

THE SHADOW OF COVID

During the still-unfolding COVID-19 pandemic, entire industries have been devastated, shedding millions of employees and losing vast sums of revenue. One sector, however, has fared better than many others. And it's hardly surprising given its unique position in the midst of global business turmoil.

Collaboration in the industry is on the rise, and digital technology is helping companies, governments, academia and NGOs work together.

Although pharmaceutical companies face their share of challenges, the pandemic has created both a need and an opportunity for them to innovate, reinvent and become more adaptable as they work furiously to develop coronavirus treatments and a vaccine.

To help speed these to market, regulatory bodies have adjusted requirements for fast-tracking new drugs while maintaining safety and data integrity. As always in the fight against disease, research and clinical trials are paramount.

Fortunately, collaboration in the pharmaceutical industry is increasing, and digital technology is helping companies, academia, governments and nongovernmental organizations work together on R&D, production and governance. >>>

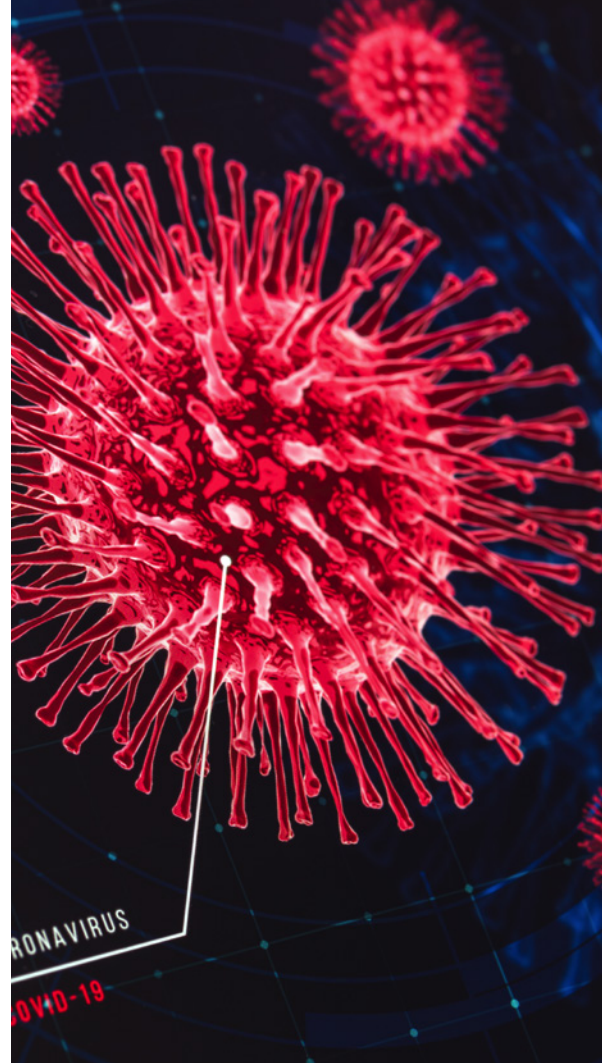
TO TREAT AND PREVENT

Clinical trials are vital in the effort to develop treatments and a vaccine for COVID-19.

200K
Number of **clinical trials** that may be affected by the need to focus on treatments for COVID-19¹

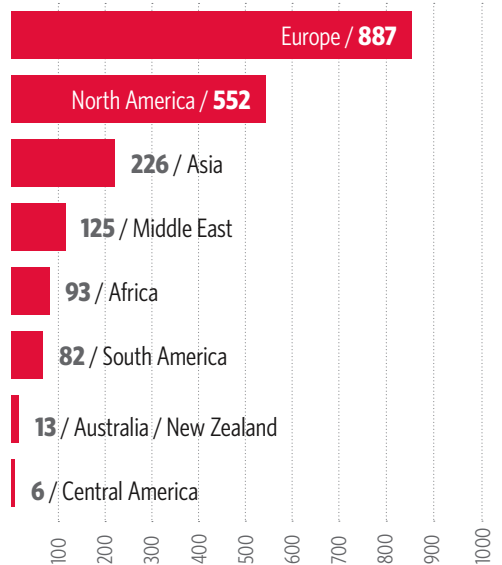
2,065
Number of clinical trials for COVID-19 **drugs and vaccines**, worldwide, in phases I through IV, with 225 being in phase IV as of June 12, 2020²

81%
Approximate percentage of **European clinical research study sites** that are less likely to continue current enrolled clinical trials and comply with study protocols and schedules³



RESEARCH AROUND THE WORLD

Numbers of studies, including both clinical trials and other types of research activities, related to COVID-19 as of June 24, 2020, and their locations, according to ClinicalTrials.gov. The figures include suspended and completed studies, but not those terminated, withdrawn or of unknown status.





DIG DEEPER

To help understand the pandemic's effects on the pharmaceutical industry, check out the following:

LISTEN



"Making Patients Our Partners"

In this seventh episode of the podcast *Diverse Perspectives*, Pfizer Chief Patient Officer Dr. Dara Richardson-Heron speaks with host Angela Hwang, group president of Pfizer Biopharmaceuticals Group, about the patient as North Star, addressing deeply rooted health inequities and pharma's responsibility to patients—and society.

"Keeping Clinical Trials Going During a Pandemic"

In this RARECast podcast, Palvella Therapeutics Vice President of Development Operations Kathy Goin talks about the pandemic's impact on a clinical trial for a non-COVID-19 treatment, and what she is learning about pandemic-proofing future trials.

READ

"Healthcare's '2008 banking moment': What has COVID taught us?"

Some of Europe's health experts discuss lessons from the pandemic and how health care has changed in this post on the pharmaforum blog.

History, of course, plays a role. After the SARS outbreak in 2003, coronavirus experts wanted to keep working on treatments and vaccines—R&D that might have helped with COVID-19—but had trouble getting support.

This pandemic is a much louder call to action. Pharmaceutical companies are uniquely positioned to be able to respond by directing their reinvention toward preparing for the next pandemic, which many experts believe is only a matter of time. Doing so would include investing in coronavirus research; accelerating digital transformation, especially with artificial intelligence and predictive analytics; rethinking workflows; and fostering a growing sense of collaboration and patient-centricity. **IQ**

By Annemarie Tankersley

EXECUTIVE MINDSETS

*"This collaboration [with Sanofi] is one of seven that we're doing in vaccines for COVID-19—and we're committed. We look at that whole portfolio of vaccines not to profit from it during this pandemic **but to make sure we're reinvesting in COVID research, not just necessarily for COVID-19, but coronaviruses.**"*

—**GlaxoSmithKline CEO Emma Walmsley, to CNBC's *Mad Money***

*"We are doing everything we can to protect our employees and their families, while also working to support our patients, communities and, importantly, the health care providers upon whom so many rely. **We are also finding new ways of working, with each other and with our customers, and we are confident those learnings will also be important for our post-COVID world.**"*

—**Takeda President, U.S. Business Unit, Ramona Sequeira, to Fierce Biotech**

VIRAL IMPACT

95% of health care industry professionals surveyed indicate a concern about the impact of COVID-19 on company performance, with those in the Asian Pacific market showing the most concern.⁴

17% Approximate amount of **biopharma revenue spent on R&D**—a number that has consistently increased over the last 10 years, mostly due to large, expensive later-stage clinical trials.³

\$19B Estimated aggregated negative impact of **disruptions to new pharmaceutical product launches** due to COVID-19 until 2025. The first significant recovery is expected to start in 2026.

Sources: 1. "Medical Research Is Locked Down, Too," *Wall Street Journal*; 2. Number of coronavirus (COVID-19) clinical trials for drugs and vaccines worldwide as of June 12, 2020, by phase, Statista; 3. Evaluating Pharma Amid COVID-19, Contract Pharma; 4. 95 percent of pharma industry concerned about COVID-19 impact, finds survey, *European Pharmaceutical Review*; 5. Impact of launch disruptions on the global pharmaceutical market due to COVID-19 from 2020 to 2025* (in billion U.S. dollars), Statista

ISTOCK, SANKA; COURTESY PHIZER