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PHARMA – FOR A HEALTHIER TOMORROW

The healthcare industry holds the future in its hands – the entire world depends on the medications and treatments that it provides to stay healthy. Companies within the sectors are doing their best to stay on top of their game: producing new medicines that combat existing illnesses, developing new therapies that alleviate serious conditions and discovering new ways to stay ahead of disease. Three AmCham Germany member companies explain how they are contributing to a healthier future.

Becoming a Diversified Specialty BioPharma Company:

Addressing High Unmet Medical Needs

Bristol-Myers Squibb is a global biopharmaceutical company that combines the reach and resources of a major pharmaceutical company with the entrepreneurial spirit and agility of a biotech company. With 24,000 employees worldwide, a research and development investment of \$4.5 billion in 2014 and 14 new product approvals in the past ten years, Bristol-Myers Squibb is firmly focused on its mission to discover, develop and deliver innovative medicines that help patients prevail over serious diseases. The German market, one of four key markets worldwide, is headquartered in Munich.

To address regulatory demands as well as the dynamics of a changing healthcare market, Bristol-Myers Squibb has been going through a transformation since 2007. These changes have turned it into one of the industry's leading specialty companies. Sharpening the focus on specialty medicines that treat serious conditions requires a highly focused organization.

As a milestone in this process, Bristol-Myers Squibb realigned its commercial, financial and manufacturing organization in 2014 to support the evolution to become a specialty business model. These strategic changes have created a more focused company, concentrated on a smaller number of core assets and priorities. Bristol-Myers Squibb has significantly increased its commitment to immuno-oncology, an emerging field with the goal of changing survival expectations and the way patients live with cancer. As part of the evolution, the company also further refines its focus on areas of significant unmet medical need such as virology, especially HIV/AIDS and hepatitis C; immunology; and specialty cardiovascular diseases.

For global companies, the local perspective is always essential. Pharmaceutical companies are



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attempting to balance opposing priorities: globally conducted clinical trial programs, European drug approval processes and local healthcare system requirements. To maintain a dialogue with these institutions, Bristol-Myers Squibb and other pharmaceutical companies have created a platform called Pharma Fakten that enables an open discourse among all parties involved. This discourse encourages close collaboration among industries and institutions and ensures that patients with a high unmet medical need have access to innovative compounds. ■

Cancer Immunotherapy:

New Hope from Revolutionary Research

Cancer incidence continues to rise around the world as populations age in developed countries and as lifespans increase in developing nations. There is real excitement in the cancer-care community due to a completely new approach being applied to the research and development of cancer therapies. It is called immunotherapy, the use of medicines to empower the body's own immune system to fight cancer.

In 2013, Science magazine called cancer immunotherapy the biggest breakthrough of the year. Today, the first wave of these novel medicines are achieving or nearing regulatory approval for the treatment of patients with a range of cancers, including melanoma, leukemia, lymphoma and brain tumors as well as breast, prostate and lung cancer. Oncologists do not use the term "revolutionary" lightly, but many are letting the word pass their lips in reference to immunotherapy.

The excitement in this field does not just come from the prospect of acquiring new effec-

tive therapies, particularly against some of the most aggressive and treatment-resistant cancers, but also because immunotherapy may offer a way to defeat cancer that is gentler on the body than traditional chemotherapy. By helping a patient's immune system recognize cancer cells and target them selectively, these new drugs hold promise of milder side effects.

With a breakthrough on the horizon

Companies around the world, ranging from large biopharmaceutical companies to biotech startups, are working to bring cancer immunotherapies to patients as quickly as possible. Amgen is among these companies, and one of our promising immunotherapy drugs, close to approval for the treatment of acute leukemia, emerged from an immunotherapy platform known as BiTE (Bi-



What if our bodies could be "taught" to seek and destroy cancer cells?

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specific T-cell engagers) technology, developed in Munich. If Germany continues to build an environment that emphasizes industry-government partnership, fosters talent, attracts investment and rewards significant innovation, we can remain at the forefront of lifesaving science.

The next few years will validate how powerful these innovations are in real-world clinical settings. But the informed optimism of cancer specialists regarding immunotherapy suggests that today, we are on the brink of a truly revolutionary moment – and a time of immense new hope – for cancer patients and their families. It is the hope that cancers that were once seen as inevitably fatal could soon be transformed into survivable chronic illnesses, or even cured outright, through medicines that teach our own bodies how to join the fight. ■



The World Is Our Lab:

Developing New Treatments Through Co-Creation

Innovations in medicine have played a vital role in ensuring that many diseases are well treatable today. One example is HIV: Into the 1990s, being diagnosed with HIV was as good as a death sentence. Today, thanks to modern medicine, those affected can lead fairly normal lives. However, the need for new solutions persists. Even today, only one-third of all known diseases are curable.

Networks catalyze innovation

Every year, the pharmaceutical industry invests approximately \$100 billion in innovation. Companies are cooperating more and more with partners to solve problems more quickly and efficiently. Currently, every third new active ingredient introduced by one of the ten biggest pharmaceutical companies is created outside of in-house laboratories. At Johnson & Johnson, the parent company of Janssen Germany, more than 50% of the company's recently marketed drugs were created outside its own laboratories.

"Catalyzing innovation at Johnson & Johnson means creating strong networks of people that can combine resources, ideas and technologies in a new way," says Dr. Paul Stoffels, our Worldwide Chairman, Pharmaceuticals and Chief Scientific Officer at Johnson & Johnson.

Close collaboration within a worldwide network provides pharmaceutical companies with new insights and valuable stimuli for developing active ingredients.

Cooperation beyond borders

Pharmaceutical companies often provide their research partners with resources such as laboratory

capacities or share their knowledge for scientific research. At Johnson & Johnson, we count on the cooperation with start-ups and research facilities while still maintaining our own innovation center. Our company

recently concluded a cooperation agreement with biotechnology company Bavarian Nordic in October 2014, aiming to accelerate the development, testing and production of an Ebola vaccine.

The core goal of all research activities is to help patients and ensure optimal healthcare.



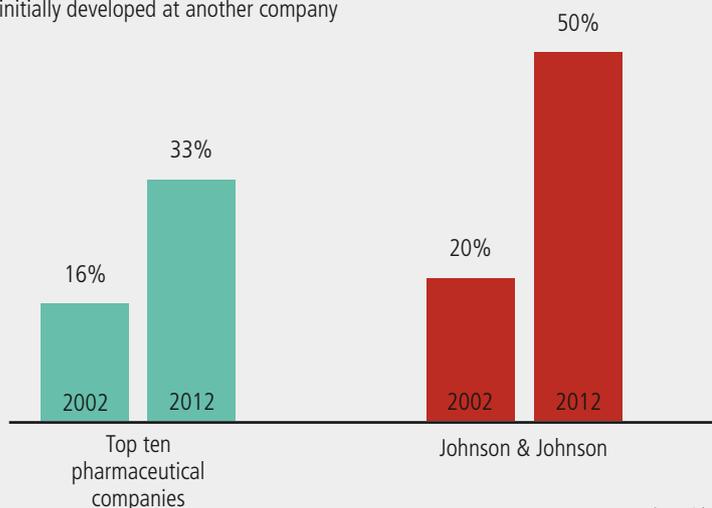
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Janssen's founder, Dr. Paul Janssen, sums up the driving force, saying, "It's five to twelve, and patients are waiting." To this day, this has remained our main driver and motivation. ■

External innovation is heavily increasing

Percentage of drugs under development that were initially developed at another company



Source: Johnson & Johnson