

# HEOR + MA *Fad or Necessity?*



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Dr. Maru is an academic physician, neuroimmunologist and health economist with extensive global experience in clinical research and development, translational medicine, health economics, real-world evidence, and Medical Affairs.

With a speciality in amalgamating clinical evidence with economic modeling and real-world evidence generation, Benit's scientific and industry career has primarily focused around neurology, neuroimmunology, immuno/haemato-oncology, and biological therapies for inflammatory diseases, nephrology, dermatology and rheumatology, and rare/ultra-rare disease.

As drug discovery and healthcare move forward toward more personalized medical treatment, novel therapies will undoubtedly deliver greater positive health impacts, yet a host of factors like complexities in manufacturing, logistics support and administration will likely drive the cost of specialty drugs and treatments higher and higher. The role of HEOR in a Medical Affairs strategy is paramount to guiding decisions on whether and how to fund such therapies. Reconciling cost drivers with value and near-term affordability concerns can create major challenges requiring creative thinking and close collaboration with health economic and clinical thought leaders. A partnership which brings to the forefront patient access to clinically effective therapy.

By aligning HEOR and RWE under Medical Affairs, or as a function of its own equal to Medical Affairs, organizations can create a space conducive to collaboration by mitigating commercial and promotional influence. Thus enabling patient access and efficient use of finite health system resources.

## SSI Project Spotlight: AveXis



### Bringing gene therapy out of the lab to the marketplace

At AveXis, a newly hired Chief Medical Officer partnered with SSI to support the establishment of two new Clinical and Medical functions under his purview. SSI Strategy helped create a growth path in the CMO office that aligned with, and enhanced, the growth of AveXis as a company. From Clinical Development to Medical Affairs launch readiness, we helped design, build, operationalize, and operate as needed, the organization and its functional capabilities.

*“I could not have done it without the SSI team who, not only acted as partner to AveXis and was able to think strategically alongside me and on my behalf, but also helped rapidly deliver accretive value to the firm. The culmination led to a growth trajectory unseen before.”*

**Sukumar Nagendran, Sr. VP & Chief Medical Officer at AveXis Inc.**

## SSI BY THE NUMBERS



**900+** HOURS  
ON WEBEX PER MONTH

Over 3.25 billion hours of video is consumed on YouTube each month. It would take you and the entire population of Eureka, Kansas about 230 years to do the same.

**30,000** @

AVG. NUMBER OF EMAILS PER MONTH

**20** GB  
OF CLIENT WORK PRODUCT

Which places SSI squarely between the complete works of William Shakespeare (5MB) and the entire printed collection of the US Library of Congress (10TB), but quite far from the total amount of data produced by the Large Hadron Collider per year (15PB).\*

\*1 petabyte = ~1,000,000,000 MB



**19,315**

MILES OF TRAVEL BETWEEN OUR CORPORATE HQ AND OUR TOP 10 CLIENTS

Magellan logged more than twice that on the Victoria circumnavigating the globe, but only 18 of the original 270 crew members survived that trip.

**12** a

NUMBER OF CLIENTS FILED UNDER THE LETTER "A"

**30%** 

OF OUR COMMUNICATION IS IN POWERPOINT



**45%**

SMALL

**26%**

MEDIUM

**29%**

LARGE

DISTRIBUTION OF WORK HOURS IN 2017

By Client Market Cap

## RECENT PROJECT PROFILES



### Pharmacovigilance Launch Preparedness

A medium size pharmaceutical organization was planning for a European launch of a product commercialized in the U.S. The organization sought out the support of SSI to craft a launch preparedness plan specifically for PV that outlined how best to roll-out a PV system in the region, and also address European regulatory requirements. After a successful engagement, the partner requested additional support from SSI to provide Medical review of cases and support of signal detection activities.

### Novel Proteins and Pipeline Prioritization

A phase III biologics company, preparing for IPO and launch, tasked SSI with providing guidance for pipeline prioritization. SSI vetted over 30 potential pipeline opportunities using a bespoke prioritization criteria that incorporated a rigorous Medical analysis, feasibility assessment, market potentiality evaluation, and preliminary analysis of patient population.

