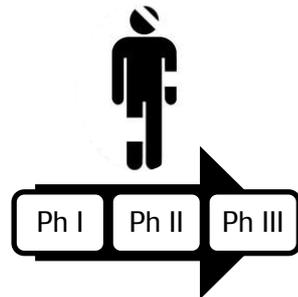
     or

- In what instances would you would want pharmaceutical companies to have your data?

Examples of what pharmaceutical companies do with patient data

Research

- Drug discovery
- Personalised medicine exploration

Clinical Development

Ph I | Ph II | Ph III

- Measure drug efficacy
- Measure drug side effects
- Characterise diseases and patient populations

Regulatory Approval

- Validate clinical study results and other assumptions

Patient Access

- Translate clinical study results to the 'real world'
- Demonstrate value of medicines
- Medicines optimisation

Doing now what patients need next