

**1st Health Marketing International Day  
25th Nov 2010, IAE Lille**

Round Table

**Interactions Marketing and R&D**

Chaired by  
Claude Lubicki, CEO BioExpand

# « *When Worlds Collide* »



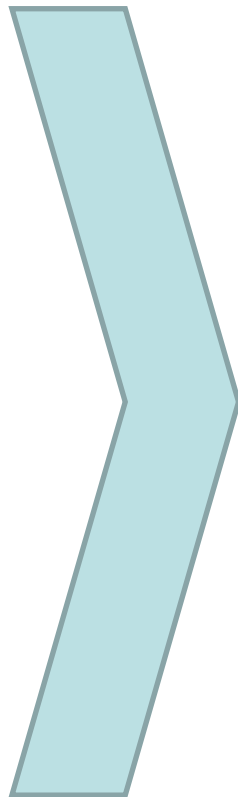
« When worlds collide » power of Marketing/R&D or the unleashed power of Collaboration  
PharmExec.com 2002 by Wayne Cobberstein

# A CHANGING PHARMA ENVIRONMENT

Pharmaceutical companies are confronting degrading trends across multiple dimensions to their commercial model

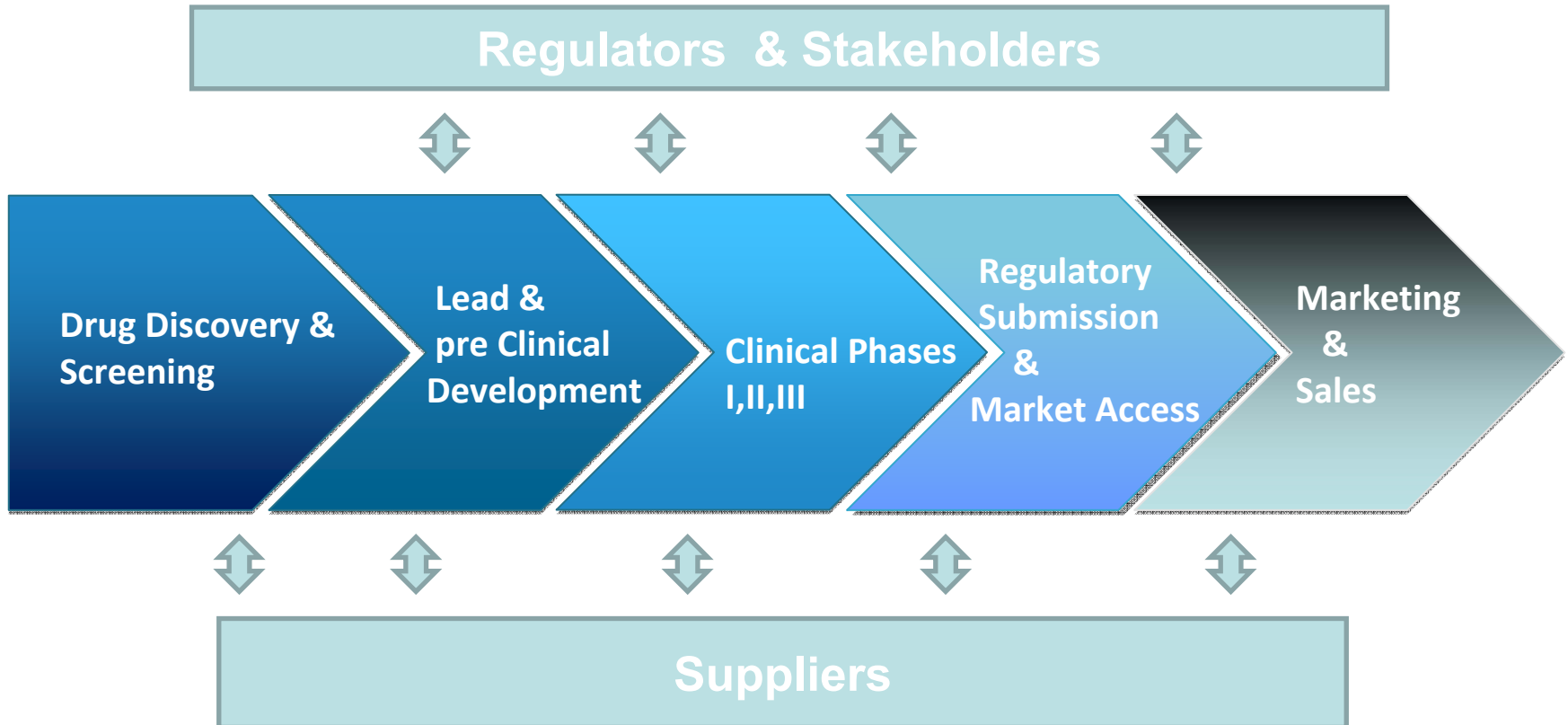
- R&D spending growing faster than sales growth in established markets: *The blockbuster model under threats*
- New product discoveries lagging relative to industry growth needs: *The innovation deficit*
- What to do with patent expiration cir. \$140 billion: *“The patent Cliff”* and worldwide generic threats
- Decreasing Healthcare Budgets and pressures on pricing
- Payers/stakeholders increasingly demanding Value for Money and influencing prescribers
- Regulators becoming risk averse: The post *“Vioxx syndrome”*
- Increasing barriers to classical promotion models
- Weakening public image

# Pharmaceutical companies are looking to new business models

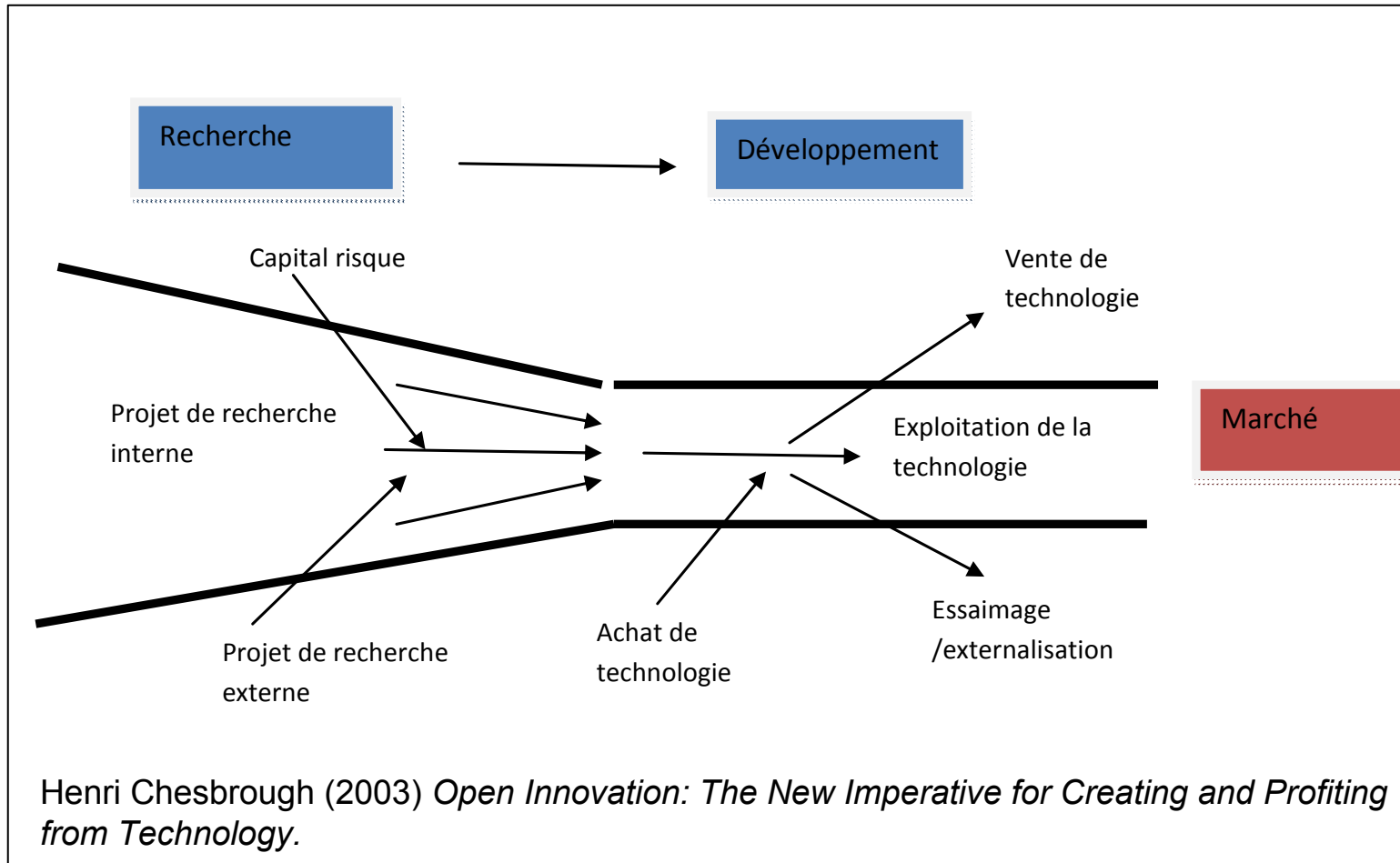


**Fundamental shift in industry's operating environment and a clear demand for more market-driven organizations**

# How do pharmaceutical companies respond to this fundamental need to be market driven?



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# The evolving networked and more flexible Pharma Company

-  /  HIV Venture : 
-  / Covance \$2.2 billion R&D partnership
- Pharmaceutical / Biotech deals > 800 in 2006 to feed R&D pipelines
- AstraZeneca  to outsource all pharmaceutical manufacturing to become a pure R&D and Marketing Company
-  spinnout gets \$35 M bankroll for PhII pain program financed from a syndicate of leading European and US life science investors



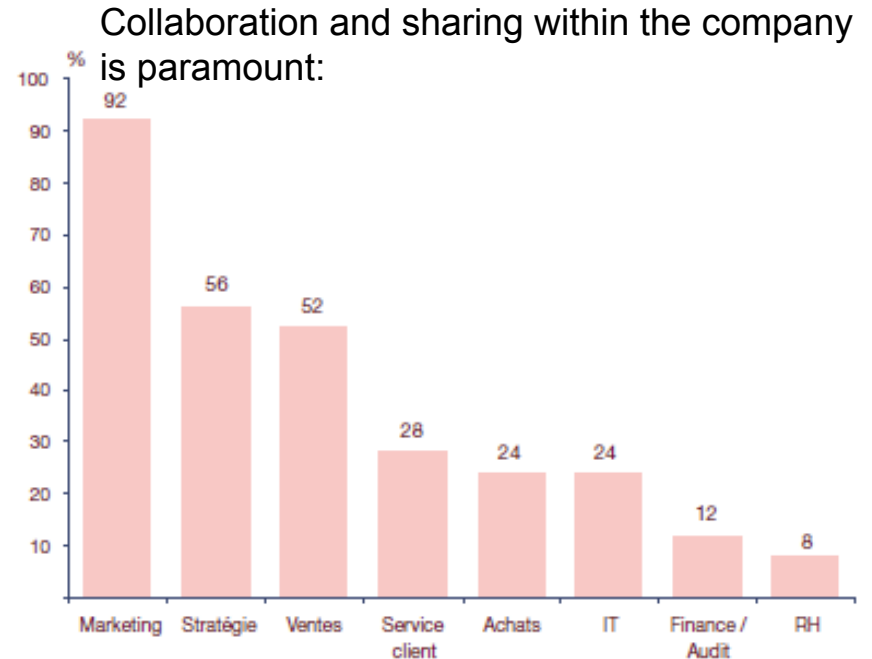
**Internally:** How to get more out of  
the two functions ?

**Getting two cultures, two silos, two  
giant-thought organizations working  
more effectively?**



Within Pharma Companies, organisational issues are often seen as the main hurdles to productivity: R&D and Marketing collaborations are key to innovation

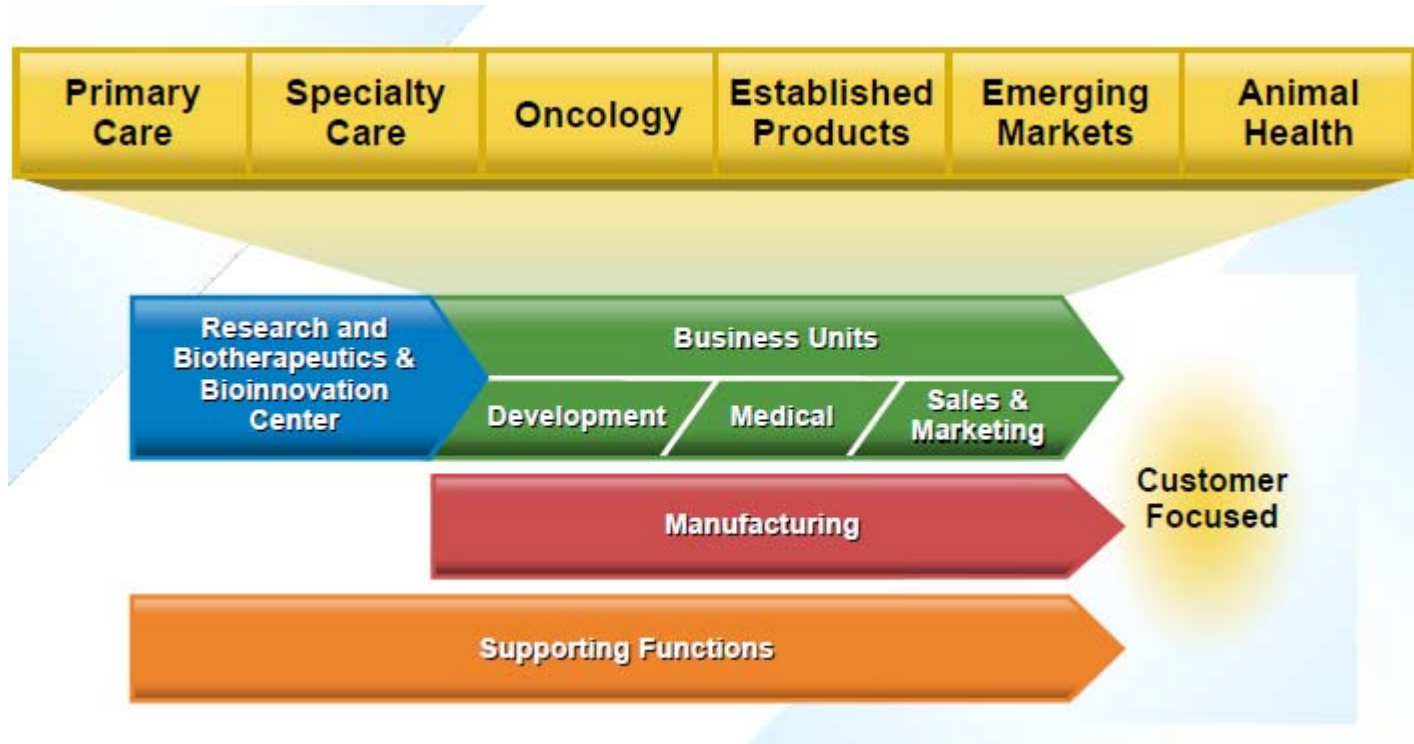
- Willingness to align the R&D portfolio to the Company Strategy
- The Challenge is to integrate innovation as closely as possible to the Commercial policy



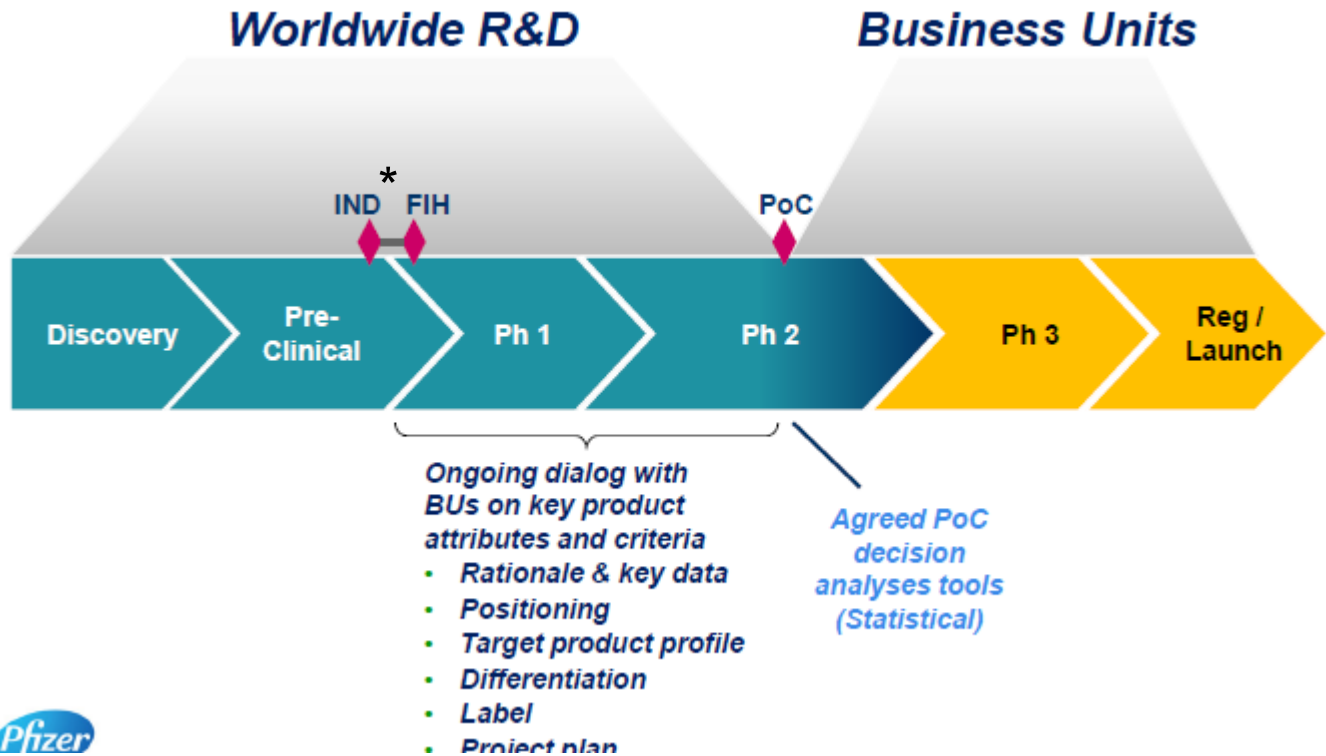
Source : analyse PwC

Ref: PwC: Où en est votre R&D

**Internally** Pharmaceutical Companies deploy autonomous units to encourage the emergence and the acceleration of innovative products

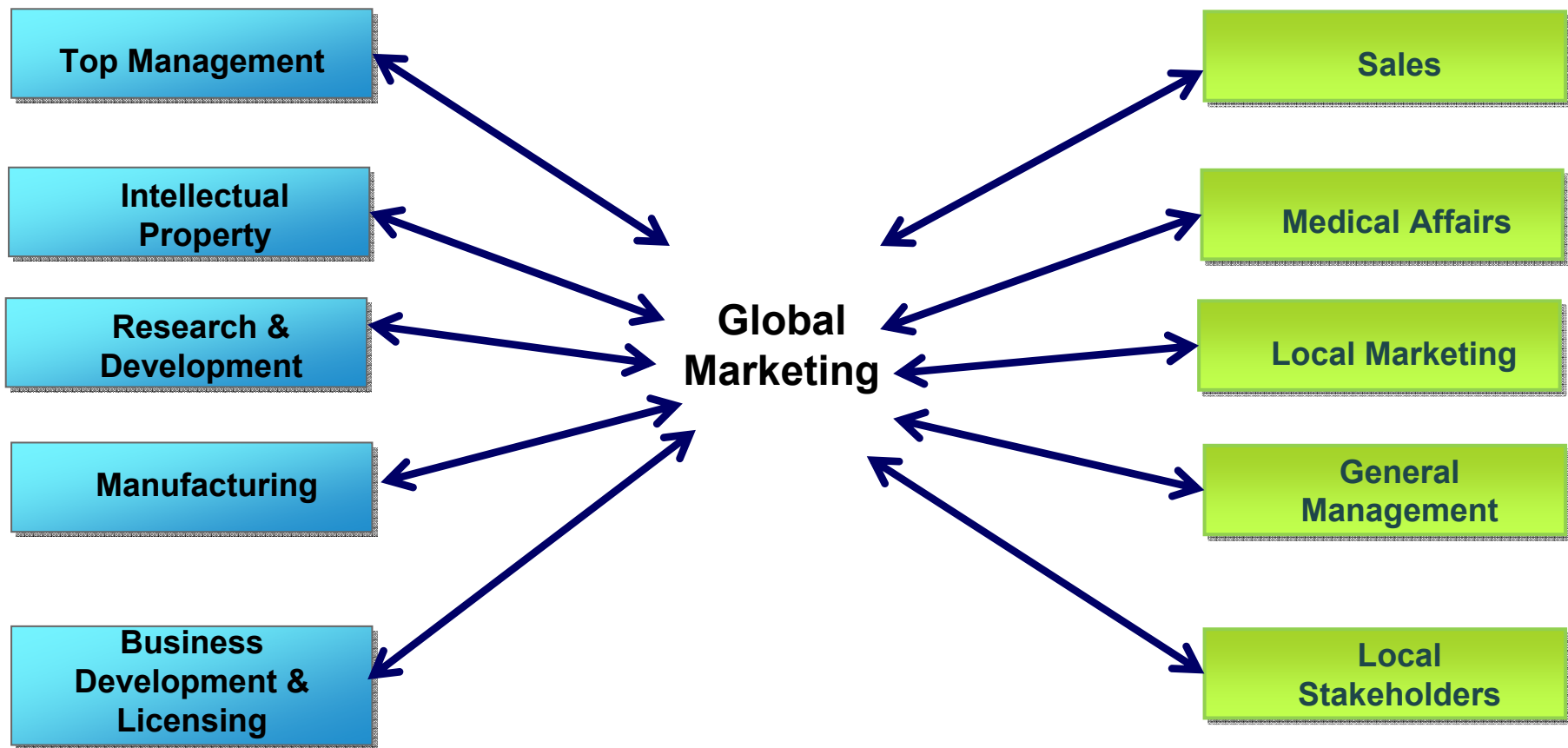


# Pfizer's operating model drives alignment between R&D and Commercial BUs: Globalisation and cross functional teams are keys to success



# Global Marketing

has a pivotal role of integration and value creation within the organization and beyond



# Session open to Q&As

1. Il y a-t-il des exemples de de bonne intégration du marketing et des ventes?
2. Comment la collaboration Marketing et R&D peut ell permettre une meilleure compréhension et communication des/vers les acteurs du monde la santé que sont par ex les patients, KOL, payeurs etc..?
3. Quel process doit-on mettre en place pour minimiser les « mauvaises habitudes » prises par des années de mentalité en « silos »
4. Quelles sont les raisons majeures du dysfonctionnement entre les 2 entités?
5. Comment peut-on mesurer l'amélioration de la collaboration entre le Marketing et la R&D?