

Is Innovation Enough to Save Pharma? Translating Strategic Intent into R&D Excellence

Tuesday, October 16, 2012

1:30 to 4:00 pm

American Association of Pharmaceutical Scientists
2012 Annual Meeting in Chicago

Symposium Moderators

Jeff Barrett, Children's Hospital of Philadelphia
Ted Grasela, Cognigen Corporation

The Pharma industry places a premium on continuous innovation in technology and science as a strategy for improving productivity. Innovation continually reshapes the R&D process by improving our understanding of biology and suggesting new experimental designs, analysis methodologies, and approaches to therapeutic interventions such as personalized medicine and drug-diagnostic combinations.

Successful implementation of innovation often requires a considerable period of time before it is fully incorporated into the R&D process. This lag time in realizing the full value of an innovation has many causes, most notably the difficulty in securing the interdisciplinary collaboration required to understand the implications of an innovation for upstream and downstream stakeholders. This difficulty arises from the discontinuities between functional areas and results in an inability to modify research plans and processes required to successfully adapt to the innovation.

The purpose of this symposium is to describe the innovations in the structure of the Pharma organization itself that are a necessary first step in expediting the successful implementation of innovations in science and technology.

Objectives

- Describe innovations in organizational structure and function that can accelerate the successful implementation of new discoveries in science and technology.
- Describe strategies for overcoming challenges in translating strategic intent into R & D excellence.
- Propose strategies for managing the interface between academia and industry that can accelerate innovation.

Program

**The innovation ecosystem in Pharma – What is it? Why is it important?
How do we create and sustain it?**

Ted Grasela, Cognigen Corporation

Development and clinical application of a comprehensive Hepatitis C viral kinetic model

Nicolas Frey, Roche pRED

The worst job in Pharma? – Trials and tribulations of a development team leader

Roy Bullingham, past CEO, Daiichi Medical Research

Academic–industry collaboration – What happens after more of the same?

Jeff Barrett, Children's Hospital of Philadelphia