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DIA Europe 2019

„There is an urgent need for action in the Pharmaceutical industry: digitalization and other health care innovations are generating new job profiles, such as that of the data scientist. Those who do not adjust internal structures and their thinking patterns will miss the boat.”

Dr. Adam Sobanski, Partner at Main5

# Higher productivity, lower costs: The pharma industry meets for the DIA 2019

## **Main5 expert panel: Launch medications faster and at lower cost despite stricter formalities**

**Frankfurt/Vienna, January 24, 2019** – The pharma industry is still facing increasing pressure. The age of blockbuster medication is over, while regulatory stipulations are becoming stricter. The annual conference of the DIA (Drug Information Association) is being held in Vienna from February 5 to February 7. The Main5 pharma expert panel (Stand B31) is focusing on processes and systems in research and development: "The market for pharmaceutical products is demanding faster development cycles at lower cost under increasingly strict international regulatory stipulations. As a result, the entire industry continues facing pressure to demonstrate productive and result-oriented work based on lower fixed costs," says Tore Bergsteiner, Partner of the consultancy firm Main5 which specializes in pharma companies.

### **Always aspiring for process excellence**

Effectiveness, above all in research and development, is increasingly under the microscope according to the team at Main5. "Value creation and a culture of performance in the R&D sector is being continually updated in a lot of businesses in order to guarantee that pharma companies are future-ready," says Tore Bergsteiner. However, successful research is not enough for overall success: By aspiring for "process excellence", and looking to optimize and modify existing structures, it is possible to create new impulses and energies that have not yet been utilized. "It's getting tight in the pharma industry thanks to digitalization and other innovations in healthcare. New job profiles are appearing, such as Data Scientists. Anyone who is not currently adapting their internal structures and ways of thinking will miss the exit before they know it," warns Dr. Adam Sobanski, Partner at Main5.

### **Therapy for people is the goal**

The growth in regulatory requirements across all sectors is ensuring that intellectual riches are being represented in databases and documents. A focus on systems and processes for regulated data and document management in clinical development, approvals and more, is consistently contributing to compliance, efficiency and productivity. "In fact, an integrated data and document management system that will generate long-term value is already deciding on the success or failure of new innovative developments in therapy. With solutions such as lab data management, clinical data management, and holistic document management, companies will enjoy significant benefits long-term," explains Bergsteiner.

### **New technologies on the road to success**

There are plenty of opportunities for the pharma industry to make day-to-day business more efficient within the high-speed world of artificial intelligence development: The countless possibilities for digitalization range from more efficient lab work to the development and approval of effective therapies. Mental work automated using artificial intelligence is already speeding up and improving research, development and approval work. Main5 works as an adviser to leading technology providers with proven success.

**Main5** ([www.main5.de/en](http://www.main5.de/en)) was established in 2013 as a Management Consulting firm and focuses on strategy, process and solution consulting with international life science companies in the regulated R&D and Regulatory Affairs and Quality Management sectors. The consultants at Main5 combine their methodical and systematic



approach with years of experience in the industry. The holistic approach, which places the primary focus of the route to the digital future on people, is also used to implement complex ideas from leading industry customers.

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# AI brings big opportunities for pharmaceutical industry

**Used correctly, digital media offers great opportunities for the future**

**Frankfurt/Zurich, 13 November 2018** – The consultancy firm Main5 advises pharmaceutical companies on how they can get involved in the myriad possibilities of digital development. "It's, above all, lack of knowledge and vision that often results in regarding working with data with caution. But fear is a poor mentor because the future belongs to data. The pharmaceutical industry is lagging far behind, particularly in terms of digital development, and should follow the example of digitally active industries like the automotive sector, banking and finance," says a convinced Tore Bergsteiner, Managing Director and Partner of consultancy firm Main5. The Frankfurt-based consultants have specialized in the analysis, flexibilization and potential re-structuring of business processes in the pharmaceutical industry.

## **The three steps to digitalization**

The advantages of digitalization are numerous. In fact, today nearly every research activity and interaction is based on data. This creates a premature gold-rush attitude amongst software manufacturers, investors and pharmaceutical companies. "Of course, companies need to be sure that they are managing growing quantities of data reliably and correctly and using these to create value. Thinking of research, we should keep in mind that people's lives depend on this," warns Bergsteiner. Yet provided that good research practice is followed, the opportunities are endless: it's all about reducing time in the laboratory, optimizing the time aspect of clinical studies, improving management of side effects, and developing more effective therapies. Mental work automated using Artificial Intelligence speeds up and improves development during its regulated phases, and also allows you to establish if a medication is fit for purpose as quickly as possible.

According to Main5, there are three steps to successful digitalization in pharmaceutical companies.

1. In the first step, companies should define their own digital vision and implementation strategy.
2. Then, in the second step, the maturity of the processes and of data management in the organization should be assessed so that a digital implementation plan can be set up accordingly.
3. The third and final step is then consistent implementation and analysis of the effective and efficient use of greater digitalization in the isolated value-creation processes of the pharmaceutical company.

## **Solutions for optimal data assessment**

Tore Bergsteiner, Managing Director and Partner of Main5, will be speaking at this year's Swiss Association of Pharmaceutical Professionals. The symposium is hosted every year by two Swiss professional associations. Around 140 experts are expected to attend on 28 November 2018. They all work in the pharmaceutical or biotechnology industry. "We want to use the symposium to show that technology offers great potential that can benefit humanity. There are of course countless challenges in the way here: for example, the further digitalization progresses, the more data analysts and IT



technicians with specific knowledge the industry needs. Success will be achieved as soon as the pharmaceutical world is in the position to set the regulatory standards that are so urgently required," says Bergsteiner.

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# Pharmaceutical industry: An informed patient demands "digital honesty"

**Main5 takes stock following pharmaceutical and expert congresses: Companies will only win the trust of patients if they can guarantee the integrity of digital information**

**Frankfurt, 24 October 2018** – The more data the pharmaceutical industry uses, the more relevant it becomes to demonstrate the integrity of the digital material. Only then, can research be successful and digitally informed patients satisfied in the long term. This is the current message issued by the pharmaceutical consulting company Main5. "Many good discussions held in the environment of the German Quality Management Association e.V. ([GQMA](#)) have once again shown us how crucial the integrity of data for the pharmaceutical industry is. The performance to date and the vast knowledge of the pharmaceutical companies are undisputed. However, data material that is reliably collected and evaluated can and should be used by the pharmaceutical industry to support research and, through transparent performance, make the processes that have previously been strictly regulated accessible to the general public", advised Tore Bergsteiner, Managing Director of [Main5](#).

## High hopes for opportunities

In the course of the GQMA pharmaceutical conference, Main5 presented two projects, which had been carried out in collaboration with [Merck](#) and Fresenius Kabi and which focus on the digital development of the industry. "The interest in the projects we presented was immense and we got some fantastic feedback. The thirst for knowledge proves that the numerous opportunities and problems within the industry, ranging from a fragmented research and quality culture through to criminally motivated drug counterfeiting, are clearly perceived. The basic rule states: The larger the mass of data, the more companies are compelled to realize that patient protection must always be put first instead of getting lost in the evaluation of fascinating data material", explained Bergsteiner.

## Quality is a challenge for politics, economy and people

The issue of secure digitalization is occupying the entire industry, as demonstrated at the [Expopharm trade fair](#) and the German Pharmacists' Conference. Here demands were made for the rapid introduction of electronic prescriptions and a clear timetable for the implementation of processes designed to ensure greater safety in drug treatments. Data protection is also a key issue for the European Union. For this reason, the Falsified Medicines Directive (EU) will come into effect in February 2019. Prescription drugs must subsequently be labeled with a unique security tag. Pharmaceutical companies are currently working on global standards in order to ensure efficient and uniform implementation.

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## **MAIN5 GmbH & Co. KGaA**

Main5 GmbH & Co. KGaA is a Management Consulting company. Since 2013, they have specialized in strategic, procedural, and solution consulting for international life science companies. The aim of the consultants is to get management personnel and employees out of their comfort zones, to design new structures, and to make companies in the pharmaceutical industry future-ready. To do this, Main5 supports companies in the disciplines of strategy development, management and procedural consulting, change management, and even project and interim management.

### **Proven Methodology Combined With Experience**

The consultants combine methodical and systematic approaches with years of experience in the pharma industry. Using this expertise, they can collaborate with companies to form clear visions for the future, for example, or to create strategies and develop an implementation plan. Main5 guides its partners through the whole process and helps to effectively implement plans and resulting changes. The result is an individual strategy, which is adapted to the strengths of the company, and best utilizes employees' capabilities.

But even existing processes and organizations within a living business organism are subject to continuous change. Main5 finds the best systems for impending developments. These systems optimize company processes in such a way that they sustainably and measurably support the value creation activities of the organization. To do this, our experts oversee the structured introduction of system choices and supporting company processes. The best system will ultimately provide the best possible support to the organization's value creation activities – accepted and in line with regulations.

### **Learn to Lead in the Pharmaceutical Industry**

Main5 combines its own experience of leadership in multinational groups with the competence of life science consultants focused on implementation. People are the focus - and ultimately take the decision to adopt optimizing processes themselves.

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