



# GSK Interactions with HCPs

Why, how and what we are changing?

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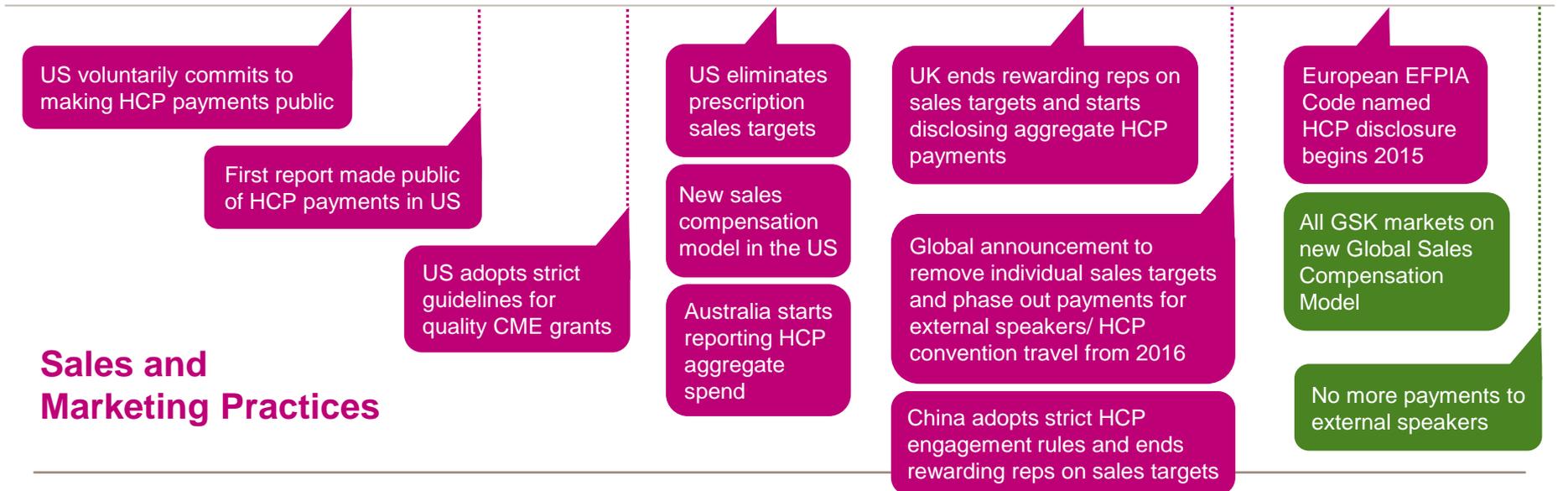
# Our journey of trust and transparency started ten years ago and continues to progress



## Clinical Transparency



## Sales and Marketing Practices



# We are evolving our interactions with HCPs in a changing world



## Patients

are more knowledgeable and society's expectations of healthcare companies are demanding more for patients.



## Payers

are rewarding the quality of care, rather than the volume of services delivered.



The goals for patients, healthcare professionals and payers are **higher quality care, lower costs and better outcomes.**



# The needs of HCPs are changing



- 88%: spending enough time with patients challenging/very challenging (US)
- 73%: higher patient volumes challenging/ very challenging
- Junior HCPs in China: 100-200 patients a morning (1-3 mins)
- 71% : access digital resources during consultations (UK)



**High quality information:**  
delivered in a fair, balanced and objective way



**Peer-to-peer dialogue:**  
to provide a rich, science-based debate



**Faster answers:**  
available when and where needed



**Greater choice:**  
through better use of digital media

**Our shared goal:** improved patient health

## Putting the patient first

The way we financially incentivise our sales representatives has fundamentally changed to reward on scientific knowledge and the quality of support to HCPs, rather than on the number of individual prescriptions generated.



A new approach to delivering information and education to HCPs by 2016.

Stopping payments to HCPs to speak on our behalf, eliminating any perceived conflict of interest.



## Helping HCPs make informed decisions, sharing knowledge AND independent education, gaining insights



Conduct clinical trials and advisory boards



Support medical education in new and different ways



Support HCPs attending scientific conferences



Interact face-to-face with HCPs.



### GSK's Medical experts:

- Discuss /debate product and scientific information
- Lead live meetings
- Personalised information (digital channels)

# Our approach to changes in GSK Medical Education



**The main objective:** To identify new and innovative ways to provide HCPs and scientists access to *independent* medical education (IME).

## The gap we're filling

HCPs and scientists expect innovators of a medicine or vaccine to be experts in information about the products they produce, but want information and education beyond the product.

Providing access to independent medical education sources helps give a balanced perspective on our medicines and vaccines in the treatment paradigm for patients.

## What we'll implement



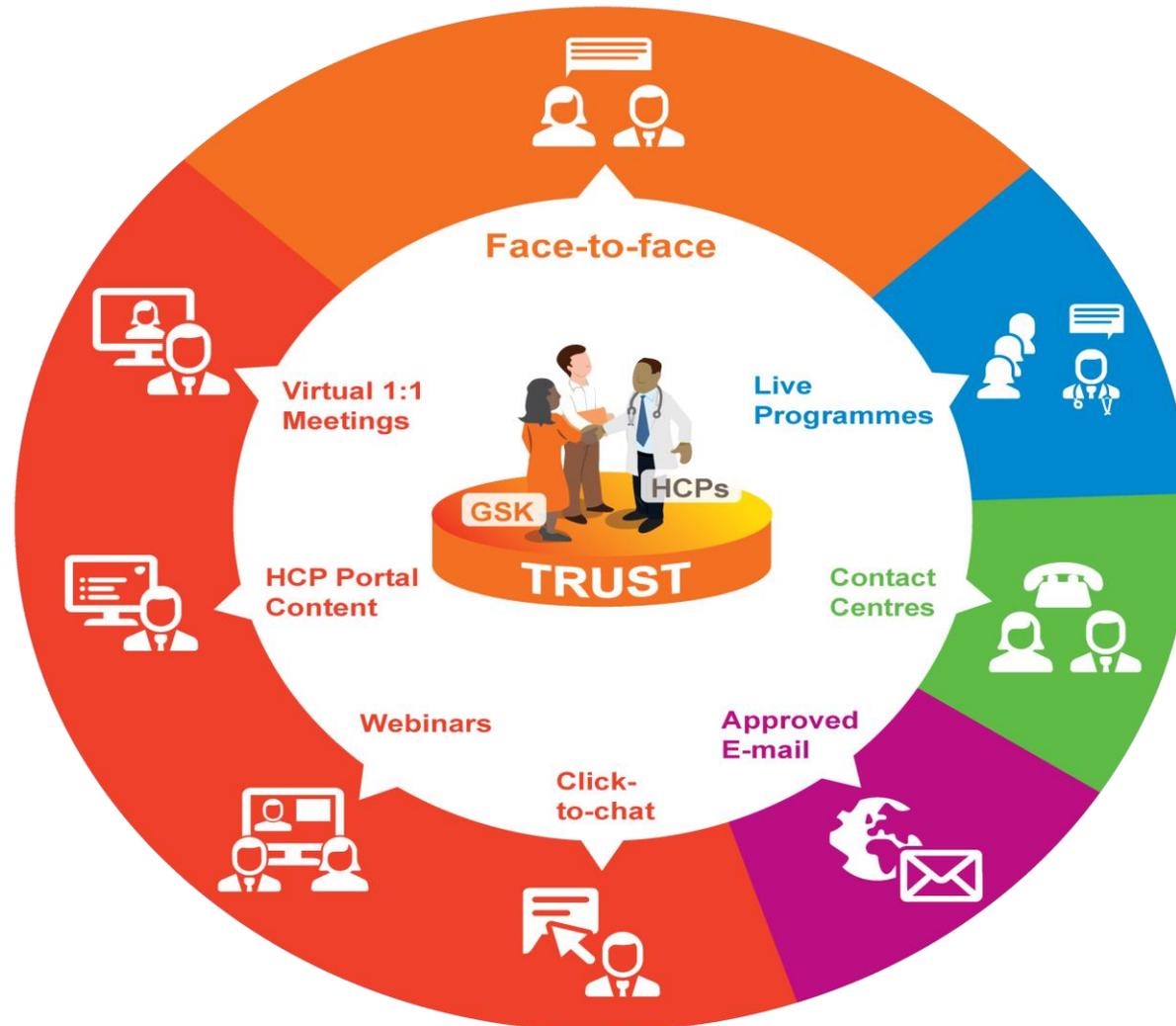
**Travel Sponsorship to attend a Scientific Congress:** Engage with third-party organisations to provide travel sponsorships for HCPs to attend medical and scientific conferences or congresses. GSK not involved in attendee selection.



**Funding to support IME Events:** Support independent medical education activities that are aligned with patient health outcomes.



**Digital Access to IME:** access to independent sources of medical education via new digital channels.



# Strengthening relationship with HCPs



- Building trust
- Living our values
- Removing potential conflicts of interest
- Face-to-face interactions key
- Increasing touch points
- Backed by global resources