

COLLEGE OF POPULATION HEALTH

Thomas Jefferson University Health Economics & Outcomes Research Fellowships 2022-2024

Webinar
October 2021



Jefferson
Thomas Jefferson University

Agenda

- Program Overview
- Fellowship Sponsors
 - Application Process / ASHP Midyear
- Q & A

TJU Program Overview

1st Year Fellows



Ravi Patel
Janssen 1st Year Fellow



Chuchu Mei
Ethicon 1st Year Fellow



Jennifer Nguyen
Novartis 1st Year Fellow



Amy Yang
TEVA 1st Year Fellow

2nd Year Fellows



Matthew Molaei
Janssen 2nd Year
Fellow



Anna Chen
TEVA 2nd Year Fellow



Shivangi Patel
Novartis 2nd Year
Fellow

Jefferson College of Population Health (JCPH)

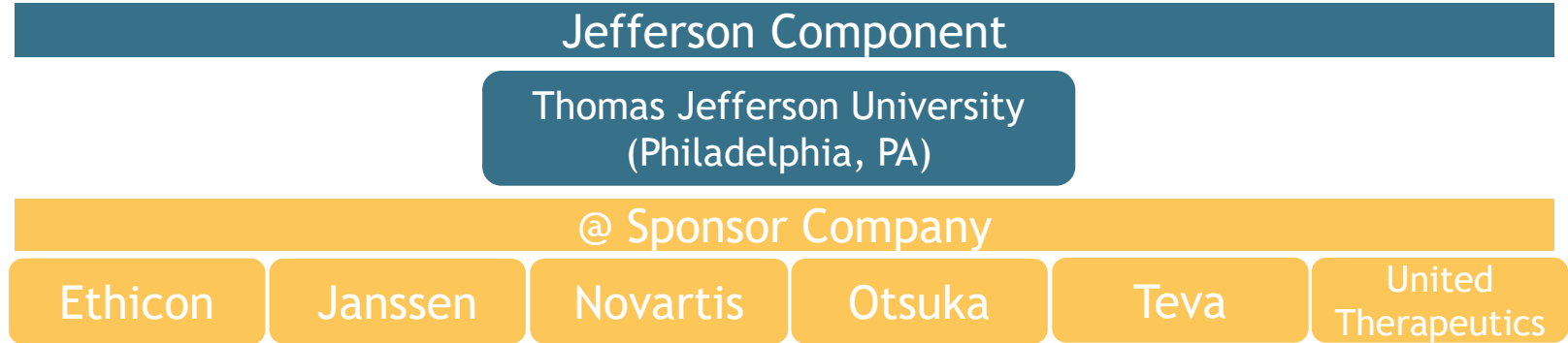
- Center City, Philadelphia
- First College of Population Health in the nation
- Jefferson Enterprise
 - 14 hospitals
 - 40+ outpatient & urgent care centers
- HEOR Fellowship since 1994
 - 50+ Jefferson alumni



TJU HEOR Fellowships

- Eligibility:
 - Candidates with scientific and/or clinical training in healthcare and a stated interest in HEOR
- Preferred but NOT Required:
 - Prior graduate training in pharmacy, public health or medicine
 - Experience in HEOR or other related field

Fellowship Structure



- **TJU Purpose:**
 - To prepare Fellows for careers in Health Economics and Outcomes Research (HEOR)
- **Fellowship Path:**
 - First part is spent on Jefferson's Philadelphia campus where Fellows will work on research projects and take courses leading to a graduate certificate or master's degree
 - Second part is spent at sponsor companies

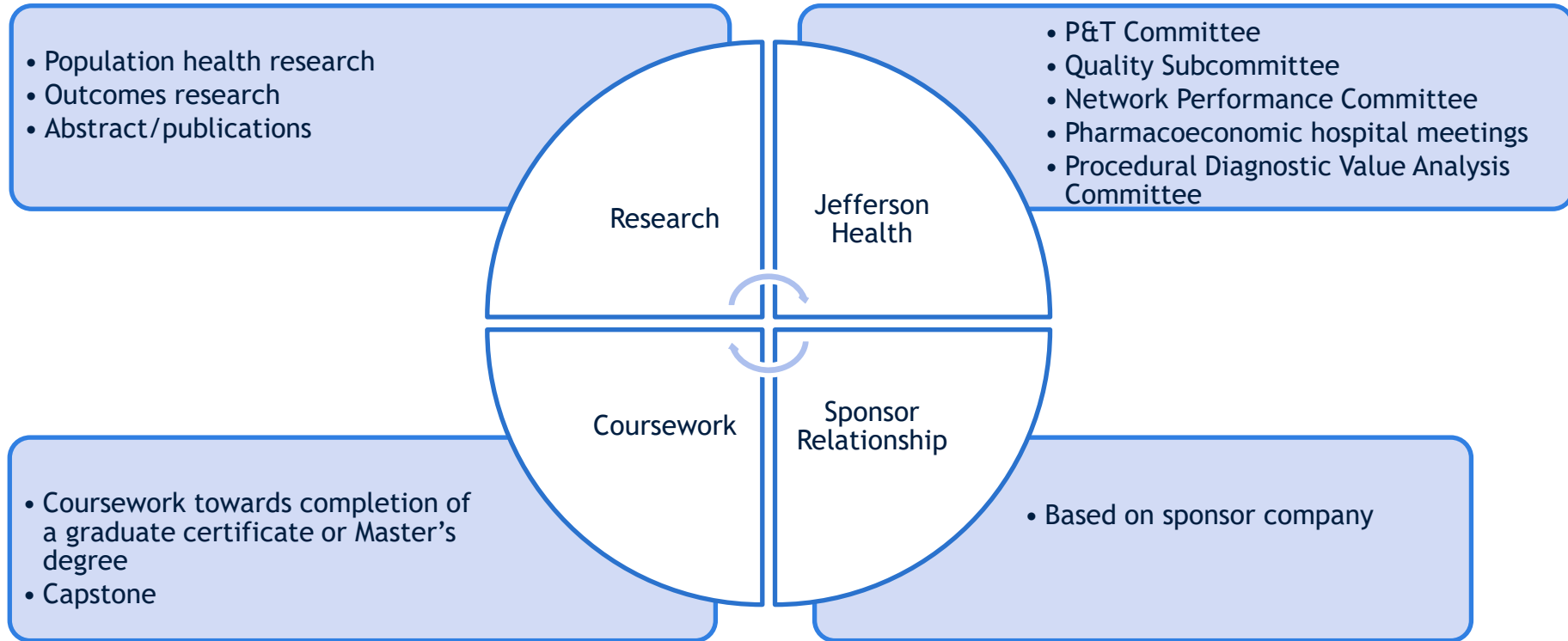
Fellowship Core Competencies

- Understand structure of the healthcare delivery system in the US
- Develop research skills
 - HEOR methodologies
 - Data management/analysis
 - Research designs/protocol writing
- Conduct outcomes research studies
 - Population health
 - Healthcare quality improvement
- Disseminate research findings

Fellowship - First Part

- Similar across all TJU Fellowships
- Research at Jefferson College of Population Health (JCPH)
 - Research experiences determined by individual objectives
 - Variety of project opportunities across Jefferson Enterprise
 - Project with sponsor company
- Part-time online classes towards MS or graduate certificate
- Mentorship from JCPH faculty and sponsor company preceptors
- Real-world experience within Jefferson Health System on application of HEOR principles (e.g., P&T and medical device Committees)
- Events, conferences, and meetings

Fellowship Responsibilities



Fellowship Research

Research Focus Examples

- Population health: prevention, behavioral health science, healthcare delivery
- Socio-economic and environmental factors that influence health
- Data analysis, statistics, and dissemination of findings

Data Source Examples

- NIH Oncology SEER, employer claims-based data, Jefferson Oncology Care Model (OCM), Italian Health Authority

Publication Opportunities

- ISPOR, AMCP
- Quarterly JCPH Publication: Population Health Matters
- Peer-reviewed journals: Population Health Management, American Health & Drug Benefits, American Journal of Medical Quality, etc.

Educational Component

- 6 online Masters of Science (MS) degrees and graduate certificates offered
 - Applied Health Economics & Outcomes Research
 - Online coursework: Epidemiology and Evidence Outcomes, Pharmacoeconomic Modeling, Statistics and Research Methods
 - Capstone
 - Health Data Science
 - Health Policy
 - Healthcare Quality and Safety
 - Population Health
 - Operational Excellence

Fellowship Sponsors



Who We Are

Our Purpose

We reimagine medicine to improve and extend people's lives.

We use innovative science and technology to address some of society's most challenging healthcare issues. We discover and develop breakthrough treatments and find new ways to deliver them to as many people as possible. We also aim to reward those who invest their money, time and ideas in our company.





Our Culture

Curious
Inspired
Unbossed

Our Values

Innovation
Quality
Collaboration
Performance
Courage
Integrity

Our Strategic Priorities

 1	 2	 3	 4	 5
Unleash the power of our people	Deliver transformative innovation	Go big on data and digital	Embrace operational excellence	Build trust with society

Novartis Fellowship Sites



Thomas Jefferson University

- Philadelphia, PA
- Masters and Certificate level opportunity through JCPH
- Research focus: prevention, behavioral health, health science, healthcare delivery



Baylor Scott & White

- Temple, TX
- Integrated delivery network (IDN)
- Affiliated with University of Texas at Austin
- Research focus: Internal & industry-funded



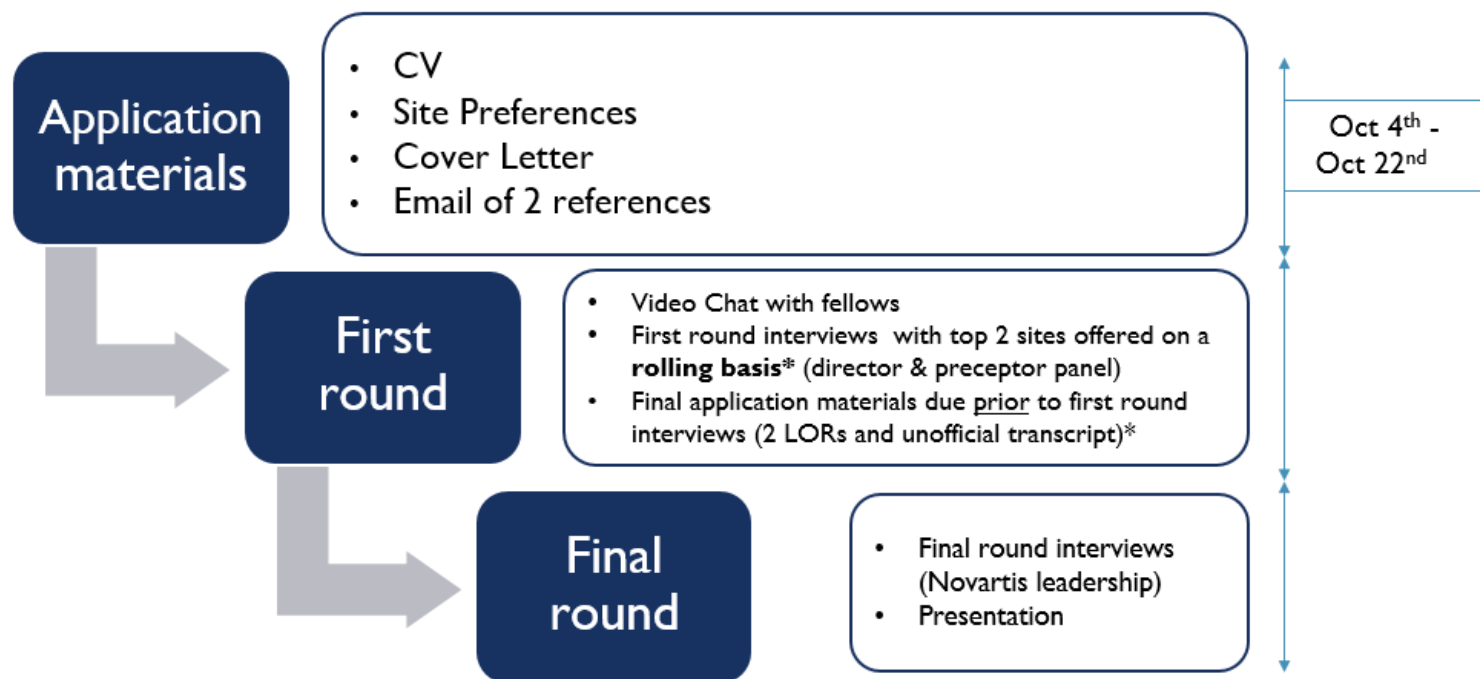
University of Maryland

- Baltimore, MD
- PhD-level courses
- Research focus: faculty and independent driven projects

US HEOR and Medical Access at Novartis

- US Clinical Development and Medical Affairs (US CDMA)
 - HEOR
 - Medical Access
- Development and execution of strategic plans for Novartis products to maximize product value and patient access
 - Effectively lead cross-functional teams
 - Demonstrating the clinical, humanistic, and economic value of products
 - Develop value proposition and communication strategies for providers, payers, and patients

APPLICATION PROCESS & TIMELINE





JANSSEN FELLOWSHIP







- Location: Horsham, PA
- Global Market Access, Global Commercial Strategy Organization
- Immunology



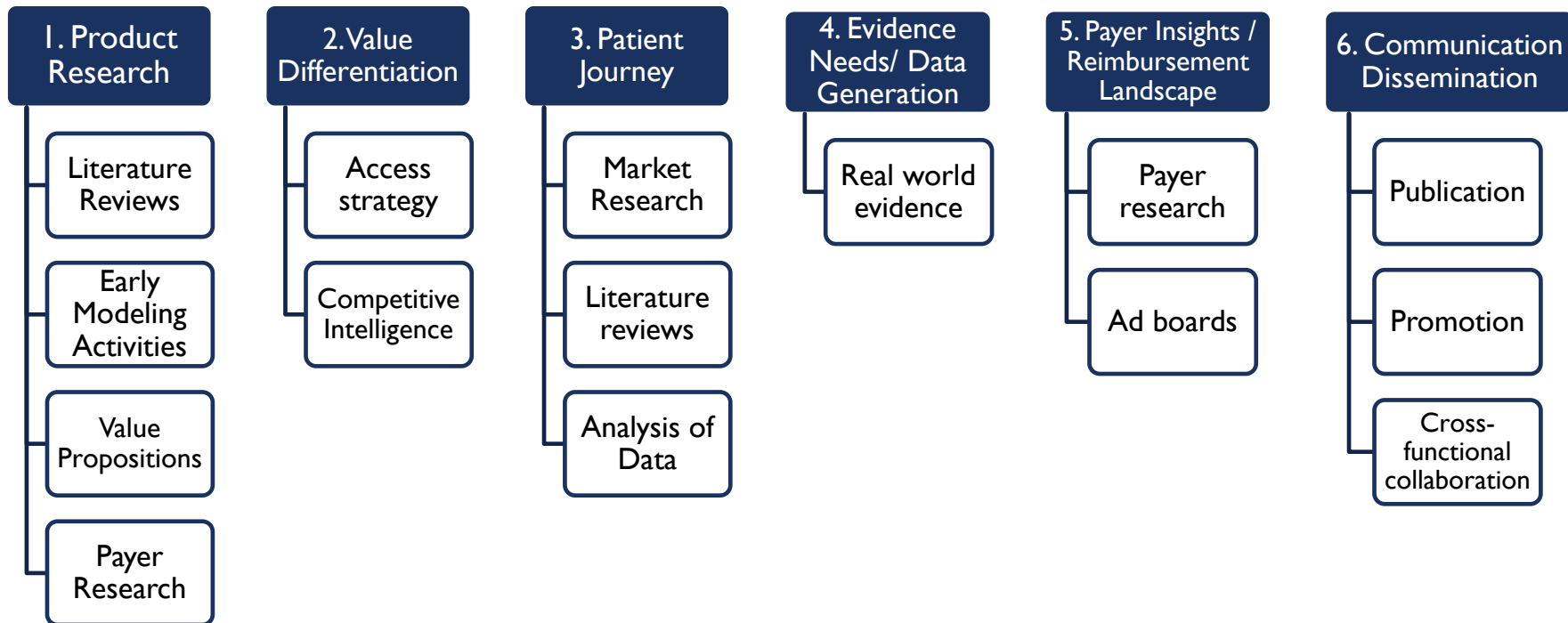
JANSSEN – YEAR 2 BACKGROUND

- Fellows will assist in market access strategy for early-stage immunology assets
- Therapeutic areas will vary across immunology assets
 - Psoriasis
 - Psoriatic Arthritis
 - Rheumatoid Arthritis
- Scope of work will include typical HEOR activities, combined with a more strategic imperative accomplished through varying tasks.

GLOBAL MARKET ACCESS STRATEGIC IMPERATIVES

	6 Pillars	Key Questions*
	1. Product Research	What is the assets promotable advantage?
	2. Value Differentiation	How do we differentiate?
	3. Patient journey	Place in therapy - Where is our target population in the treatment continuum?
	4. Evidence needs – data generation	Gaps and unmet needs
	5. Payer insights / reimbursement landscape	Current and future access / reimbursement challenges
	6. Communication / dissemination	How do we convey value messages to payers?

KEY ACTIVITIES EXECUTED IN EACH PILLAR



Janssen - Application Process

OCTOBER	NOVEMBER	ASHP DEC 5-7	ASHP DEC 8-9
Screening Interviews		1st Round	2nd Round

1. Apply through PPS or email JCPHFellowship@Jefferson.edu - Deadline: **November 26th***

- CV
- Letter describing career objectives
- Unofficial transcript
- List of 3 references (just contact info, not letters of recommendation)
- Writing sample

2. Interview Process

- Screening Interview
- **1st Round Interview via Zoom**
 - Virtual interview with Janssen/TJU preceptors & Fellows
- **2nd Round Interview via Zoom**
 - Virtual presentation on topic of choice



Teva Pharmaceutical Industries Ltd

- Leading global biopharmaceutical corporation
 - Founded in 1901
 - World's largest generic drug manufacturer, within top 20 largest biopharmaceutical companies, operating in more than 60 international markets
- Research and development driven innovator in
 - Branded pharmaceuticals
 - Biosimilar agents
 - Simple and complex generics
 - Devices

Teva - Year 2

- Global Health Economics and Outcomes Research (GHEOR)
 - Learn development of GHEOR strategy and lead research initiatives and studies for assets in early (Phase I-III) and late-stage (PIV) clinical development and commercialization
- Support branded pharmaceuticals and biosimilar agents across primary care, specialty care, and oncology therapy areas
- Fellows would support products in the following therapeutic areas
 - Gastroenterology
 - Neurosciences
 - Respiratory medicine
 - Oncology
- Opportunities to learn and engage with key internal cross-organizational and functional partners
 - Clinical Development, Medical Affairs, Marketing, Market Access, Pricing, Regulatory Affairs, Legal, and International colleagues

Teva - GHEOR - Focus and Key Elements of Early Clinical Development

HEOR Therapeutic Area Team

- Informing trials (end-points, comparators)
- TPP input
- Economic endpoint analysis of trial data
- Global value proposition development
- Economic model development
- Value evidence generation

Clinical Outcome Assessment Team (PROs/ClinROs)

- Trial integration of PRO/ClinRo
- Regulatory PRO dossier
- Develop PRO/ClinRO strategy
- PRO validation
- Studies on Impact of TEVA brands on patient outcomes
- Insights on PROs/ClinROs used in promotion

Epidemiology

- Epidemiology input to Phase II and III (patient population)
- Incidence and prevalence estimation
- Natural history of disease
- RWE data strategy
- Adverse events forecasting
- Benefit-risk input

Teva - GHEOR - Focus and Key Elements of Late Stage Commercialization

Ensure Appropriate and Timely Value Evidence is Collected

Collaborate with External Stakeholders (e.g. Medical Ad Boards/regional HTA assessments, research partnerships)

Strengthen burden of illness and unmet need across Teva key therapy areas

Bolster RWE for Key Teva Assets

Generate RWE to understand characteristics of patients prescribed Teva assets in the real world

Cost effectiveness

Benefit and satisfaction

Peri/post launch RWE studies, retrospective/prospective, registries, pragmatic trials, etc

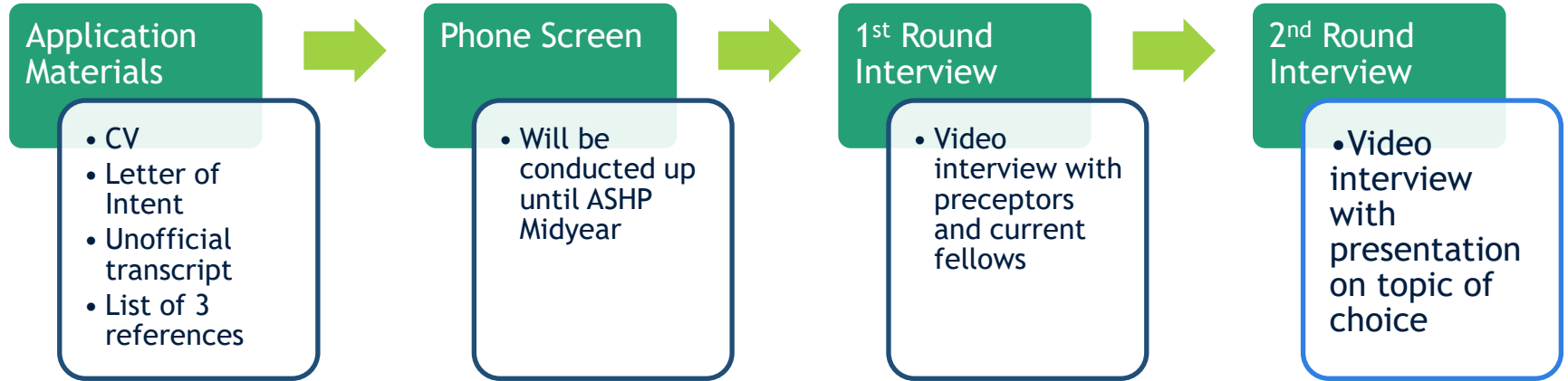
Support Value Proposition Communication Across Regions for Key Launches

Global value proposition decks, AMCP and global value dossiers, field slide decks, and scientific publications

Economic models

Scientific publications at key conferences

Teva - Application Process



- Apply through PPS or email JCPHFellowship@Jefferson.edu
- **Deadline: Nov 26th, 2021**

← ASHP Midyear PPS →



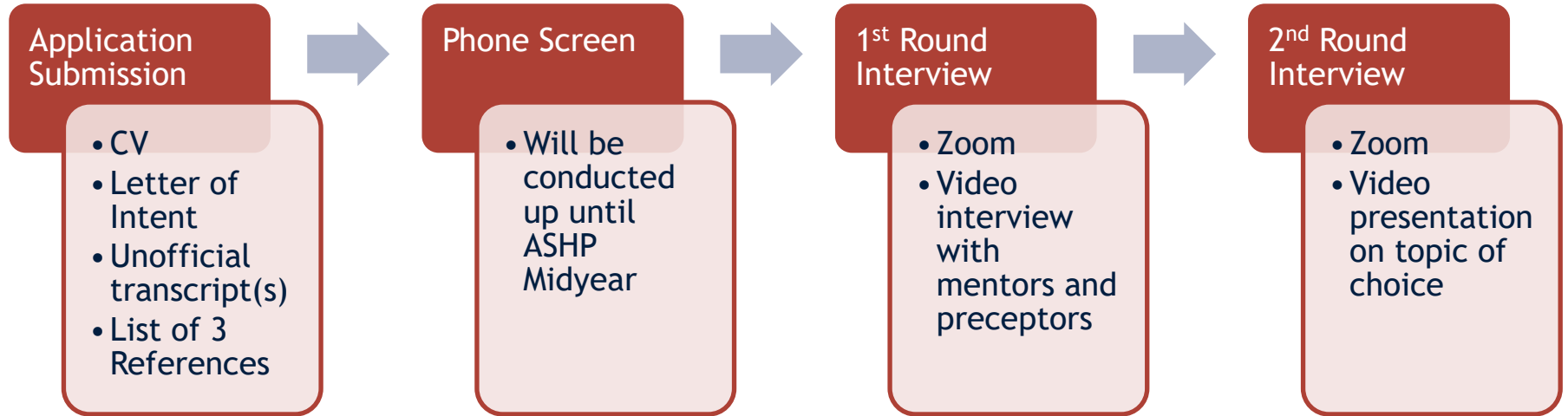
United Therapeutics Corporation

- First publicly-traded biotech or pharmaceutical company to take the form of a public benefit corporation (PBC)
- Our public benefit purpose is to provide a brighter future for patients through
 - The development of novel pharmaceutical therapies
 - Technologies that expand the availability of transplantable organs
- Since inception our mission has been to find a cure for pulmonary arterial hypertension and other life-threatening diseases
- We have successfully gained FDA approval for five medicines
- We are working to create an unlimited supply of manufactured organs for transplantation

United Therapeutics - Year 2

- Global Medical Affairs, Health Economics and Outcomes Research team in Research Triangle Park, North Carolina
- Fellows will
 - Lead strategic initiatives and research projects including but not limited to administrative claims and electronic health record analyses, economic models, patient questionnaire development/validation
 - Conduct advisory boards with prescribers, payers, and patients to test the value proposition of commercialized products and products in development
 - Partner with team members to develop external facing materials such as value proposition decks and publications

United Therapeutics - Application Process



- Submit application to JCPHFellowship@Jefferson.edu.
- Applications are due on November 26, 2021.

COLLEGE OF POPULATION HEALTH

Thank You

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