

**The prospective
contribution and the global
and integrated approach to
pharmaceutical industry's
new challenges.**

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Axelpharm develops in a multicultural and multidisciplinary way:

- 1. Health Prospective to accelerate the development processes in the Health and Pharmaceutical industries**
- 2. Management and innovation**
- 3. Professional development**

Prospective contribution and the global (comprehensive) and integrated approach to pharmaceutical industry's new challenges

prospective = strategic foresight

1. Definition of prospective

2. How a global and integrated approach is both useful and necessary.
3. Impact of a new global vision on the existing and new jobs

The needs

- The world is changing
- The health industries must face these changes in operational and timely ways

Do we want it changes with us...

...without us or against us?

➔ Proactive or preactive attitude

Strategic foresight and scenarios planning

1. WHAT DOES A PROSPECTIVE APPROACH MEANS ?

Prospective enables to :

- build strategies that start in the present,
- take decisions in the present,
- by making sense of the future from a thread that begins in the future

Prospective helps :

- putting things into perspective
- making sense of long term evolutions

Prospective, strategic in nature, is a knowledge lever to act

A way :

- of asking questions before bringing solutions,
- of promoting intellectual questioning,
- to foster an existential doubt to imagine all possible scenarios

in order to act today for tomorrow.

a. How the prospective allows to take risks

Short Term Vision :

immediate and irreversible decisions : **caution**

Long Term Vision

distant and broad horizon : **boldness**

Even if predicted actions amended

b. Thinking about the human being

The path to a true construction of the future.

- what can happen
- what people wish to happen
- Better to foresee what would happen if people don't do any changes
- Prospective frees people from fate
- And leads them to action

The objective of the prospective is to study the far future

Observe the present from the future

Permanent confrontation between :
ends, ways and reality

1. Foresee far further :

In complement to short term vision
10 or 20 years

The study of a far future

2. See the global picture + comprehensive view

- Discussion between experts to obtain a common complementary view
- In interdisciplinary fields, various experiences and cultural backgrounds

3. Do in-depth analysis:

- To identify essential factors
- To refuse methods based on habits and routine

In concrete business terms?

- To bring out the deep meaning of events
- To develop plans and programs
- To give recommendations immediately effective
- To set up possible objectives
- To challenge companies' rules & objectives constantly

Application

To detect:

- Obvious trends
- Weak signals
- Past mistakes to avoid
- Scenarios
- Possible or Desirable future situations
- To avoid unwelcome future situations

Principles of the strategic foresight

6 fundamental questions

1. Who am I?
2. Where do we come from ?
3. What can happen?
4. What can I do?
5. What will I do?
6. How can I do it?

**Ask the right questions to
choose the right processes**

Principles of the strategic foresight

6 main principles

1. To be far-sighted : 10-20 years in the health field
2. To see the big picture
3. To do in depth analysis
4. To take risks : always better than not taking risks
5. To think about the human being
6. To work together :

impossible to do strategic foresight alone!

Attitude of the strategic foresight

4 attitudes facing the future

1. Passivity : to undergo the changes
2. Reactivity : to act in urgency
3. Preactivity : to be prepared to predictable events
4. Proactivity : to act to produce desirable changes

One common objective : the future (responsibility)

- Preactivity and Proactivity to reduce Reactivity

Time concept:

- Past = experience // Present controllable

Attitude of the strategic foresight

7 fundamental virtues

1. **Peace and quiet**
2. **Imagination and intuition**
3. **Team spirit**
4. **Enthusiasm** : for innovation
5. **Courage**
6. **Meaning of human understanding,**
without judging
7. **Humility**

The aim of strategic foresight : to break organisational silence

- Increase the light to decrease the darkness
- Take into account the minorities instead of excluding them
- Don't be blinded by dominant ideas
- Innovate and dare to say other than the corporate language

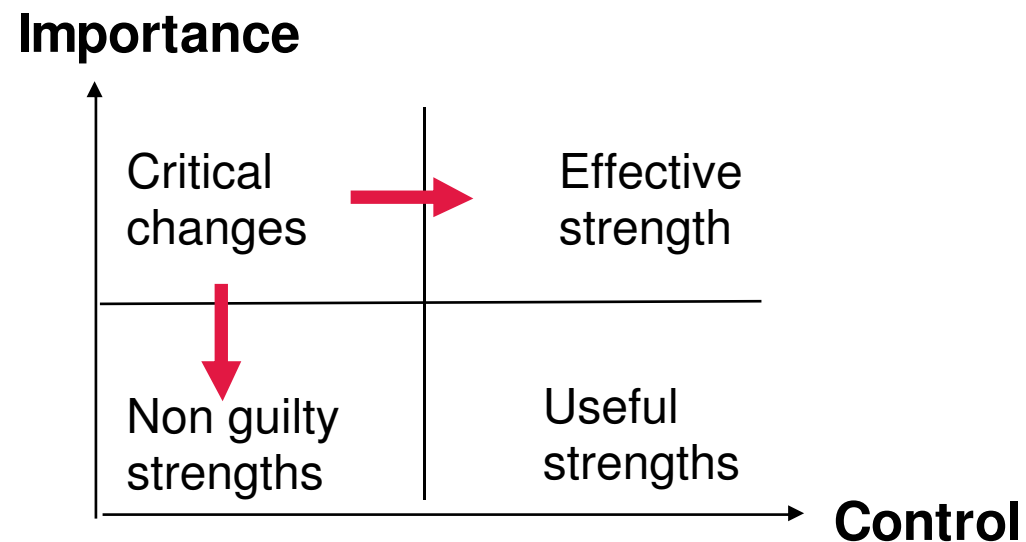
5 methods of the prospective (workshops)

1. From received ideas to action

Hunting for received ideas (positive or negative)

2. From change factors and inertia to action

Structural analysis



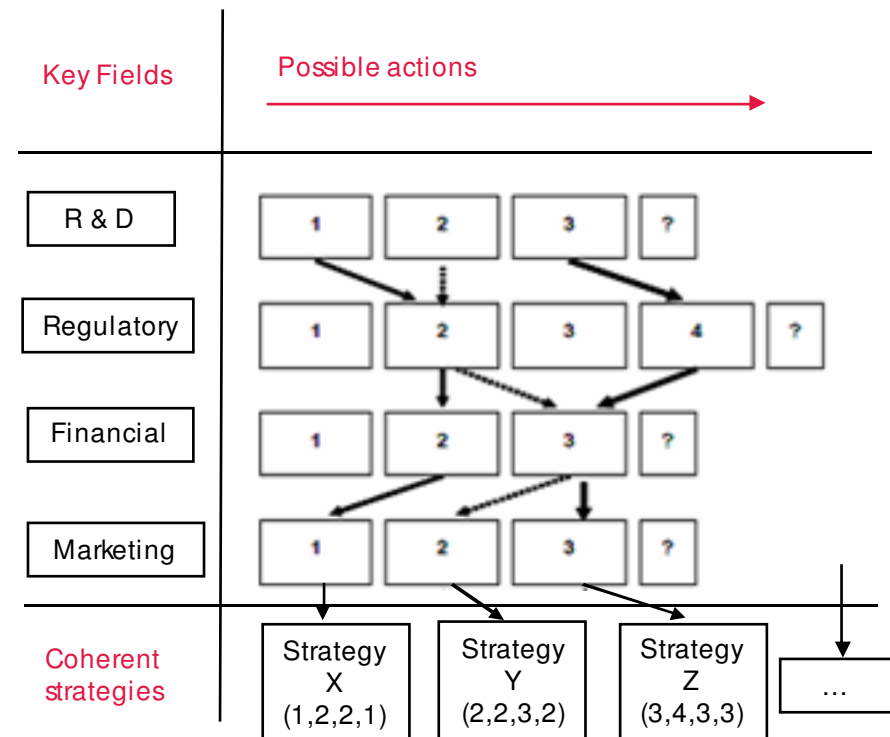
5 methods of the prospective (workshops)

3. From change factors to exploratory scenarios

Morphological analysis

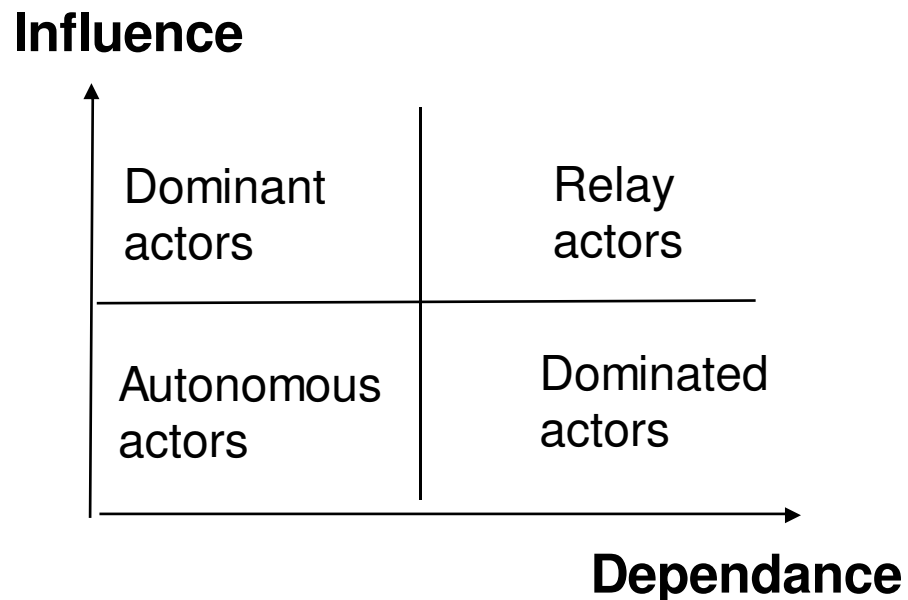
Multicriteria analysis to identify and evaluate strategic options

Probabilization by experts to reduce uncertainty



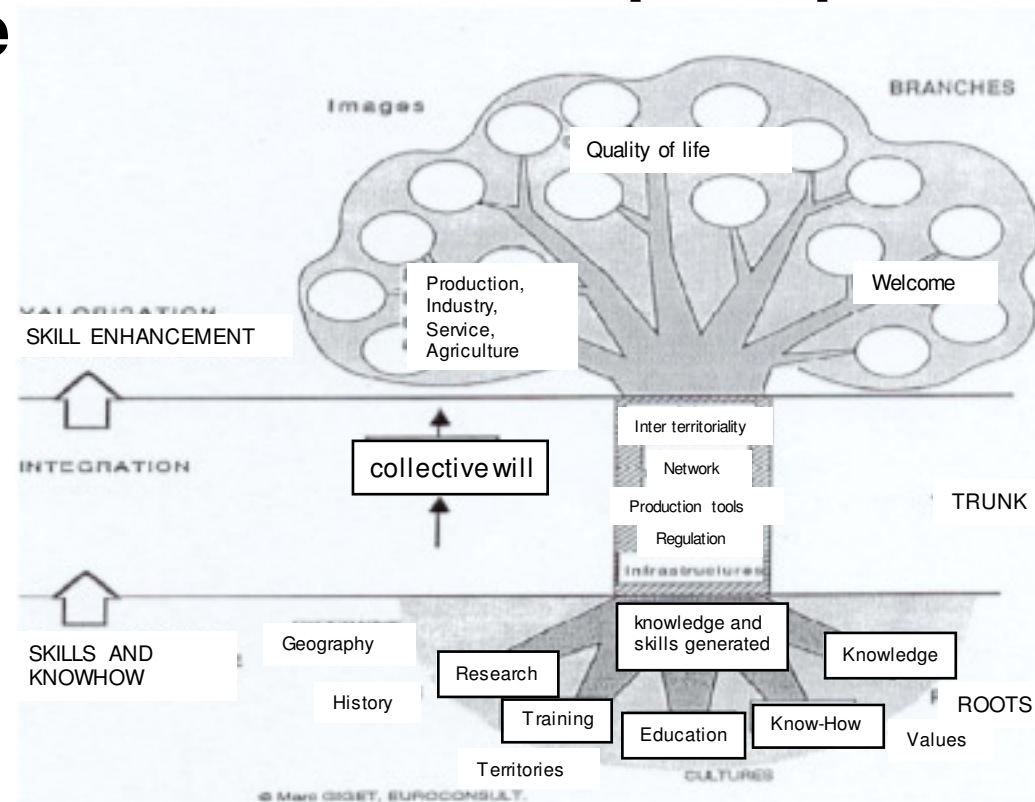
5 methods of the prospective (workshops)

4. From change factors to the game of the actors Analysis of the acting strategies



5 methods of the prospective (workshops)

5. Building the skill tree of the past, present and future



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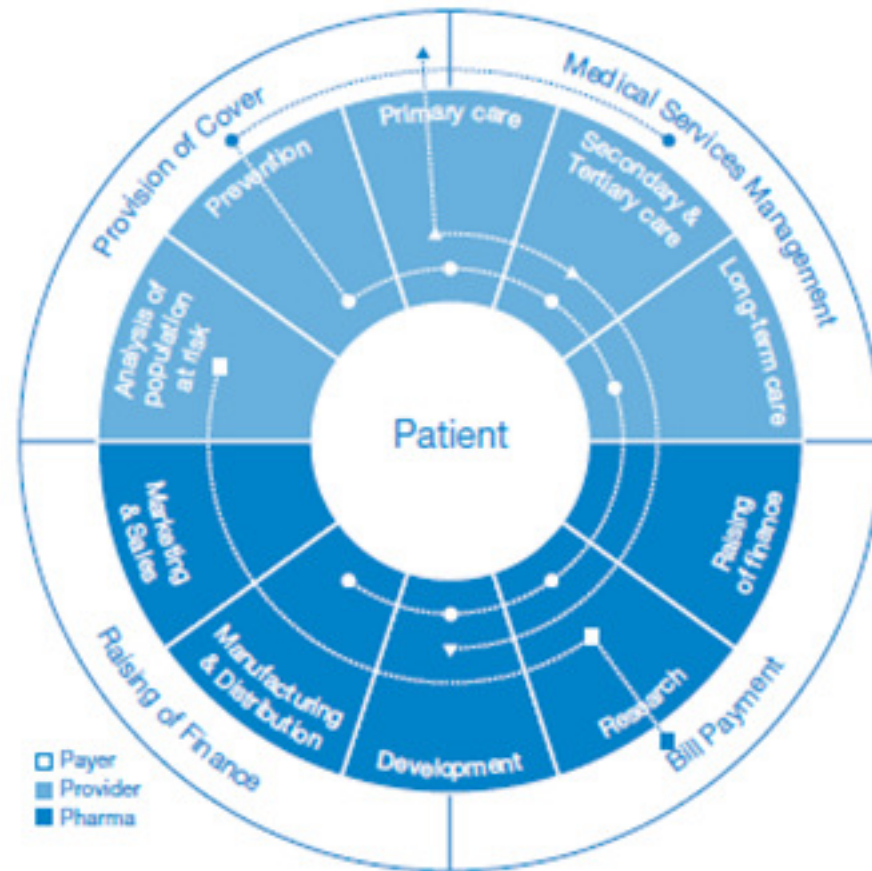
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2. IMPACT ON THE GLOBAL HEALTH CARE SYSTEM

- Demographic and epidemiological evolutions
- Research and development evolutions
- Increasing regulations
- Global healthcare packages
- Patient's needs as a whole

By 2020, the pharmaceutical, payer and provider value chains will be much more closely intertwined*



* Source : PricewaterhouseCoopers

Healthcare delivery closer to the patient*

In 2007

Secondary care (specialty medicine)

Hospital ER, diagnosis, intensive care, light surgical interventions,
Important surgical acts, other consultations

Primary care (general medicine)

First diagnosis,
Prescription,
Routine check-up

Patient

Self-medication

OTC drugs,
Routine medical advice

In 2020

Secondary care (specialty medicine)

Hospital ER, diagnosis,
Intensive care,
Major surgical acts

Primary care (multidisciplinary health agencies)

Diagnosis and complex treatments,
Minor surgical interventions,
Diagnosis and simple prescriptions by
Pharmacists/ Nurses,
Health check-up,
Prevention

Patient

Self-medication

Autodiagnosis on Internet,
OTC drugs for chronic and non chronic diseases,
Wellness and comfort services

* Source : PricewaterhouseCoopers

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3. IMPACT ON PHARMACEUTICAL JOBS BY 2020

Existing jobs : in regulation, marketing and sales, research, epidemiology...

New emergent jobs : we must be ready to have the right training, on-going education and life time training.

Who is concerned?

- The general management
- Strategy and planning
- Business development
- Strategic foresight actors (new job?)

CONCLUSION

Questions

and

Answers

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