



43rd
Annual Meeting



Atlanta 2007

Learn-Confirm R&D Survey

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DIA Session Objectives

- Explain how Learn-Confirm impacts your function
- Provide guidance on getting started with Learn-Confirm in your organization
- Learn how you can contribute to an industry-wide agenda to improve R&D



Survey Design

- 12 Online Multiple Choice Questions
 - Background & Problem Definition
 - Early R&D
 - Late R&D
- In-Depth Telephone Interviews
- Survey Conducted from 04/20/07-06/01/07
- Used a Referral Approach
- Probed for “actionable” recommendations



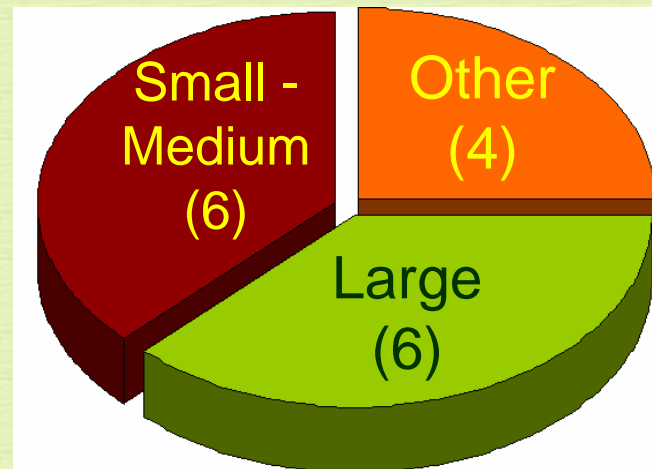
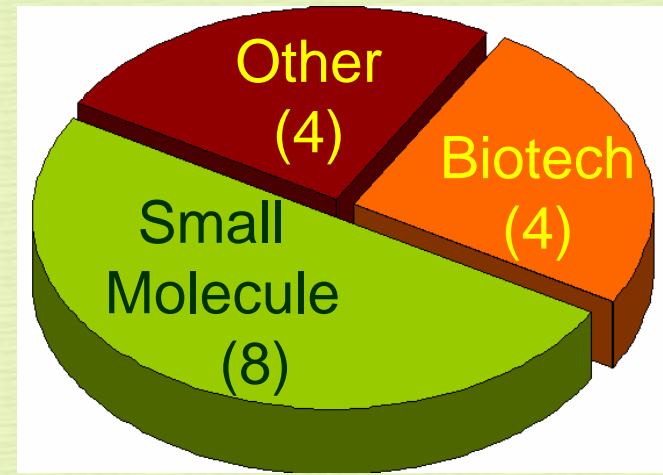
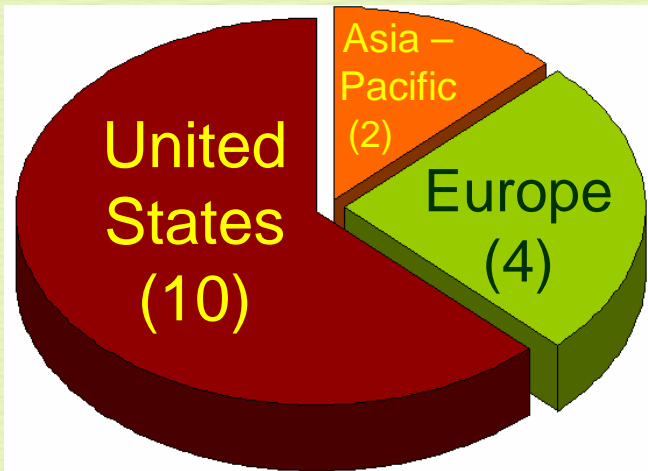
Online Survey Example

6. What are the key ingredients for increasing productivity in early R&D

- Effective Leadership
- Good team cohesion – cross discipline coordination
- Supportive environment for innovation
- Access to the latest technologies
- Effective acquisition and leverage of knowledge – learning's
- Clear focus, clear goals and objectives
- New approaches to work at the bench (clinic)
- Effective measures of interim progress
- Other (please specify)



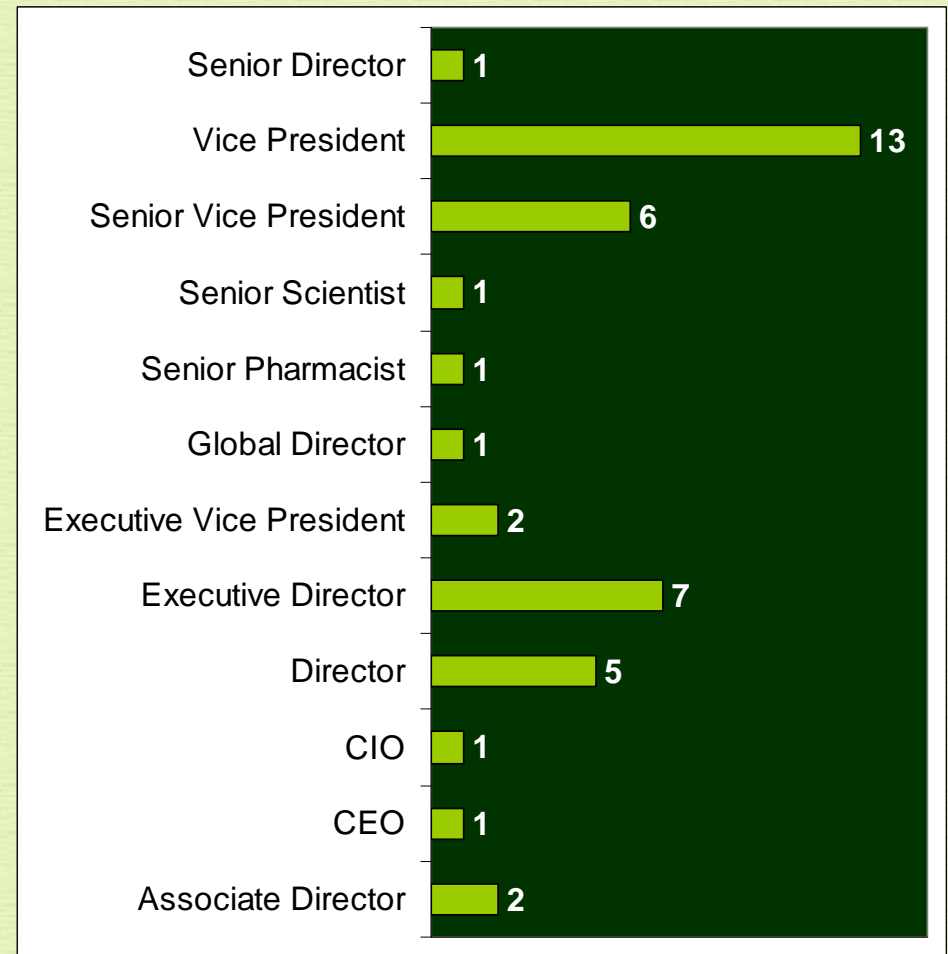
16 Organizations Represented



42 Individuals Participated

Selected Representation

Research & Development
Pharmacology & Toxicology
Biostatistics
CFO, R&D
CEO
Commercial Operations
Translational Medicine
Pharmaceutical Sciences
Head - School of Pharmacy
Medical Affairs
Discovery
Regulatory



Survey Results

Quantitative information available:

www.VantagePointConsultingGroup.com/Pharmaceutical.html

This presentation focuses on findings from the
Telephone Interviews





“Glad you brought that up, Jim. The latest research on polls has turned up some interesting variables. It turns out, for example, that people will tell you any old thing that pops into their heads”



Today's Discussion

- Working with the FDA
- Early R&D
- Late R&D



Working with the FDA

- Joint willingness for more cooperation
- Staff Involvement
- Areas of involvement
 - Global industry standards
 - Early & Frequent Interactions
 - New R&D Tools



Early R&D

- Size & Autonomy
- Commercial Involvement
- Scope of Work
- Disciplines & Implicit Knowledge
- Acquisitions
- Measurements



Late R&D

- Standardization - Continuous Improvement
- Staffing Profiles
- Accountability
- CRO's
- Inputs
- New Technologies



Additional Investigations

- Sources of Innovation in Science
- Leveraging of Knowledge
- Conditional Launches
- Molecular Bias



Next Steps

- Current FDA – PhRMA Initiatives
- Core Competencies
- Translational Medicine

