

# THE BUSINESS BENEFITS OF PATIENT-CENTRICITY

BY PAUL PERREAU, CEO AND MANAGING DIRECTOR, CSL LIMITED

**When patients have rare and serious diseases, they are usually well educated on their conditions. They have strong and considered opinions about what they want and need to help manage their condition, and improve their quality of life.**

For a vertically integrated biotech company that takes biopharmaceuticals along the entire value chain, translating its own early research, then manufacturing and marketing commercial medicines, it makes a lot of sense, at every stage, to keep those patients front and centre—and to take the time to talk with them.

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The end goal is always translating basic science into life-saving, life-changing products, but the reality is that commercialisation is not just about the development of new medicines, it is also about meeting patient needs in new ways and in new markets.

Maintaining a strong and clear focus on patients can help achieve important operational objectives, including the development and delivery of meaningful innovations, and the allocation of resources. Patient input was the impetus for developing and delivering CSL's first concentrated (20 per cent) subcutaneous immunoglobulin. This product allows patients to self-administer at a time that is convenient for them, instead of having to travel to an infusion centre or schedule

an appointment with a homecare practitioner. Global sales of that product grew by 31 per cent in 2015–16.

Patient input was also pivotal to the two novel recombinant therapies CSL launched this year: factor VIII and IX, to treat haemophilia A and B. With factor IX in particular, patients with haemophilia B can often move from prophylactic infusions several times per week, to weekly or even fortnightly.

Many patients with a rare or serious disease accept that they will not see a 'cure' in their lifetime, and so their focus is on life-changing products that still only manage their condition, but provide lifestyle benefits. For all of the products above, patients wanted increased freedom and flexibility with their medication. So, our challenge is to improve patient freedom and flexibility.

More broadly, a patient focus helps to drive and refine business development. For example, 75 per cent of people with haemophilia in the world are undiagnosed and untreated. How can we give them access to our products?

And, significant populations that are genetically susceptible to haemolytic disease of the newborn live in regions where treatments aren't available. So, how can we work to open those trade channels? 'Patient-centricity' can provide a useful framework for everything across an organisation, from the operating lines to the attorneys. It can help clarify where your core abilities, adjacencies and competencies are, and how they align with what patients need. This, in turn, can help you to make decisions on where to invest your resources.

As organisations grow and evolve, it's hard to maintain that singularity. So, it's a relentless pursuit for the organisation to simultaneously focus on patients and medicines, as well as the science that they understand deeply. 🌱

Paul Perreault will deliver the International Biofest 2016 and Ausbiotech 2016 keynote plenary presentation.



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