DIGITAL INNOVATION AND TECHNOLOGY FOR ADDRESSING PREVALENT CHRONIC DISEASES

Raolat ABDULAI, MD, MMSc. Global Clinical Lead, SANOFI
National Academies of Science, Engineering, and Medicine

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OBJECTIVES

• Technology in management of chronic diseases, including understanding the facilitators and barriers

• Technology in clinical research capturing trial data (traditional and decentralized trials)

• Case study: integrative collaborative effort at understanding an unmet need in chronic obstructive pulmonary disease (COPD)
COVID-19 PANDEMIC

The pandemic has highlighted both health disparities AND health technology.
TECHNOLOGY (DIGITAL HEALTH) IN CHRONIC DISEASES DISEASE MANAGEMENT

<table>
<thead>
<tr>
<th>Chronic Diseases in the United States(^1):</th>
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<tr>
<td>• 6 in 10 adults suffers from a chronic disease</td>
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<td>• 4 in 10 adults suffers from 2 or more chronic diseases</td>
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<td>• Leading causes of death and disability</td>
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<td>• Drivers of health care utilization and health care costs— $3.8 Trillion</td>
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<th>Technology for Chronic Diseases Can Facilitate Management(^2,3):</th>
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<tr>
<td>• Disease monitoring</td>
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<tr>
<td>• Medication management and adherence</td>
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<tr>
<td>• Behavior modification</td>
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<tr>
<td>• Telemedicine/telehealth</td>
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<tr>
<td>• Patient advocacy and community building</td>
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<tr>
<td>• Medical record management</td>
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<td>• Comorbidity monitoring and management</td>
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PATIENT-FACING DIGITAL HEALTH TOOLS FOR CHRONIC DISEASE MANAGEMENT

These tools must sometimes account for the different patient types

• Addresses the needs of the patient: medical, personal, emotional, and functional

• Engages the patient and their family/caregivers

• Achieves patient self-management

• Allows for effective communication between patient and provider

• Increase overall accessibility

THE LIMITLESS NUMBER OF DIGITAL TOOLS CREATE A DILEMMA FOR PATIENTS AND HEALTHCARE PROVIDERS

Barriers to utilization of technology include navigating the complex number of tools available (e.g., websites, apps, wearables)


Like medicines, biopharmaceutical industry R&D are using digital tools for the development of drugs and as tools alongside drugs
Biopharmaceutical companies also rely on emerging technologies for a variety of functions.

**Preclinical**
- Artificial intelligence
- Automation
- Repositioning

**Data Storage**
- Centralized, secure cloud-based
- Blockchain

**Clinical/Regulatory**
- Digital Biomarkers (including data from Wearables; capturing patient reported outcomes)
- Digital Therapeutics
- Study documents and systems (e.g., electronic data capture)
- Health authority submissions
- Real world evidence (e.g., eHR, etc)
- Promotion of Wellness

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Left: Stock photo.
TECHNOLOGY IMBEDDED IN THE INDUSTRY CLINICAL RESEARCH PROCESS

Vast digital landscape for clinical research with rapid expansion due to decentralized trials
QUESTIONS

How do we know the technology is effective in capturing important endpoints (e.g., patient reported outcomes)?

How can we integrate traditional and tech into clinical trials and disease management?

Who leads the way?
CASE STUDY: EXPLORING AN UNMET NEED IN CHRONIC OBSTRUCTIVE PULMONARY DISEASE
Chronic obstructive pulmonary disease (COPD) is a progressive illness characterized by persistent airflow limitations; symptoms include chronic cough, sputum, shortness of breath.

In addition to respiratory symptoms, and exacerbations, people with COPD suffer from reduced activity and decline in quality of life.

Estimated healthcare attributable to COPD is $49 billion (2020).

Current patient-reported outcome tools may underestimate the disease burden related to loss of physical activity and independence.

Can we better capture this data?
IMI: “RADICAL COLLABORATION” ACROSS SECTORS

Innovative Medicine Initiative (IMI) was founded to improve health and foster innovation.

- IMI mission is to improve health by speeding up the development of, and patient access to, innovative medicines, in areas of unmet need.

History of IMI
- Public-private partnership with key players in health research: universities, research centers, the pharmaceutical and other industries, small and medium-sized enterprises, patient organizations, and medicines regulators.
- Second phase of IMI (IMI2, 2014-2020) had a budget of €3.3 Billion.

Achievements
- 12 years, 158 projects
- Over 50% of these projects include a patient partnership
- 1,234 organization from 46 countries
- 5,943 publications
- IMI projects have a citation impact nearly twice the EU average
- 28 tools approved by regulators
- Digital health and patient-centric evidence generation

Innovative Medicine Initiative 2020
IMI Annual Report 2019
DEVELOPMENT OF THE PROACTIVE TOOL TO CAPTURE AN UNMET NEED

Physical Activity as a Crucial Patient Reported Outcome in COPD (PROactive) development was an IMI project from 2009-2016

- Objective was to develop a method to assess physical activity objectively using validated activity monitor, used together with a set of questions, to capture the experience with physical activity in patients with COPD

Process for the framework of PROactive

- Develop a thorough and systematic set of literature reviews to inform the project
- Select an appropriate activity monitors capable
- Perform extensive qualitative research on how patients experience PA
- Confirm the conceptual framework
- Validation and delivery of final validated PRO tools in at least 10 languages of the EU

PROactive Final Report 19 Dec 2018
EFPIA: European Federation of Pharmaceutical Industries and Associations
COMPONENTS OF THE PROACTIVE DEVELOPMENT

Creation of a concept of the patient experience of physical activity

- **Disease related Influencing factors**
  - Comorbidity
  - Exacerbations
  - Severity

- **External Influencing factors**
  - Climate
  - Air quality

- **Amount of activity**
  - Walking outdoors
  - Household chores
  - Leisure activities
  - Dressing
  - Bathing

- **Symptoms / difficulty**
  - General dyspnea/tiredness
  - Symptoms with specific activities
  - Difficulties with activities

- **Need for adaptation**
  - Need for a break
  - Slow down
  - Help from others
  - Aids

- **Consequences**
  - Emotional
    - Feeling sad
    - Feeling frustrated
    - Feeling dependent
    - Embarrassment
  - Social
    - Feeling isolated
    - Others helping
    - Feeling dependent
    - Others not understanding

Integrations of questionnaires with digital activity monitors

- DynaPort MoveMonitor
- Actigraph GT3X

PROactive Final Report 19 Dec 2018

Right top: Fokkenrood, HJP. Physical Activity Monitoring in Patients with Peripheral Arterial Disease: Validation of an Activity Monitor. 2014 48194-200
Right bottom: ActiGraph

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The consortium two patient reported outcome tools to capture physical activity
- Daily PROactive Physical Activity in COPD (D-PPAC)
- Clinical Visit PROactive Physical Activity in COPD (C-PPAC) – 7-day recall

These tools are a combination of questionnaires and digital monitoring devices to accurately measure the disease burden in an area of unmet need in COPD patients

They can be used in the clinical trial setting

Adopted by EMA Committee for Medicinal Products for Human Use (CHMP) in March 2018
CONCLUSION

- Chronic diseases are highly prevalent in the US population and healthcare related costs are impactful.

- Digital health tools and other technologies must address multiple personas, which makes it difficult to design effective tools.

- Additionally, evaluation the variety of tools available is not intuitive and healthcare providers are not generally trained for these activities.

- Biopharmaceutical companies also utilize digital tools in clinical research, and may use them in a clinical trial for development of medicines addressing patient needs.

- The IMI’s PROactive project demonstrates a “radical collaboration,” to address unmet need in COPD patients.

- These collaborations can advance medicine and technology for improved patient outcomes.
THANK YOU
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Source: UNESCO Institute for Statistics estimates based on data from its database, July 2015

https://www.soroptimistinternational.org/is-the-gender-gap-narrowing-in-science-and-engineering/