COMPETITIVE INTELLIGENCE:
CUSTOMIZED ANALYSES FOR R&D STRATEGY

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Scientific & Competitive Intelligence

Medical Intelligence & Patient Perspectives

Sanofi

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AGENDA

AVM Boston 2019

INTRODUCTION

MEDICAL INTELLIGENCE & PATIENT PERSPECTIVES TEAM

Joseph Collins
Head of MIPP

Medical Value & Strategy

Ginamarie Foglia

Laurence Bessac

Product Viability & Patient Need

Juliette Muszka

Daniel Fiebig

Laurence Bondoux

Alexandre Jaballah

Competitive Intelligence

Amy Huang

Kristen Terranova

Project Management

Mingling Wang

Executive Assistant

Aisha Akhter

HISTORIC IMBALANCE EXISTS

Should We?

Patient Need

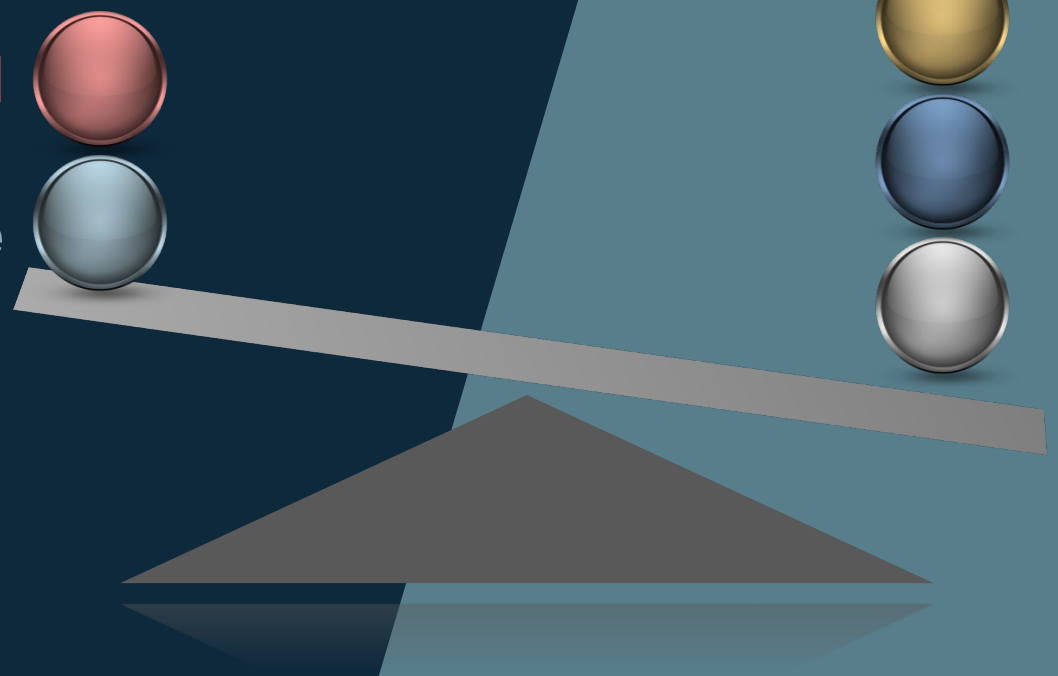
Medical Value

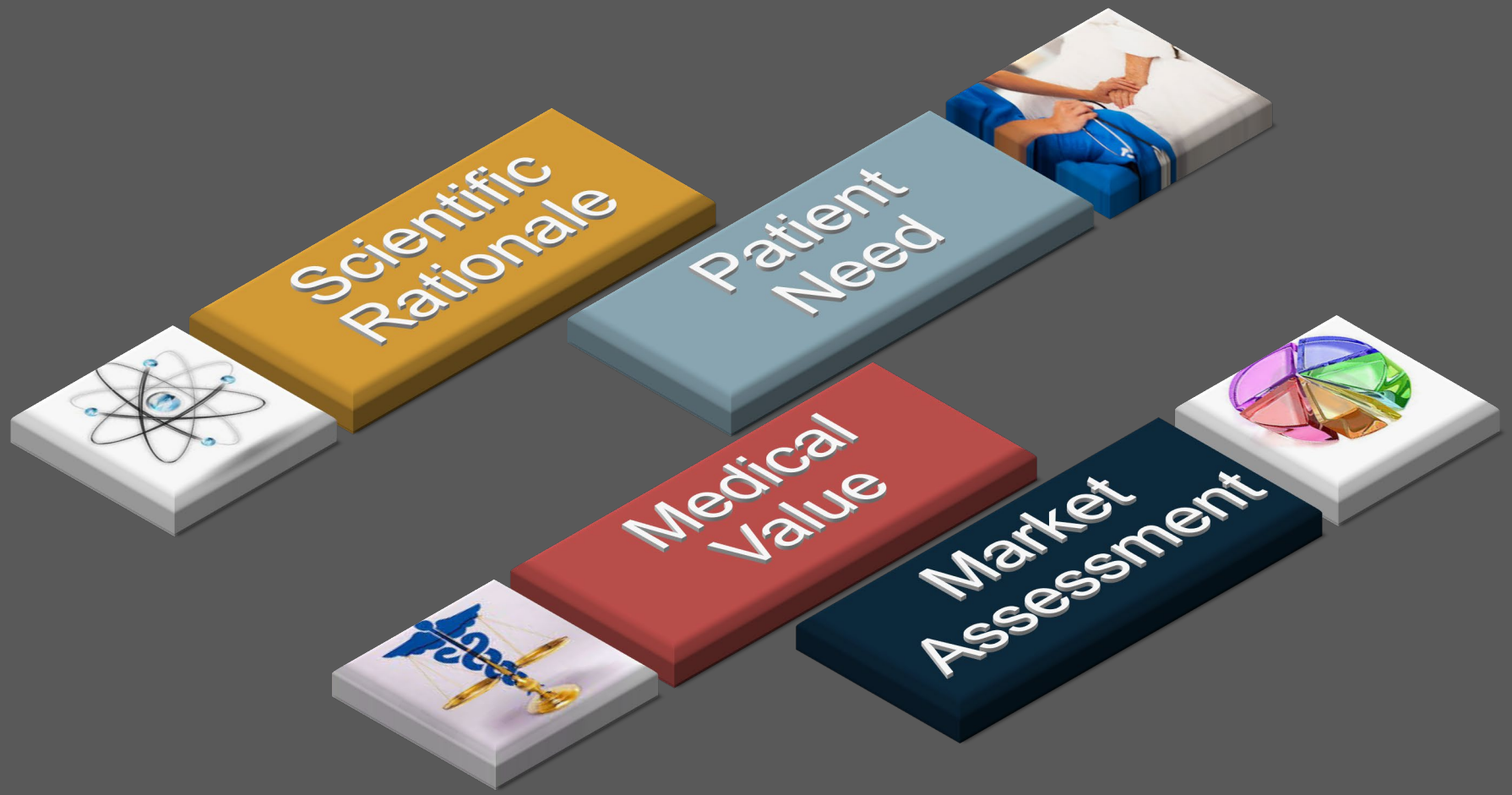
Can We?

Science

Bias

Developability





MIPP TEAM FOCUSES ON 4 CRITICAL PILLARS

MIPP OBJECTIVE: EMPHASIS ON VALUE

Should We?

Patient Need

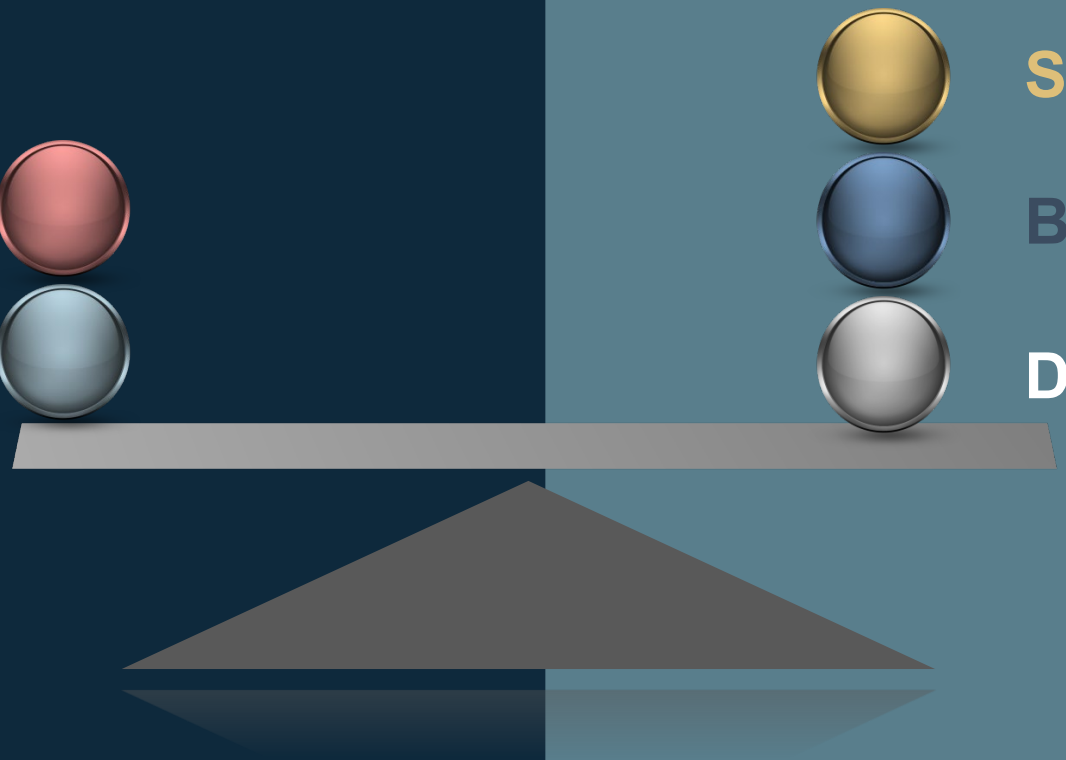
Medical Value

Can We?

Science

Bias

Developability



CI WORKFLOW & EXAMPLES

MIPP Competitive Intelligence

Roles & Responsibilities

7 Therapeutic Areas

Support R&D in all indications of interest

Customized Assessments

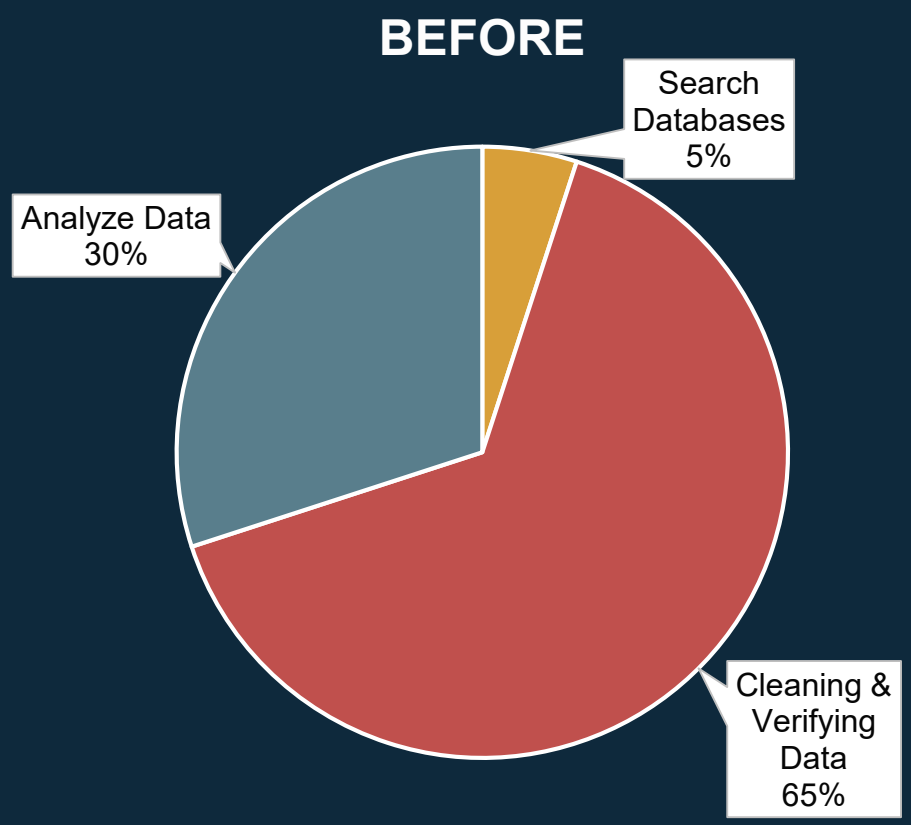
With a focus on the science

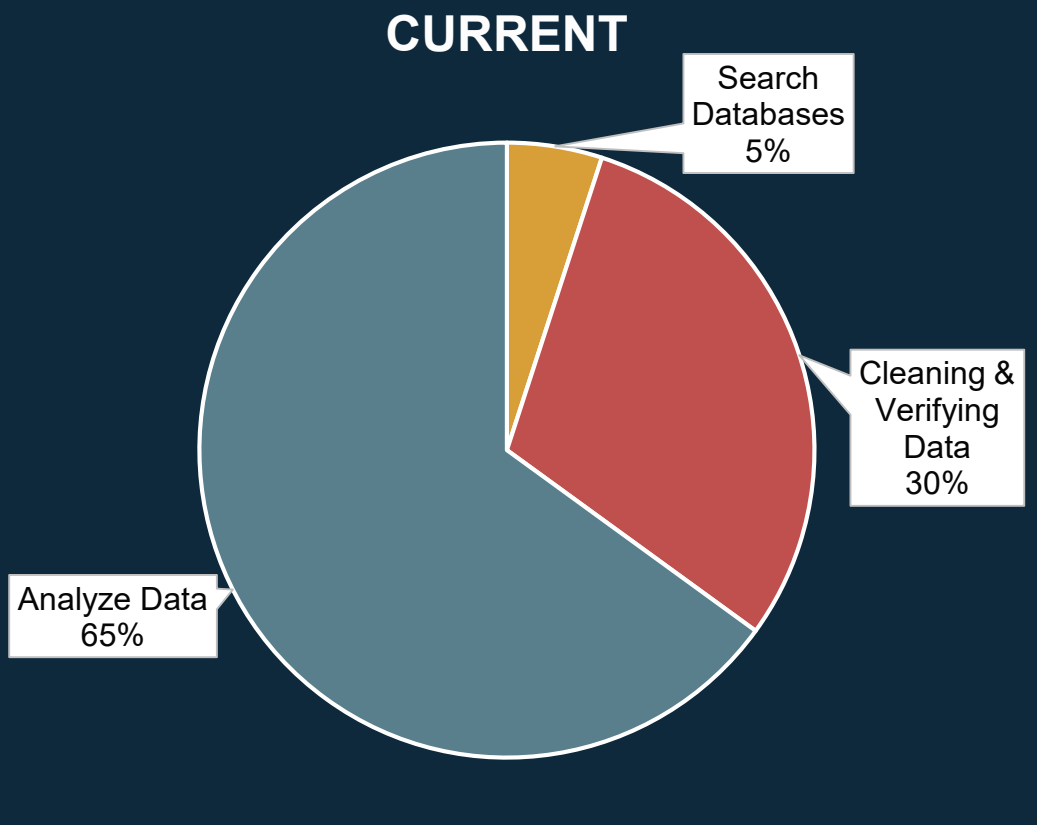
40+ Projects Annually

Average of 1.5 weeks per indication

Creative Outputs

High level CI overviews to guide project direction





OPTIMIZING CI EFFICIENCY

WORKFLOW OVERVIEW

① Search Databases

- Indication Specific
- MOA Specific

② Cleaning & Verifying Data

Bizint v1	Reference Rows	Bizint v2	Vantage Point
Initial information download	Cleaning & consolidation	Additional verification processes	Visualizations

Use of standardized templates to streamline & expedite process

③ Analyze Data

CI Basics:

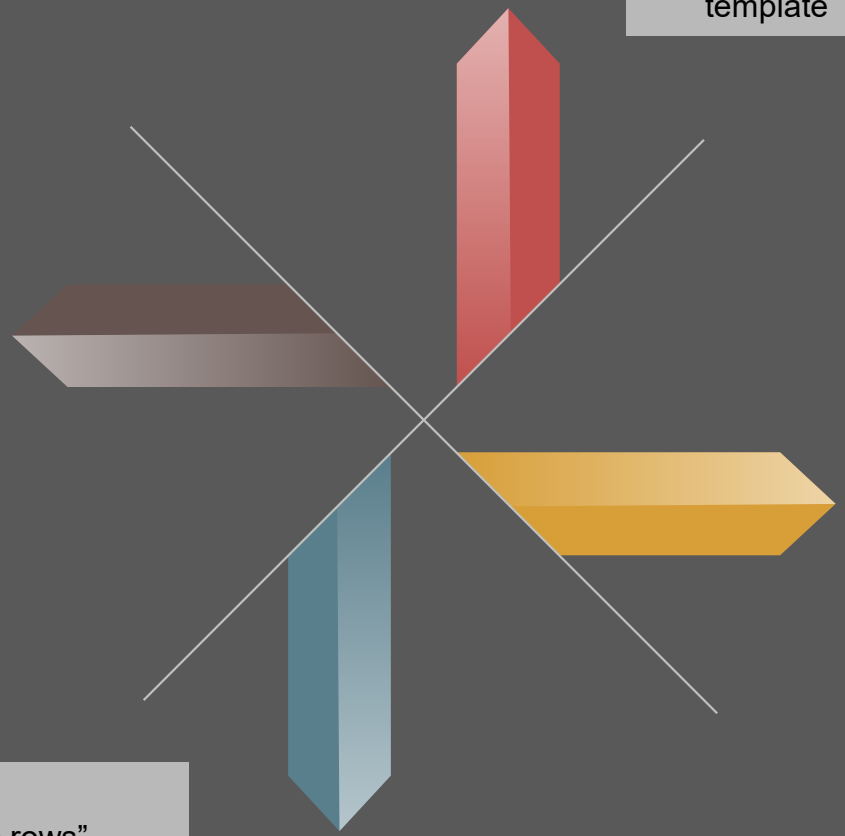
- Competitive Landscape
- Key Competitors Table
- CI Highlights

Additional customized visualizations

CLEANING & VERIFYING DATA

Bizint v1
- Identify common drug names
- Apply a “Pre-reference rows” template

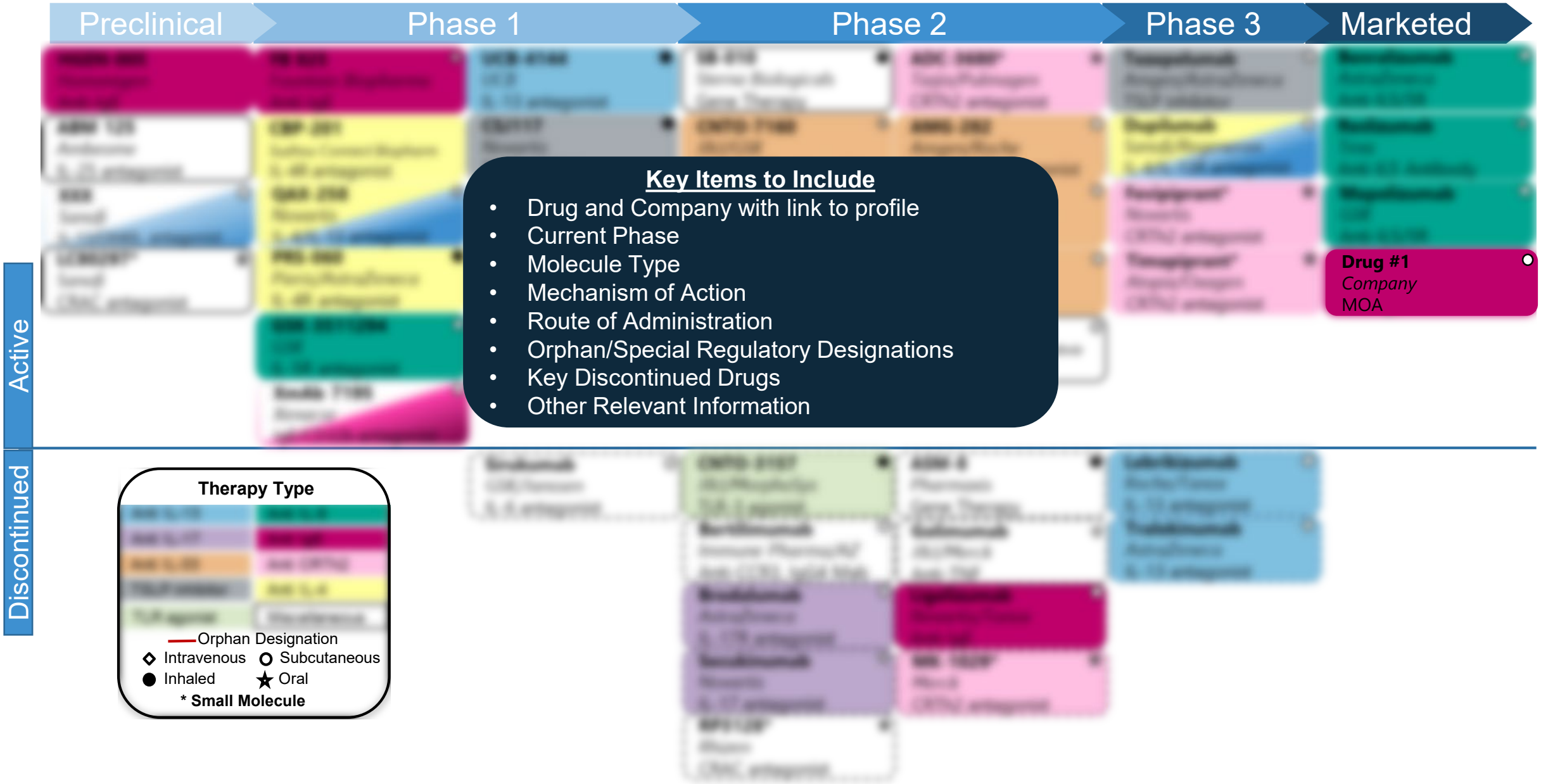
VantagePoint
- Export “Final Bizint Template” to VP-SCE and to Excel
- VP-SCE: create visualizations
- Excel: create key competitors chart, CI highlights, and other analyses



Reference Rows
- Apply “Reference rows template” with custom rules
- Export & save HTML

Bizint v2
- Apply “Post-reference rows” template
- Toggle between Bizint & Reference Rows
- Make edits directly onto Bizint

Landscape Creation: Example



Key Competitors Chart: Example

Competitor	Status	Description	Clinical Trials	Outcomes
[illegible]	Marketed	[illegible]	[illegible]	[illegible]
[illegible]	Marketed	[illegible]	[illegible]	[illegible]
[illegible]	Marketed	[illegible]	[illegible]	[illegible]
Drug #1 *Company* MOA	Marketed	[illegible]	[illegible]	[illegible]
[illegible]	Marketed	[illegible]	[illegible]	[illegible]
[illegible]	Phase III	[illegible]	[illegible]	[illegible]
[illegible]	Phase III	[illegible]	[illegible]	[illegible]
[illegible]	Phase III	[illegible]	[illegible]	[illegible]

Quick, Easy, & Informative

- Already generated as part of the “Cleaning & Verifying Data” process
- Limits duplicative work

CUSTOMIZED ANALYSES: EXAMPLES

OVERVIEW

Drug		Company	
Indications			
Phase			
Regulatory			
Route		Schedule	
Patents			
Key Dates			

DESCRIPTION

MOL Type	
MOA	

RECENT NEWS

CLINICAL TRIALS SUMMARY

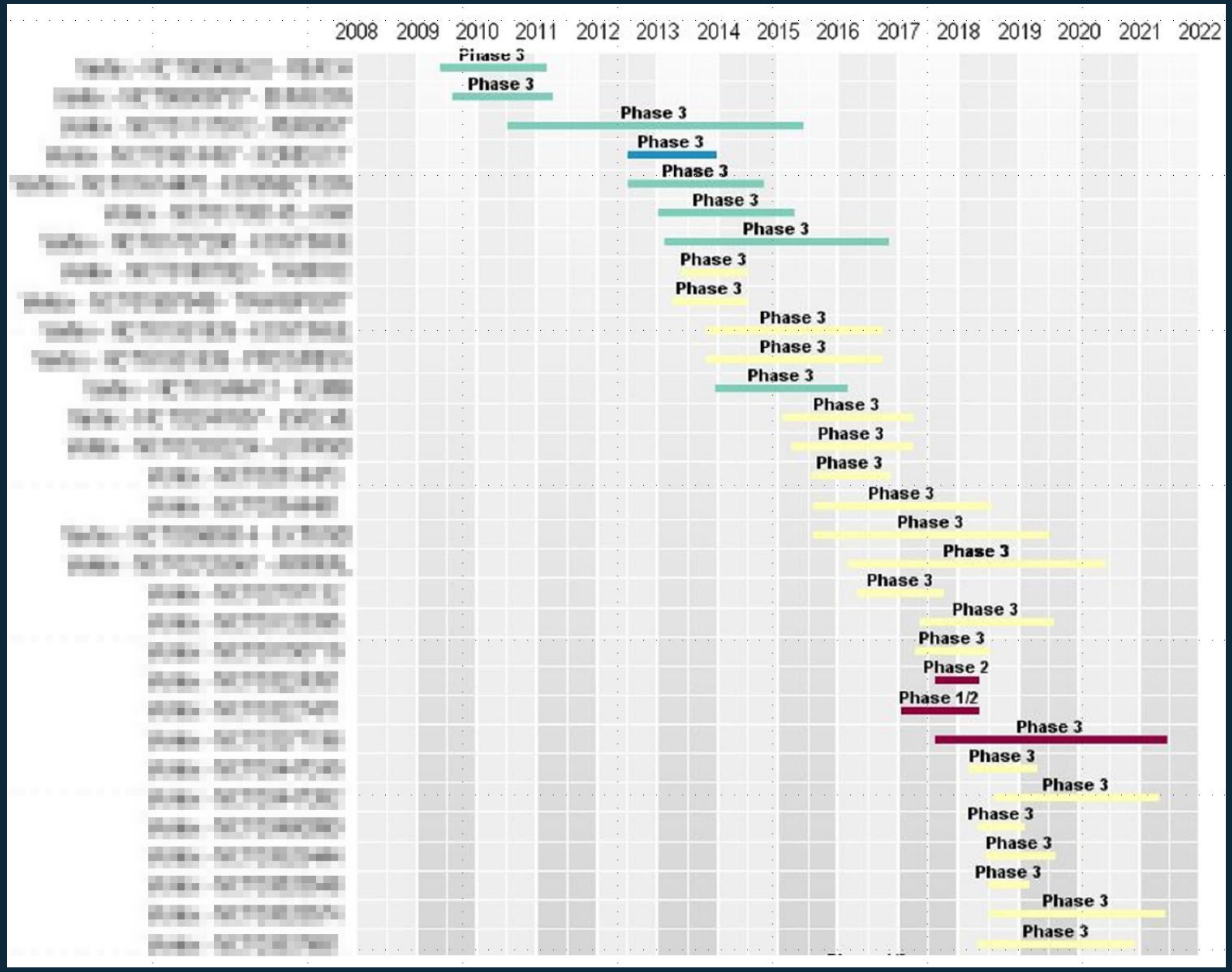
Safety	Efficacy

SWOT ANALYSIS

Strengths	Weaknesses

Opportunities	Threats

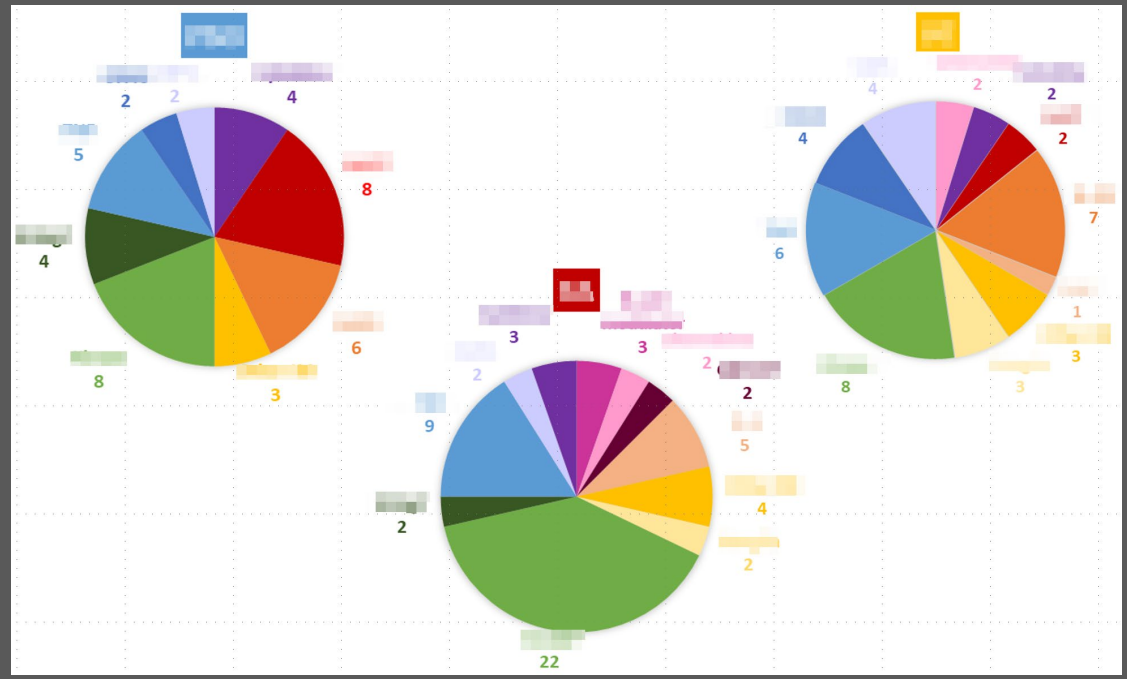
CUSTOMIZED ANALYSES: EXAMPLES



Drug	MOA	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	Mkt	Mkt	Mkt	Mkt	Mkt	Mkt		
[redacted]	[redacted]	Mkt	Mkt		Mkt	Mkt	Mkt		
[redacted]	[redacted]	Mkt	Mkt		II: D/C	Mkt	Mkt		II: D/C
[redacted]	[redacted]		Mkt	Mkt		Mkt	Mkt		
[redacted]	[redacted]	Mkt	Mkt	Mkt	Mkt	Mkt	Mkt		
[redacted]	[redacted]		I: D/C		I: D/C	IIb/III	I: D/C		
[redacted]	[redacted]	Mkt	Mkt Japan		II: D/C	II: D/C	III Japan		
[redacted]	[redacted]	III	II	II: D/C		II: D/C	II		
[redacted]	[redacted]	III	III				III		
[redacted]	[redacted]	Mkt	Mkt			II: D/C	III		
[redacted]	[redacted]	Mkt	Mkt		II: D/C	III: D/C	Mkt	II	

CUSTOMIZED ANALYSES: EXAMPLES

MOAs by Indication



CONCLUSION

FINAL THOUGHTS

- Standardized process using Bizint, Reference Rows, and VantagePoint has significantly increased CI efficiency & accuracy
- Cross-checking and consolidating information is still time consuming
- Ability to directly edit on Reference Rows would be optimal
- While VantagePoint visualizations are useful, ability to customize landscapes would further streamline CI process

Thank you

Any questions or comments?