



OPEN HEALTH

Drug Repurposing - Beyond Clinical Development

Gavin Jones - Director of Rare Disease

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findacure

7,000 rare diseases, 1 common goal

Drug Repurposing Conference 2018



Inspiration for this Talk

Rare Diseases 360°

Collaborative Strategies to leave no-one behind

9th European Conference on Rare Diseases & Orphan Products

10-12 May 2018 Vienna

<https://www.openhealthgroup.com/news/22-05-2018/maximising-the-attractiveness-of-promising-new-treatments-in-rare-disease>

**IN THE SHOES
OF
BIOPHARMA**

THE CHALLENGE
OF **DIAGNOSIS**

ADHERENCE
TO TREATMENT
& FOLLOW UP

INFLUENCE OF
PAGS & PUBLIC
PERCEPTION

PATIENT
PATHWAY
ILL-DEFINED

HCP
ENDORSEMENT
ACROSS PATIENT
PATHWAY

PRICING &
REIMBURSEMENT

OFTEN
LIMITED DATA
PLATFORM

EXPEDITED
APPROVAL
TIMELINES

Pragmatic steps to 'de-risking' Biopharma partnership

- Understand payer and policy makers evidence & value requirements
- Build your network of clinicians and key opinion leaders
- Utilise knowledge to understand the diagnostic and treatment pathway
- Connect with established disease registries
- Develop media awareness of unmet need and ongoing research



Gavin.jones@openhealthgroup.com