

Partnership between patient groups and industry

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Daniel Beach, Medtronic

Themes...

- Why?
- What?
- How?

Why?

Why form partnerships with
industry?

Why work with industry at all?

- Why establish any partnership?
 - A common goal
 - Complementary strengths
 - Credibility in diversity

What might be a common goal?

- Aortic aneurism screening?
- Implementation of diabetes pump policy?
- Effective referral of blackouts patients?
- Even distribution of arrhythmia care?

Complementary strengths?

- Clinical expertise
- Patient insight
- Lobbying
- Focus
- PR
- Ideas
- Resources
- Commitment
- Technical expertise

Patients

Independence

Doctors

Familiarity

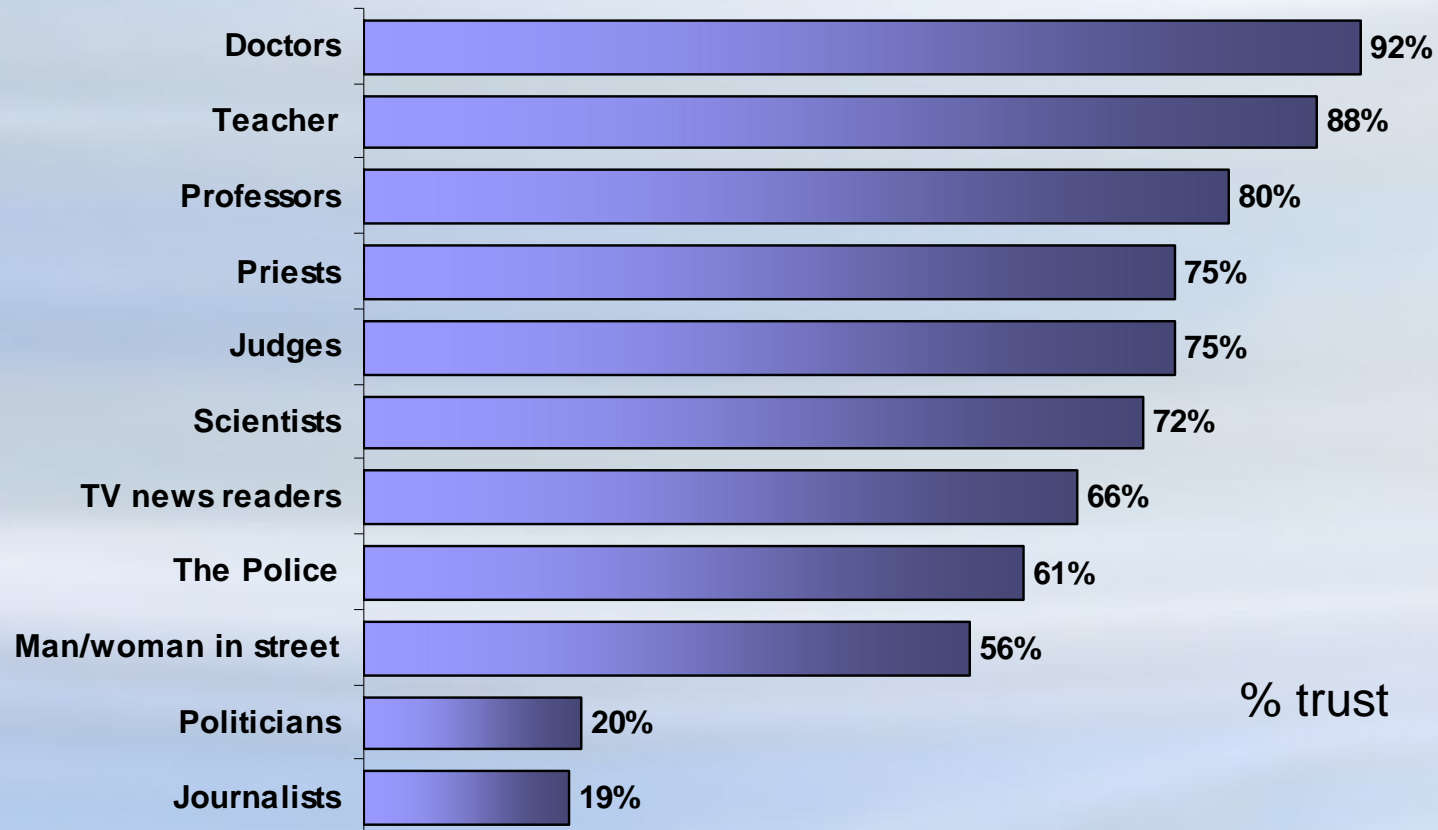
Industry

Trust

Government

**Strengths + Diversity = Adaptable
Credibility**

Credibility is important



WHAT?

What to consider when forming
partnerships with industry?

Know each others motives?

- At the outset, the partnership must be:
 - Transparent
 - Can both parties disclose all dealings with confidence?
 - Realistic
 - Are the contributions from both sides practical?
 - Fair
 - Does the partnership really present advantage to both parties?
 - Aligned
 - Is the understanding of the objective shared?

Credentials of possible partners?

- All industry partners want to make a profit.
- It's important to look at what other values they might have:
 - How much do patients matter to them?
 - How focused are they on what matters to you?
 - Are they driven by quality?
 - Are you comfortable that they make a fair profit?
 - Are they a good employer?
 - Are they a good citizen

What do they claim about themselves?

- To contribute to human welfare by application of biomedical engineering in the research, design, manufacture, and sale of instruments or appliances that alleviate pain, restore health, and extend life.
- To direct our growth in the areas of biomedical engineering where we display maximum strength and ability; to gather people and facilities that tend to augment these areas; to continuously build on these areas through education and knowledge assimilation; to avoid participation in areas where we cannot make unique and worthy contributions.
- To strive without reserve for the greatest possible reliability and quality in our products; to be the unsurpassed standard of comparison and to be recognized as a company of dedication, honesty, integrity, and service.
- To make a fair profit on current operations to meet our obligations, sustain our growth, and reach our goals.
- To recognize the personal worth of employees by providing an employment framework that allows personal satisfaction in work accomplished, security, advancement opportunity, and means to share in the company's success.
- To maintain good citizenship as a company.

Local law and codes of conduct?

- Pharma activities have increased scrutiny
- Vital that all local conditions are met
- Patient advocacy must be appropriately independent
- The spirit as well as the letter

HOW?

How partnerships deliver results

Examples of collaborative success

- Changing government policy – Chapter 8
- Implementing government policy – INPUT
- Patient and GP education - Checklist
- Getting patients to the experts - RABC

Summary

- **WHY?**
 - Complementary strengths
 - Adaptable credibility
- **WHAT?**
 - Transparent, realistic, fair, aligned
 - Credentials and motives
- **HOW?**
 - Change policy
 - Implement policy
 - Change patient behaviour