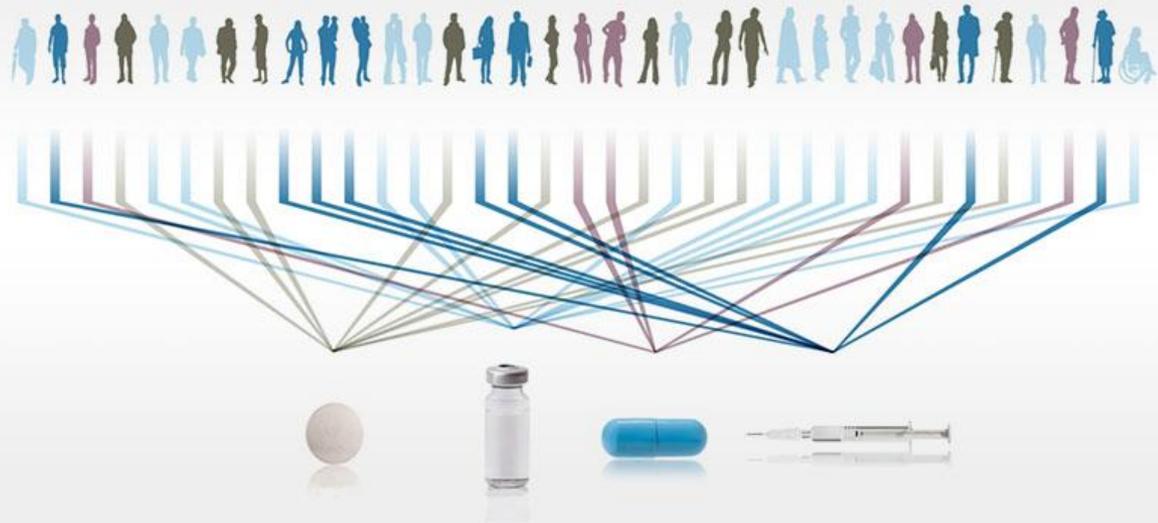


Workshop on public-private research collaboration

Session 2: Public-private collaboration in the area of clinical research



Roche: A pioneer in healthcare

The world's largest biotech company

The frontrunner in personalized healthcare

Roche was one of the first companies to bring targeted treatments to patients

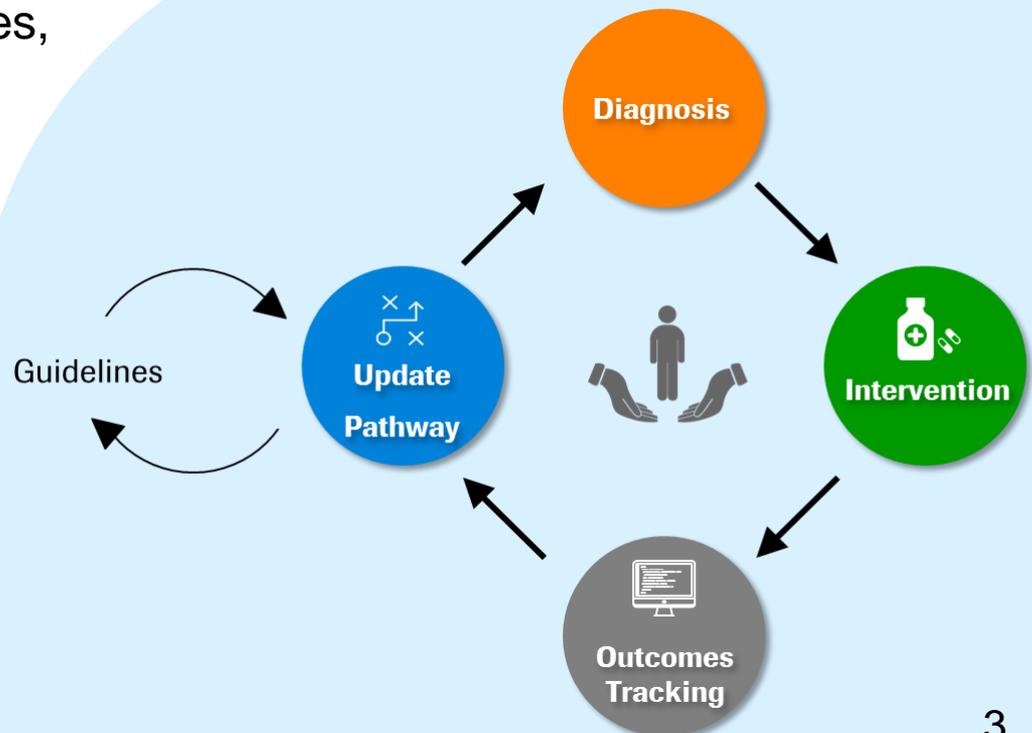
Two-thirds of Roche's Research and Development projects are being developed with companion diagnostics

Strong collaboration with academia and public institutions



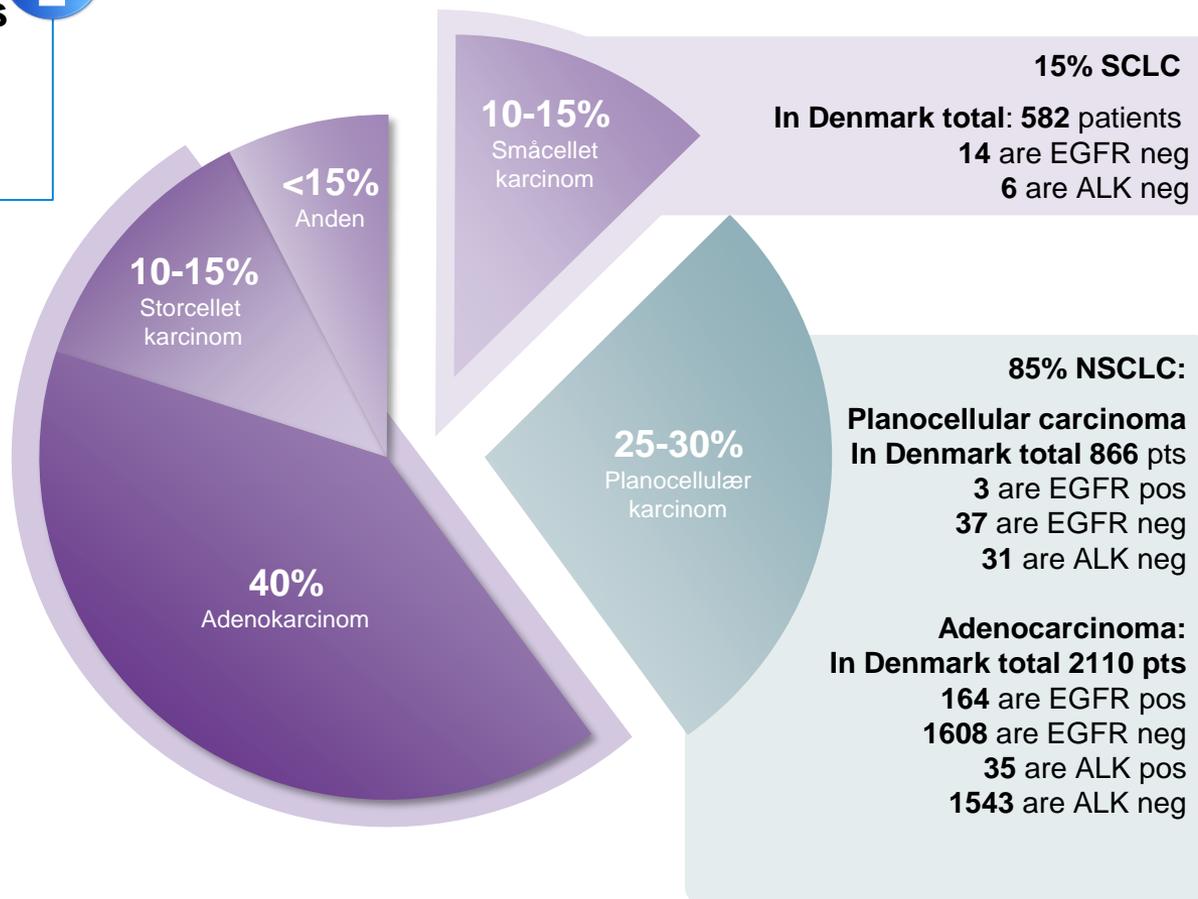
Overview: Translational research is becoming more prominent

- Translation research will be a game changer as data is going to be accumulated
- With good data outcomes and diagnosis we can change treatment outcomes in the future
- If we want personalized medicines, the way we test, diagnose and treat has to change
- 96% of data is generated in hospitals and only 4 % in clinical trials
- Access to broader data is vital for the future treatment of patients



Example: Lung cancer – the type is important for choice of treatment

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Number of samples is important – therefore public/private collaboration is key!



How do we create a win-win situation by strengthening public-private collaboration?

Private assets

- Strong pipeline of innovative drugs that need to be tested in real time setting with companion diagnostics and in R&D
- Data generation and data sharing will be absolutely key to make decisions in legal and ethically safe environment

Public assets

- The new strategy on personalized medicine provides opportunity for success if there is genuine public support and funding
- Many registries exist and we can follow everyone over a lifespan
- Effective implementation of data protection law

What are the challenges that we are facing? (Barriers)

- The mindset around academic/private collaborations
- The need of validated diagnostics of high standard that are “standardised” across countries
- There needs to be an opportunity to treat according to NGS results
- The databases need to be available and comprehensive enough to support treatment options

Conclusions

1

Future development of research in oncology requires disruptive thinking towards applied translational research

2

The way we address the needs of cancer patients need to be changed in order to make the concept of personalized healthcare successful

3

The private industry has substantial expertise and insight. Close collaboration between the public and private sector is required if we are going to deliver world-class personalized healthcare

Questions



Is Denmark ready to embark on a close public-private partnership as stipulated in the Strategy?

What are the hurdles?

What are the opportunities?

***Doing now what patients need
next***