COLLABORATION: FROM CULTURAL INERTIA TO CONFLUENCE OF INTERESTS

FREDA LEWIS-HALL, MD, DFAPA
Framing the Challenge

Means

Motive

Opportunity
Means

- More technology, brainpower, resources than ever before
- Fresh scientific insights
  - Genomics, proteomics, metabolomics
- Greater access to data sources
  - “Big data”, “real world data”, “open source platforms”
  - “Cultural Inertia” largely based on traditional “division of labor” and stubborn stereotypes
    - In vitro to academicians, in vivo to industry
- Can we fully engage all stakeholders in the R&D ecosystem?
Motive

- Mixture of longstanding and new incentives to drive deeper collaborations
- “The Patient Is Waiting”—Continued need for new psychiatric therapies
- The “Age Wave” and the incoming tsunami of Alzheimer’s disease
- How can we go from conflict of interest to confluence of interests—assume good intentions, build trust, serve, deliver?
Opportunity

- Huge disease threats call for new thinking: “meta-collaboration”
  - All hands on deck, all parties engaged
- Focus the system back on the patient
- Reform the slow, linear therapy development process to one that is faster, more circular
- Overcome the corrosive effects of cultural inertia
- Time to collectively accelerate innovation on the “D” side of R&D
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Centers for Therapeutic Innovation

- Formed in 2010, CTI engages Pfizer and number of leading academic centers in science-rich areas.
- New approach to translation, moves into “competitive space”
  - “Close proximity” scientific collaboration
  - Dedicated research campus/facilities
  - Access to proteins, “drugable” compounds, expertise
- Pfizer provides funding pool administered by joint committee
- CTI partners “live” in the collaboration
Centers for Therapeutic Innovation

- Significant programs progress to Phase 1B studies
- **Open-source innovation**: Right of first refusal, then freedom to offer elsewhere or continue development
- Addresses VC pressures, lack of academic resources, years of proving a concept “license-worthy”
- **Goal**—Reduce time from concept to approval by **half**