LSCP Life Sciences Consulting Partners

Importance of Connecting:

Time to Change
EDMS to next Generation → Information Management:
Structured Content Authoring (SCA) - **Content Re-use** *PLUS*

The **LSCP** *Vision of 2007 starts to get Recognition by Industry now*

Contributors

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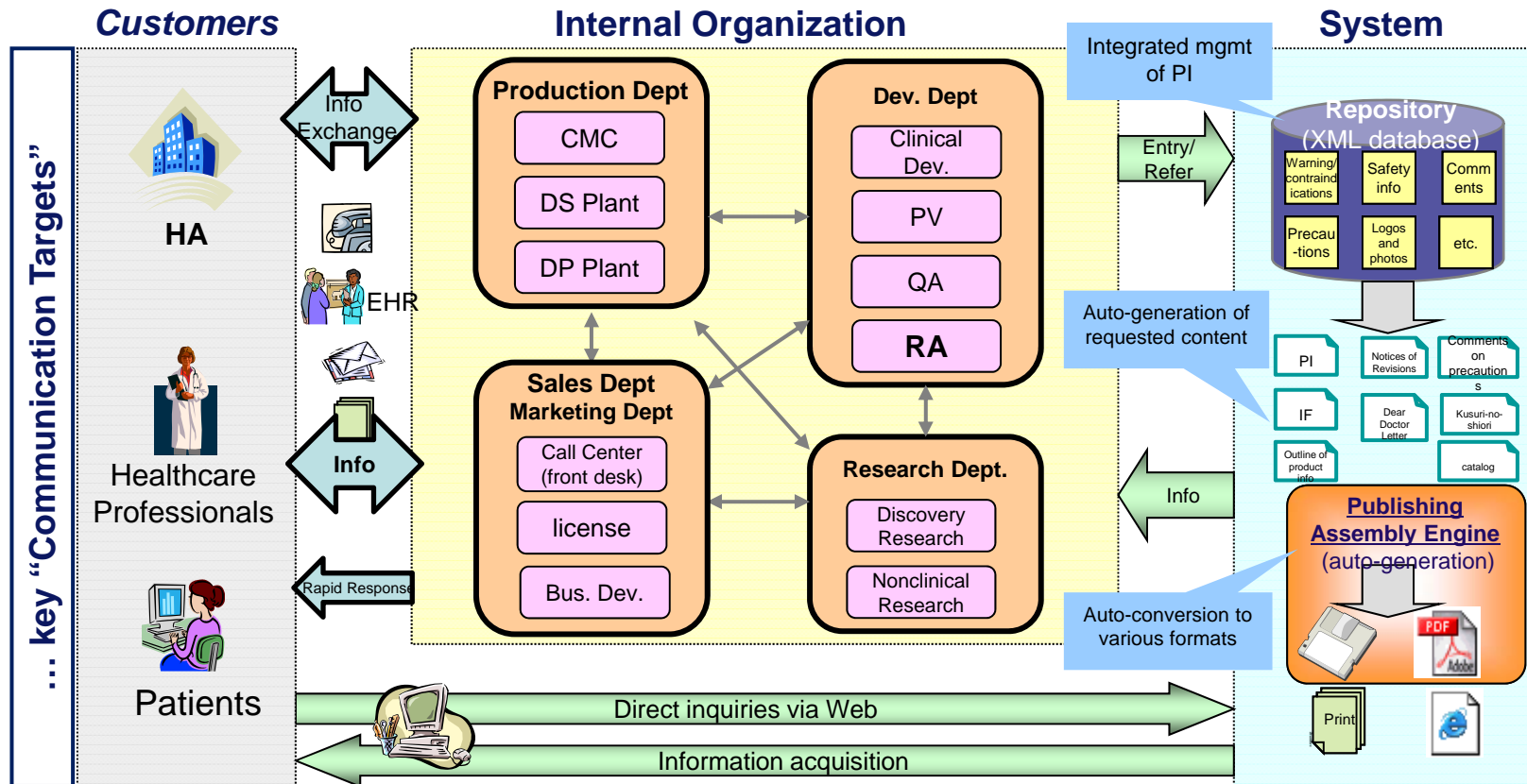**Don Rosen,** US Partner; **Jim McKiernan,** Assoc. Partner, **LSCP**

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In order to capture „seamlessly" information about e.g. the patient behavior and to learn more about disease in a non-clinical environment, it is important to have a transparent, bi-directional flow of, interoperable, interpretable data, e.g. drug safety:

➤ **One of the fields to successfully apply a semantic XML approach**

➤ **Improvement in the quality of the decision making process** (e.g. findability and access to information in context) **needs to be reached as it influences the "Big Picture"** (reputation, credibility etc.)

➤ **Also to be taken into consideration: Multi media, channels and feeding of networks!**

The Big Picture (Our Vision 2007)

- – On-demand information delivery for system customers
- – *Tailored Communication to target audiences*
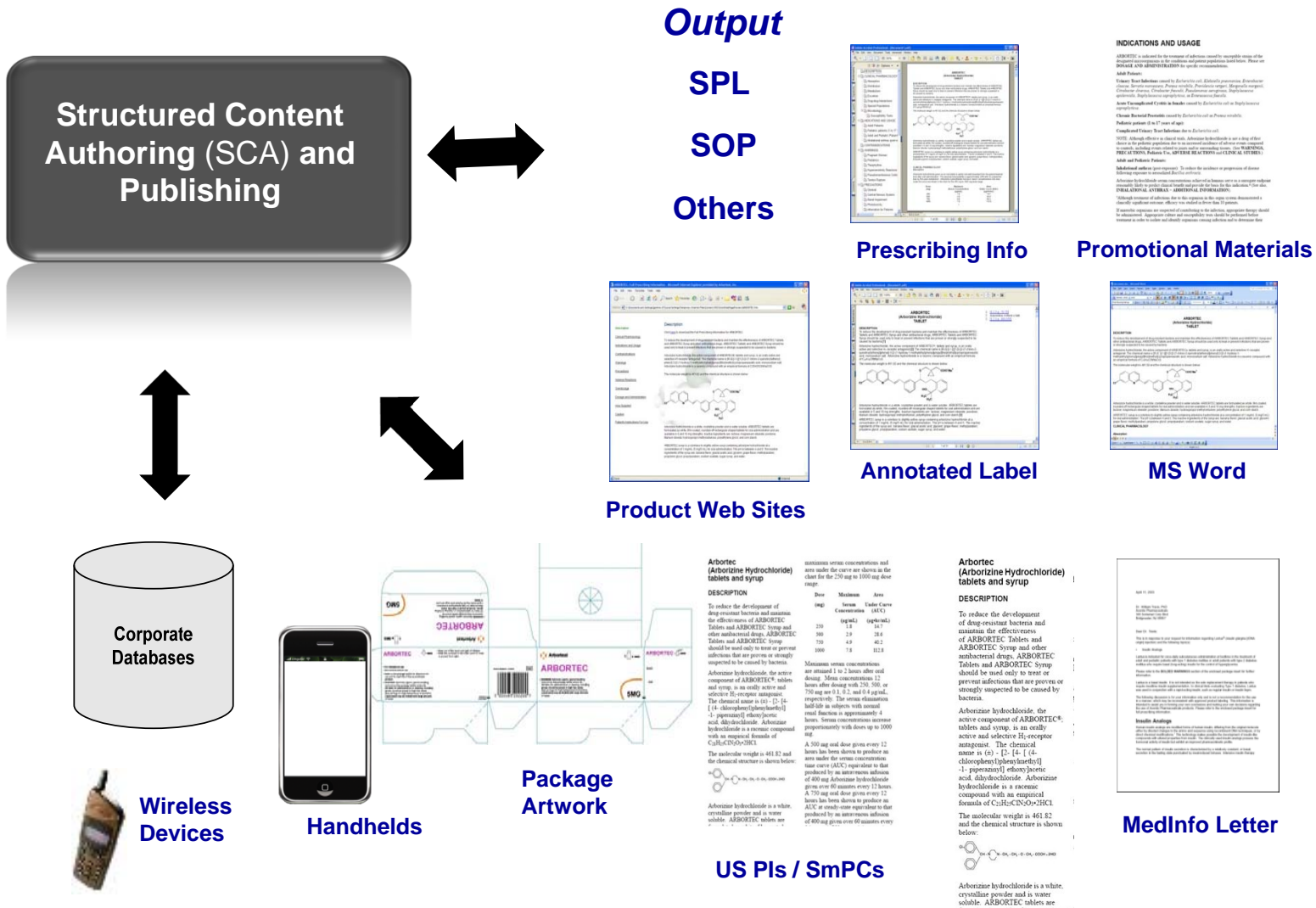
LSCP SCA Reflections 0112

- **AstraZeneca (AZ) announced January 11, 2012 a three-year collaboration with IMS Health to use "real-world evidence" to assess the performance of drugs that are already on the market in Europe**

- **Martin Mackay, AZ's president of R&D, noted "_beyond_ what we see in _controlled clinical trials_… This insight will help us and healthcare decision-makers to improve the treatment of disease and ensure effective use of medicines"**

- The agreement reflects "interest among healthcare decision-makers in examining the cost and effectiveness of new and existing medicines and health technologies to help allocate their increasingly limited resources more efficiently." The collaboration will allow AZ access to current _anonymized EHRs_, including clinical outcome, economic and treatment pattern data, which the company said it will use to gain insight into "unmet needs in the current standard of care and treatment patterns across a number of therapeutic areas, with an emphasis on chronic illnesses". AZ indicated that the information will also be used to inform its discovery and clinical development programs

- Greg Rossi, vice president of AZ's payer evidence unit , said the company is "working toward providing payers with the evidence they need to evaluate the value of our medicines." Rossi added that "the value question is a preoccupation at all levels of medicine development, from discovery to commercialization. As part of this, we are increasingly building our capabilities and investment in _cost effectiveness studies, health economic analyses, and real-world evidence"._ The executive noted that "it's going to be a constant education process that can be used in price negotiations. This is the sort of information we can do to substantiate the initial claims that were made, but with local data in that continuing 'in-market' support for our products."

Vision: One Source, Multiple Outputs

Output

SPL

SOP

Others

Structured Content Authoring (SCA) and Publishing

Prescribing Info

Promotional Materials

Product Web Sites

Annotated Label

MS Word

Corporate Databases

Wireless Devices

Handhelds

Package Artwork

US PIs / SmPCs

MedInfo Letter

Quality in Information Management …

… will lead to better decisions and will save _**AND**_ gain!

- ## Creating the Single Source:

    One of the challenges of an author and a newly created role of a content architect will be to identify the possible communication target(s):

    This will have an influence on the granularity strategy while looking at the overall product information lifecycle

    ➢ **The gain through appropriate components and applying semantic XML and the relevant Information Model will lead to the required findability in context of the decision process**

    → _**Let's talk: info@lsconsultingpartners.com**_