

# Ashley Bates

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# The Challenges for Pharma

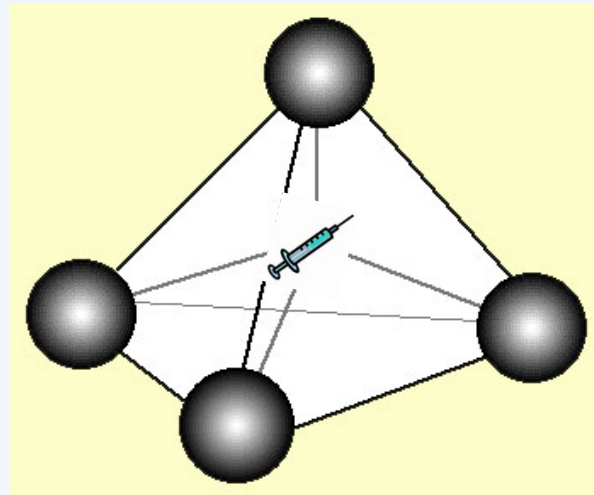
- Patent expiry of in-market medicines.
- Increased pricing pressures, rationing, market access requirements and tightening regulatory policy is making commercialisation of new medicines more difficult and less predictable
- R&D Costs are escalating due to increasing failure of medicines in development, especially in late stage development, and increased data requirements from payors and regulators
- New technologies have opened up whole new areas of science but increased the complexity of R&D. The post-genome challenges are too great for a single organisation

# Securing value from public investment in research

*Securing value from the nationally funded biomedical research and delivering innovative new therapies to patients can only be achieved through partnership between the various players.*

Government

Pharma



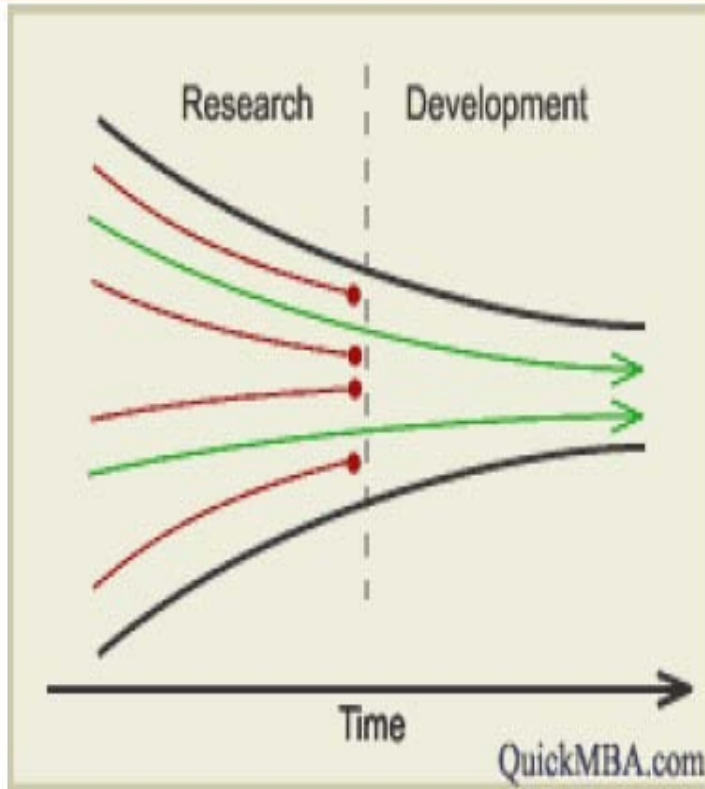
Biotech

Research community

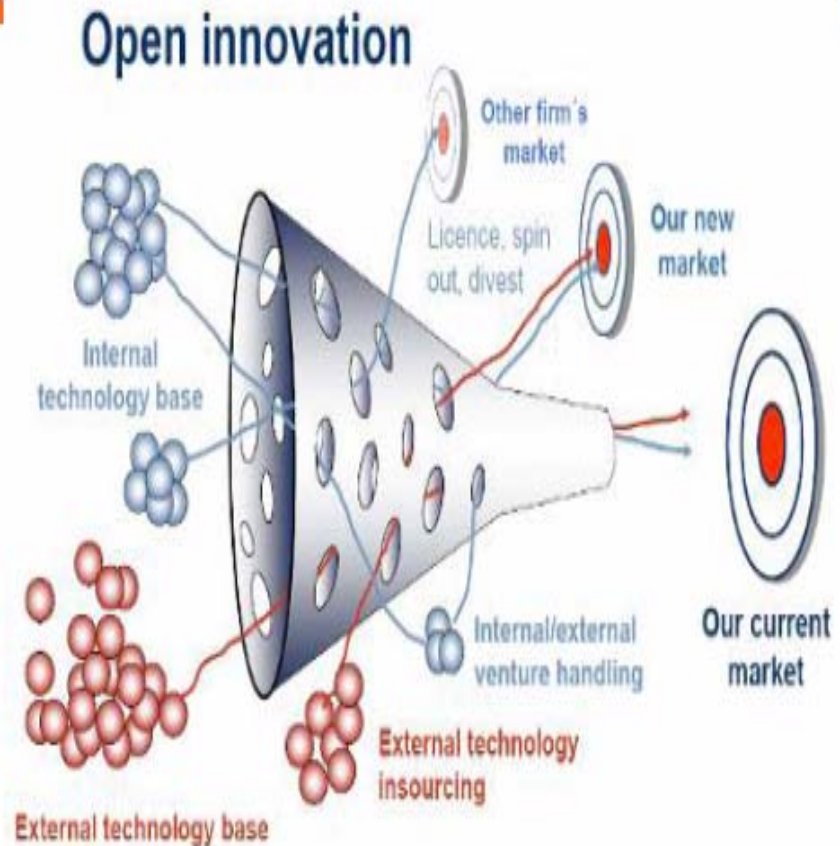
# The International Environment

- The science base in non traditional geographies is getting stronger
- Most countries see the growth of 'new industries' such as biotech as an opportunity so the global competition for Pharma R&D investment is increasing.
- Overcapacity of manufacturing
- The technology market place is truly global
- Pharma is increasingly externalising its research efforts

# Open Innovation



“Closed” Innovation



“Open” Innovation

# The website

The screenshot shows the homepage of the Pharma in Partnership website. At the top left, there are logos for GSK (GlaxoSmithKline) and PiP (Pharma in Partnership). To the right, there is a login section with fields for 'Email' and 'Password', and a 'Login' button. Below the header is a navigation bar with links: 'Why work with us', 'How it works', 'Current projects', 'Registration', 'FAQs', and 'More partnership opportunities'. The main content area features a large PiP logo (a colorful flower-like shape with 'PiP' in the center) and the text 'Pharma in Partnership Collaborative partnerships between academic researchers and GSK'. To the right, there are three sections: 'How it works' with a photo of two scientists and a 'Find out more' link; 'Current projects' with two sub-sections: 'iNOS inhibitor' (with a DNA helix image and 'Apply now' link) and 'NK3 antagonist' (with a red starburst image and 'Apply now' link); and 'Apply online' with a 'View all' button and an 'Apply now' button. The footer contains links for 'Home', 'Privacy Policy', 'Terms & Conditions', 'Contact Information', 'Site Map', and 'Copyright: GSK 2009', along with the GSK logo.

**gsk** GlaxoSmithKline **PiP** Pharma in Partnership

Email  Password  [Login ▶](#)

[Why work with us](#) | [How it works](#) | [Current projects](#) | [Registration](#) | [FAQs](#) | [More partnership opportunities](#)

**Pharma in Partnership**  
Collaborative partnerships between  
academic researchers and GSK

**How it works**

Pharma in Partnership is an exciting opportunity for world-class academic researchers to work with GSK. We outline the assets available for collaborative partnerships – you propose innovative ideas for evaluation of their therapeutic potential.

[Find out more](#)

**Current projects**

We have a range of potential new medicines that we would like your input into their ongoing development:

**iNOS inhibitor**

Our aims are to deliver clinical proof of concept molecules into the GSK late-stage development organisation.

[Apply now](#)

**NK3 antagonist**

The text in this module will be an abstract from news that is published on the existing partnership page.

[Apply now](#)

[View all ▶](#)

**Apply online**

Do you have an innovative idea around one of our projects? Review and apply online now.

[Apply now ▶](#)

Home | [Privacy Policy](#) | [Terms & Conditions](#) | [Contact Information](#) | [Site Map](#) | Copyright: GSK 2009

Website address : <https://pharmainpartnership.gsk.com/>

# Opportunities (1)

- Passage of the R&D Tax credits
- Decrease the time/cost needed to start clinical trials
- Support for transient investment opportunities
- Support models that carry some of the financial risk
- Support for rotation of talent though industry and academia
- Incentives for academic clinicians to engage with Industry (pre-clinical to clinical interface)

# Opportunities (2)

- Address any lingering cultural issues; industry funding is not 'bad money', industry science is not second rate, secondments to industry are not negative on a CV
- To compete with larger players we need to be world leaders in the art of collaboration.
- Support groups that create community and voice on the interface between academia and industry (AusBiotech, BioMelbourne, Network, Research Australia etc)