

# 5 TOP TRENDS IN PHARMA



## 1 Transparency in Clinical Data Reporting

- Only 38% of consumers trust the pharmaceutical industry
- Regulators are demanding more transparency in clinical data reporting
- FDA imposed new penalties for failing to register clinical trial data in a timely fashion
- Pharma organizations must now embed transparency into all steps of the clinical process



## 2 Research & Development Innovation

- Greater adoption of virtual trial processes to improve R&D efficiency and participation
- Pressure to manage R&D costs in disease areas where patients are hard to come by
- Pragmatic clinical trials (PCTs) will be a growth area in 2019



## 3 Data Integrity

- Pharma embracing new digital tools and capabilities to collect and store more data points
- The adoption of personalized medicine will lead to more extensive monitoring
  - › Treatments are sensitive to fluctuations in temperature and require tedious data collection and monitoring
- Pharmaceutical companies will need to adopt a culture of quality to improve data integrity



## 4 Changes in Clinical Trials

- Traditional randomized clinical trials can no longer generate the data needed to satisfy regulators and payers fully
- Regulators are increasingly adopting real-world evidence
- Pragmatic clinical trials (PCTs) will be a growth area in 2019
  - › PCTs measures treatment effectiveness, as opposed to efficacy
  - › They represent the most rigorous real-world research design



## 5 Value-Based Healthcare

- Value-based Healthcare will become more prevalent in 2019 to ease the rising cost of care
- 30% of Medicare payments are tied to alternative payment models based on quality and value
- New programs being developed based on the quality of care by providers
- Need to educate patients on the value medications have in improving quality of life