

# EPHMRA AsiaPac Conference online meeting Agenda



Tuesday 18 October

## Start:

8am UK time

## Convenors:

- Otto Tsang, Director, Regional Insights & Analytics, APAC, Healthcare Business of Merck Biopharma
- David Wang, Head of Customer & Business Insights, Bayer China
- Marc Yates, Senior Director, Asia Pacific & Emerging Markets, Research Partnership
- Pieter De Richter, Head of APAC/MENA Syndicated Real World Evidence Healthcare, Ipsos Kuala Lumpur
- Stephen Potts, Director, Purdie Pascoe

## Tuesday 18 October – UK times shown

08.00 – 08.10

Welcome by Convenors

08.10 – 08.55 (45 mins presentation + 10 mins discussion)

### *Paper 1: Emerging Asia*

**Speaker:** HueyLing, Yong, Managing Principal, South East Asia and Regional Headquarters, IQVIA

**Convenor:** Stephen Potts, Purdie Pascoe

Emerging Asian countries are made up of Vietnam, Indonesia, Thailand, the Philippines and Malaysia. Most countries are on the road to recovery from covid 19 with travel restrictions loosen and border reopening. SEA Economic growth for 2022 projected to be 5.1%\*\*\*, after 3.2% growth in 2021 and 4.0% contraction in 2020 Business Implications to life sciences industry:

- Recovery in services, tourism, manufacturing and transport
- Govts' focus on healthcare resilience and self-reliance
- Increased health awareness to drive self-care, OTC and CH
- Acceleration of digitization across healthcare value chain
- Pharma to calibrate GTM models for the post-pandemic world

08.55 – 09.25

### *Paper 2: Understanding changing digital behaviours: Insights needed for an effective omnichannel strategy*

**Speakers:** Wan Ling Neo, APAC Director, Research Partnership and Wei Yi Goh, Regional Marketing Manager-Immunology SEA, Johnson & Johnson - Singapore

**Convenor:** Otto Tsang, Merck Biopharma

To explain the benefits of using omnichannel marketing in an orchestrated and sophisticated way to reach target customers. 2. To provide an understanding of the ever-changing, dynamic digital health engagement landscape and the critical success factors for developing an effective omnichannel strategy. 3. To explain how market research can support the development of strategy through technographic profiling and omnichannel evaluation. 4. To clarify the role of key online influencers as the new breed of KOL in digital customer engagement and the process for identifying them.

09.25 – 09.30

Coffee Break – 5 minutes to take a break!



09.30 – 10.00

### ***Paper 3: Optimal approaches to assessing patient willingness to pay for treatment in Southeast Asia: a case study analysis***

**Speakers:** Alison Keetley, Head of Market Access, South East Asia at Johnson & Johnson and Louise Hogg, Director, Market Access APAC at Ipsos

**Convenor:** Marc Yates, Research Partnership

The APAC region holds a diverse Health Technology Assessment (HTA) and pricing and reimbursement landscape. While some markets have advanced reimbursement systems in place to guide reimbursement and coverage decisions, in other lower income countries reimbursement remains suboptimal leaving patients as the main payer for treatment. In this paper we aim to explore the optimal approaches to assessing patient willingness to pay for treatments in the region. We do this by comparing two willingness to pay case studies in Southeast Asia – one for Viral Hepatitis B which is a highly prevalent disease, and one for EGFR Exon 20 Insertion Mutation which is an uncommon and heterogeneous group of Non-Small Cell Lung Cancers.

In the first willingness to pay case study covered in this paper, we describe research conducted among viral hepatitis B patients in Indonesia, Philippines, Thailand, and Vietnam. Quantitative 20-minute online self-completion surveys were conducted with 120 HBV patients per market to assess affordability, funding and willingness to pay for novel HBV treatment. The results were stratified by income tiers, with resulting willingness to pay data weighted by national income pyramids. The high prevalence of viral hepatitis B in Southeast Asia resulted in a robust piece of research that provided a unique opportunity to shape global pricing policy.

In the second willingness to pay case study covered in this paper, we describe research for EGFR Exon 20 Insertion Mutation Non-Small Cell Lung Cancer in Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam. In this case study, the clinician was used as a proxy for obtaining information on patient willingness to pay due to the challenges conducting research with these patients. In addition, a qualitative 60-minute telephone interview was the preferred methodology due to the scarcity of clinicians treating this rare disease.

10.05 – 10.50

### ***Paper 4: Panel Discussion: The digital needs and behaviour evolution of the Physician, Patient and Pharmacist after COVID-19***

**Speakers:** Adele Li, Senior Client Partner, Kantar Health and David Wang - Director Commercial Insights & Analytics, Pharmaceuticals Division Bayer China

**Convenor:** Pieter de Richter, Ipsos Kuala Lumpur

The digital needs and behaviour evolution of the Physician, Patient and Pharmacist after COVID-19-In this presentation, Cerner Enviza (previous Kantar Health) will offer insights about the latest data of the online behaviour of Chinese physicians and patients in this competitive digital landscape.

These insights are coming from a 2021 Digital Life Physician report”, “2021 Digital Life Patient report”. This is the only large-scale digital research report in the market, published every year from 2012

These reports are grasping the market hot spots: Internet hospital, doctor sunshine income, patient management every year to evolve the development digital eco system in China

As traditional methods of communicating with doctors become less effective and limited especially during Covid pandemic, online usage within the Chinese healthcare community grows significantly, it is important to keep on tracking to understand exactly how doctors and patients consume information and communicate digitally.

- What further changes have taken place in doctors' online and offline needs and behaviours at epidemic prevention entering the normalization stage
- How Pharm company empower the digital marketing to improve the overall efficiency?
- How to achieve business transformation and upgrading, creating more value for patients?

In addition, we will discuss a brand growth approach that focuses on channel strategy and touchpoint optimization.

Touchpoint optimization identifies touchpoints that pharma brands should priorities

Assessing quality, effectiveness and impact these touchpoints have on market share and brand equity.



10.50 – 11.00

---

10 minutes to take a break!

11.00 – 11.30

---

Convenor:

**Paper 5:**

Speaker TBC

11.30 – 11.40

---

Wrap up and thanks by Convenors