How Pharma Bring Complex Data to Wellbeing

Pharma Industry Finland, Nadia Tamminen, Think Corner 4.3.2020
Pharmaceutical industry in Finland

Employs about 5,400 top experts of the highest competence level.

Offers an international working environment as well as career and development possibilities
• R&D, production, management and marketing.

Our forty member companies represent a wide range of actors in the research-based pharmaceutical industry.
• Most of the members are international operators.
PIF - Health sector partner and opinion leader

Pharma Industry Finland (PIF) speaks for the interests of the research-based pharmaceutical industry.

• We are the joint voice and uniting force of our members.
• We build actively cooperation platforms and take part in discussions in society.

PIF promotes health and wellbeing and accelerates growth through innovations, research and new healthcare solutions

Our objective is to influence legislation and to collaborate with other actors in the sector to create an enabling operating environment.

PIF’s lobbying work extends from Finland to the European decision-making forums.
Pharma Innovations are based on evidence and data

- Genetic and medical research
- Clinical Trials
- Pharmacovigilance
- Follow-up studies
- Optimizing the treatment
- Real World Evidence

Data is in an essential role

Personal ID
FinnGen - increasingly individualised therapies

Increased basic research – case-example: FinnGen

First wave – Generation of knowledge base
- x 11 companies
- x over 100 healthcare professionals
- x 200 researchers

In total approx. 100 million euro investment

FinnGen collects genetic data on 500,000 Finns

THL
Biobanks
Hospital Districts

Statistics Finland

Ground work calls for expertise and access to registers

Second wave – Stronger knowledge base
- FinnGen
- Material will be completed by:
  - Data lakes
  - Quality registries
  - Information on various therapy areas

Comprehensive material attracts more research

Several companies involved

More healthcare professionals employed

Several new researchers employed
Finnish expertise is in demanding therapeutic areas

Data in Clinical Trials
- Identifying the right patients
- Combining data to trial data
- Virtual trials
- Synthetic data

Source: Pharma Industry Finland 2019
Real World Evidence

• Bringing more information on Innovations
  • Health benefits and outcomes – return of investment
  • Understanding differences between patient populations
  • Following safety and side-effects

• Bringing more information on treatment pathways – where are we heading

• Patient Reported Outcomes

• MyData
Research and healthcare is for patient benefit

With digitalization and electronic patient registries we are moving towards data-driven decision making.

If we want to have a sustainable healthcare system – we cannot afford wasting data.

In the end all benefit:
- Patient
- Healthcare
- Society
What is adding value to patient – Case IBD

IBD Inflammatory Bowel Diseases (Chron, Cholitis etc)

Source: Value for Medicine 2019, Nordic Healthcare Group (Pharma Industry Finland)
What is adding value to patient – Case MS-disease

Direct healthcare costs (€/patient)

Costs per MS-patients has significantly decreased over time

Indirect Costs (€/patient)

As the productivity losses to the society has decreased

Society cost per MS-patient is approximately 20,500€ per year including productivity losts for society

Source: Value for Medicine 2019, Nordic Healthcare Group (Pharma Industry Finland)
Thank You