



Transforming Cancer Care with Remote Patient Monitoring and Predictive Analytics

(Source: An article by Dr. Toby Basey-Fisher and Jai McIntosh)

The provision of effective, patient-centered cancer treatment is one of the defining challenges of our time in the healthcare industry. Conversely, it also provides a wealth of opportunities never seen before.

Cancer incidence is increasing in line with our aging populations. And while the scientific and medical understanding of cancer is growing, delivering complex treatments while maintaining high standards of patient care is an uphill battle, often made even more difficult by escalating hospital capacity constraints, staff shortages and rising healthcare costs.

The status quo is already far from optimal. Too many cancer patients are made to travel long distances to receive care and forced to wait lengthy periods for appointments. This puts them at risk of being kept on treatment therapies and programs that aren't actually benefitting them, or that may be worsening their quality of life.

As the pressures on our healthcare systems build, there is an urgent and acute need for alternative solutions to prevent a decline in cancer care provisions and outcomes. Hospital-based care is falling short in its delivery in many cases. The question remains as to whether it is possible to deliver a higher standard of care remotely to cancer patients in their homes?

There's a growing consensus among healthcare leaders and policymakers that cancer care could be more effectively administered through home monitoring. When done properly, it would capture patient data and deliver the information to clinicians to allow for better decision-making about treatments and support.

Regular data snapshots can provide an early warning of any issues related to a patient's cancer treatment, leading to more timely interventions while reducing the need for distressing, resource-intensive and time-consuming hospital admissions further down the line. Gathering this depth of data historically required regular in-person assessments. However, improvements in technology – particularly in the wearable space – combined with better connectivity means effective home monitoring is now a viable approach.

In this situation, patients are central to their own care, reporting symptoms and providing regular readings without ever having to leave the comfort of their homes.

The challenge is how to deliver genuinely useful data to healthcare staff without increasing their workload or causing more complexity in the overall process. If done properly, it could free up significant time thanks to the reduced need for face-to-face appointments, all while more quickly identifying patients who require more immediate attention.

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In Brief...

♦ **Walgreens Boots Alliance (WBA)** announced that it sold shares of **AmerisourceBergen (ABC)** common stock through a registered public offering of approximately US\$1.6 billion. It also announced a registered public offering of 10.5 million shares of common stock. Additionally, WBA entered into a concurrent share repurchase by ABC for proceeds of approximately US\$250 million, subject to conditions. WBA's ownership of ABC's common stock has not been impacted by entry into the prepaid variable share forward transaction, but is expected to decrease as a result of the concurrent share repurchase by ABC to approximately 16%, according to WBA.

♦ **Pfizer** released its financial results for the 2nd quarter of 2023, showing mixed results. Revenue for Q2 was US\$18.28 billion, down 24.7% from the previous quarter and down 34.1% year-over-year. The company attributed the decrease due to the drop in COVID-19 product sales but said that COVID-19 sales likely bottomed out in Q2 and could now turn higher due to the rapid spread of a new COVID variant EG.5.1. Also of note, *ODT/Vydura* sales were US\$247 million for Q2 2023, up 47.9% quarter-over-quarter. Pfizer said it will consider a cost reduction program to better align costs with

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The Healthcare Logistics Association of China Federation of Logistics & Purchasing Joins IFPW as a Service Member

IFPW is proud to announce that the Healthcare Logistics Association of China Federation of Logistics & Purchasing (CHLA) has joined IFPW as its newest service member

Founded in 2014, CHLA is committed to serving the government and promoting the industry and empowering members. CHLA is a national industry social organization representing domestic and foreign pharma manufacturers, distributors, retailers, medical institutions, logistics service providers and others engaging in the pharma supply chain. The rotating presidents are from Sinopharm, Shanghai Pharma, CR Pharma Comm, Jointown Logistics, and SF. Under the guidance of CFLP, CHLA assists in carrying out work to promote the healthy development of the pharma supply chain sector. CHLA also strives to strengthen industry self-discipline, to advocate for the industry, and to protect the legal rights/ interests of members.

IFPW welcomes CHLA and looks forward to its insights and perspectives as an active IFPW member.

Transforming Cancer Care (cont.)...

Currently, cancer care providers have access to a wealth of patient information that can reveal invaluable insights into treatments and progress when combined with the best in analytics. When enough data is provided, healthcare providers can identify when complications occur and whether they are linked to specific treatments. If regular real-time data updates from the patient's home are added into the scenario, this could be a significant game-changer for clinicians when it comes to predicting and preventing major events, keeping patients on treatments for a longer period, and potentially improving survival rates.

This technology exists today in affordable wearables that can record baseline health statistics across a wide range of metrics. Easy-to-use home blood testing solutions have been successfully used in trials and can already be manufactured and deployed at scale. The results from these tests can be shared with healthcare professionals securely via the cloud and delivered through simple and intuitive dashboards.

When the tests are analyzed alongside ongoing symptoms and vitals tracking, healthcare providers can gain a complete picture of a patient's health at every stage during cancer treatment.

There are also clear benefits for pharmaceutical companies in the form of rich data insights that are delivered through patient monitoring. More accurate patient data delivered regularly will also give companies a more nuanced understanding of how patients respond to medications, prescribing information and how guidelines might be adjusted to manage side effect risk, thus helping people to stay more effectively on their treatment for the recommended duration for maximum effectiveness. These insights will also help pave the way for the development of new and better therapies and the transformation of treatment pathways to deliver more preventative and personalized care.

While patient outcomes should always be the pharma industry's first priority, there is little doubt that ongoing home care, alongside chemotherapy, is a potential market mover for companies that parse the available data effectively and act on the insights that are delivered.

Short term benefits include better home monitoring combined with powerful predictive analytics that will empower healthcare providers to manage patients outside the hospital and provide more preventative models of care. This will streamline clinical services and mitigate cancer therapy's most costly side effects.

In the long term, as the volume of patients increases, health tech innovators will be able to build and analyze unique datasets to enhance global understanding of cancer treatment, improving the clinical decision-making process, and providing better support based on every patient's unique needs.

While home monitoring of cancer care is still in its early stages of use, the evidence is clear. It is a positive pathway towards a future in which cancer care is seamlessly integrated into a patient's daily living, rather than the current cumbersome time-heavy experience that is frequently endured by millions of people as they go through cancer treatment. And it is a win-

win scenario both for the healthcare providers responsible for providing the necessary care, and the pharmaceutical companies responsible for delivering these important life-saving treatments.

In Brief (cont.)

future revenue projections, if necessary.

- ◆ Pharma manufacturer **Viatis** is in advanced talks with potential buyers and plans to announce "at least one" divestiture during the third quarter, CEO Scott Smith said. The divestitures are part of phase 1 of Viatis' return to growth strategy. While the company says it is in a good place without the deals, the transaction(s) will accelerate the company's future goals. Last year the company bought ophthalmology company **Oyster Point Pharma** for up to US\$750 million. Eye care is one of Viatis' three new areas of focus, along with gastrointestinal and dermatology.

- ◆ Pharmaceutical wholesaler and distributor **Cardinal Health** reported 4th quarter and full year results for fiscal 2023. Q4 revenue increased 13% year-over-year to US\$53.5 billion. The pharmaceutical segment saw profits increase 12% to US\$504 million and the medical segment profit increased to US\$82 million. For the full year, Cardinal Health's revenues were up 13% at US\$205 billion. The company also raised its guidance for 2024.

- ◆ **AstraZeneca** has signed a new mRNA manufacturing deal with China's **CanSino Biologics**. The supply agreement will last 10 years and CanSino will use its mRNA manufacturing platform to support AstraZeneca on the R&D of certain vaccines. The two companies may further collaborate on R&D and commercialization in the future. No financial details were disclosed.

- ◆ **Good Neighbor Pharmacy**, a national independent pharmacy network offered through **AmerisourceBergen**, convened nearly 5,000 independent pharmacy owners to celebrate *ThoughtSpot 2023* at the MGM Grand in Las Vegas. This year's event showcased the extraordinary collaboration, commitment and perseverance of the Good Neighbor Pharmacy network of pharmacists dedicated to improving community health and transforming the ways pharmacies deliver patient care and empowering consumers to take better control of their own health. The event featured more than 25 live and on-demand continuing education sessions and certification programs, as well as strategies for addressing the most pressing opportunities and challenges in the pharmacy industry.

- ◆ Japan's ethical drug sales rose 8.8% in June over the month in the prior year on a wholesale shipment basis, according to a report released by **Crecon Research and Consulting**. The rise was due to the spread of infectious diseases particularly among children, such as influenza, RSV, and herpangina, as well as positive sales of cancer and specialty medicines and generics listed in June.

(Sources: Company Press Releases, Drug Store News, FiercePharma, Pharma Japan, Scrip Intelligence, World Pharma News and Yahoo Finance)