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Changing healthcare market requires new thinking

Quintiles: Strategic ally for the healthcare industry offers solutions

Mannheim, 6. October 2010 – The healthcare market is experiencing significant changes: new legislation, already having been implemented or planned to go in early 2011, will bring drastic changes to the entire German healthcare system. The development of highly specialized drugs and therapies is getting more expensive, while at the same time companies are facing difficulties in getting appropriate financial support for these projects. Against this background, the government is asking for affordable drugs, physicians and regulatory bodies want see the added value for high-priced products, and also payers as well as patients are playing a more important role in the decision process.

Considering all these changes, the role of service companies is changing: they are no longer seen as just short-term providers to solve tactical problems. The best among them are now seen as a strategic ally, who understands the constantly changing marketplace and as a result can provide valuable insight. Competent consulting, integrated thinking and an understanding of the complex relationships of physicians, patients, payers and the industry are the key drivers. “In future, the complex structures of our healthcare system can only be managed through effective networks and partnerships“, says Monika Beintner, Managing Director of Quintiles Commercial Germany GmbH, one of the worldwide leading outsourcing partners for the healthcare industry.

Patient-centric programs – the perfect combination of patient benefit and value demonstration

With innovative business models, Quintiles is one of the leading companies, who can help pharmaceutical companies to gain competitive advantages. As the first company, Quintiles was able to offer patient-centric programs. These programs can help to improve patient adherence to therapy especially in the area of chronic diseases, e.g. rheumatism or osteoporosis. Through competent healthcare professionals, patients receive support to stay on a specific therapy, which in turn leads to an improvement in health outcomes. This improvement represents a benefit for the entire healthcare system as patients not staying on therapy could mean higher long-term costs for the healthcare system. By helping to keep patients on their therapy, these long-term costs can be reduced considerably.

Due to current legislation, pharmaceutical companies are not allowed to communicate directly with patients – this is where outsourcing partners can act as an interface between the two stakeholders. The range of services includes patient screening programs, cooperation with treating physicians and other practice staff up to the therapy support of patients in their home environment through specialist experts.

While respecting the current guidelines of general Clinical Data Management practice, the gathered data can be used to demonstrate the effectiveness of a specific therapy. Precisely this kind of research is growing in importance in the light of the changes in the drug market with AMNOG, which requires the proof of effectiveness and efficiency of products. Using patient-centric programs, Quintiles today is already in a position to generate supporting data, which companies can use to comply with the new regulation going into effect in 2011.

Co-Promotion with a neutral partner

As a result of the increased discount on their products, pharmaceutical companies are trying to reduce their fixed cost base. This is also an area where Quintiles can support its customers, e.g. through the deployment of Co-Promotion Teams (CPT). “Collaborative development models or joint marketing strategies as part of new partnerships are good examples for the outsourcing model of the future” underlines Beintner. Through an integrated approach, Quintiles offers its customers the possibility to use synergies. “Our co-promotion teams can equally promote two different products with physicians”, explains Beintner. „The particularity: these are non-competing products from different manufacturers. By “sharing” the outside sales team for the same target group, companies are in a position to reduce their marketing costs by an important amount”, stresses Beintner.

„The healthcare market as we know it, is about to dissolve. As a result, companies are looking for new, innovative business models, which will enable them to cope with increasing risks. With the new strategy ***The New Health'***, Quintiles has defined its strategic direction. Together with companies in the healthcare industry, we recognize the changes and will use the arising opportunities”, says Beintner. With the four business pillars **Clinical, Commercial, Consulting und Capital**, Quintiles is perfectly positioned to face the changes and challenges of the healthcare market.