

The LSE logo consists of the letters 'LSE' in a white, bold, sans-serif font, set against a red square background.

Department of  
Health Policy

23<sup>rd</sup> March 2021

# The Role of Virtual Health Care and the Pharmaceutical Sector in improving Population Health: A Policy Roundtable

## DISCLAIMER

This meeting has been organized by LSE on behalf of Sanofi. This meeting has been fully funded by Sanofi. The following presentations are based on the individual grant recipient's own research and work and Sanofi has had no input into the content.



# Agenda

# Policy Roundtable Objectives and Agenda

1. **Share** → Key findings from LSE report on “The Role of Virtual Health Care in Improving Population Health”
2. **Explore** → Stimulate reflection, feed forward and discussion between key experts, Sanofi participants and LSE Faculty on key policy issues related to virtual health care, population health and the role of the pharmaceutical industry.
3. **Co-create** → Develop a short- and long-term policy agenda to address challenges and opportunities in virtual health care.

Time	Session	Speaker(s)	Format
13:00-13:10	1. Roundtable Objectives	Naira Adamyan & Prof. Panos Kanavos	<ul style="list-style-type: none"> <li>• 5’ Panos to introduce project</li> <li>• 5’ Naira to introduce VHC franchise in Sanofi</li> </ul> <p><i>Roundtable participant bios and pre-reads will be shared</i></p>
13:10-13:40	2a. SHARE: What are the key take-aways from LSE draft report “Role of Virtual Health Care and the Pharmaceutical Sector in Improving Population Health”?	LSE team	<ul style="list-style-type: none"> <li>• 15’ Panos to present key findings of draft white paper</li> <li>• 15’ Q&amp;A</li> </ul>
13:40-14:30	2b. SHARE: What are the challenges of Population Health management from a health system perspective?	Experts 5’ each	<ul style="list-style-type: none"> <li>• Experts to share perspectives</li> </ul>
14:30-14:40	Break		
14:40-15:30	3. EXPLORE: How can digital health/virtual health contribute most to population health management & where can pharma play a role?	Experts, LSE Faculty & Sanofi representatives	<ul style="list-style-type: none"> <li>• Plenary session moderated by Panos</li> </ul>
15:30-16:25	4. CO-CREATE: How can we shape a short- and long-term policy agenda to address challenges and opportunities in using virtual health care to address population health goals?	Experts, LSE Faculty & Sanofi representatives	<ul style="list-style-type: none"> <li>• 40’ breakout sessions moderated by LSE Faculty</li> <li>• 15’ reporting</li> </ul>
16:30		END OF ROUNDTABLE	

# Session 1

Roundtable Objectives

# Session 2a

**SHARE:** What are the key take-aways from LSE draft report “Role of Virtual Health Care and the Pharmaceutical Sector in Improving Population Health”?

# Session 2b

**SHARE: What are the challenges of Population Health management from a health system perspective?**

# Session 2b: What are the challenges for Population Health Management from a health system perspective?

Please use the following questions to frame a 5-minute discussion around the key challenges in population health management from a health system perspective

1. Which of the four “I”s needed for population health (infrastructure, insights, intervention, impact) do you see as the most challenging and why?
2. What kind of incentive alignment needs to be in place to ensure that digital/virtual health care meets population health goals and does not operate in a silo?
3. Any further thoughts on the white paper that you would like to share?

Break

# Session 3

**EXPLORE: How can digital health/virtual health contribute most to population health management & where can pharma play a role?**

# Session 3: How can digital health/virtual health contribute most to value-driven population health management and where can pharma play a role?

Professor Kanavos will moderate this session. Two major themes for this session and some potential questions for experts are below

## Themes:

1. Digital and virtual health: how does that support population health goals & are there gaps as we see them now?
2. How can pharma build on its existing strengths of disease knowledge, experience with health systems to provide population health solutions?

## Suggested Questions:

### Theme 1

- In order to contribute the most to the value driven PHM, what should be the critical steps for digital health/virtual health to take?
- What would be the first step to put it in practice with help of virtual healthcare?
- What kind of incentive alignment needs to be in place to ensure that digital/virtual health care meets population health goals and does not operate in a silo?
- How do health systems view tech companies as partners in healthcare?
- How do policy makers see consumerization trends in healthcare and how will this impact care delivery?
- What do you consider as the most overrated when it comes to the value of virtual healthcare? And what's the most underrated VHC capability that we should use more of?

### Theme 2

- Does the role of pharma as an actor in healthcare have to evolve in order to serve population health, if so, in what direction?
- Where do you see the biggest barriers for pharma to play a role in this? How can we limit or remove them? Where should Pharma NOT play a role and WHY?
- Does the role of pharma as an actor in healthcare have to evolve in order to serve population health?
- What are the enablers from a health system perspective that would allow for a go to market strategy & who would be the appropriate partners?

# Session 4

**CO-CREATE: How can we shape a short- and long-term policy agenda to address challenges and opportunities in using virtual health care to address population health goals?**

# How can we shape a short- and long-term policy agenda to address challenges and opportunities in using virtual health care to address population health goals?

Professor Kanavos & LSE faculty will moderate this session. Experts and participants will be split into two zoom rooms. Each group will have 40 minutes to work on clear recommendations for each of the stated topics and 5 minutes to share with all.

## Mini-workshop topics:

1. GROUP 1: Road map for agenda setting- what needs to be done and who can do that?
2. GROUP 2: Enablers and strategic partnerships- what kind of actors need to come together and how?

# Participants and roles

## Group 1

Moderator: Bregtje Kamphuis

1. Armin Fidler
2. Jean Mossman
3. Matthias Schulenburg
4. David Taylor
5. Sanofi representative (Patient)
6. Sanofi representative (Medical)

Observers

## Group 2

Moderator: Panos Kanavos

1. Susan Dentzer
2. Mark Duman
3. Mike Farrar
4. Olivier Wong
5. Sanofi representative (Access)
6. Sanofi representative (Population health)

Observers

# GROUP 1

## Road map for agenda setting- what needs to be done and who can do that?

**Group 1 Moderator: Use following questions as a directional guide to address the topic**

- What are the enablers from a health system perspective that would allow for a go to market strategy & who would be the appropriate partners?
- Considering PHM, what does 'good' look like for a short-term policy agenda?
- How do we define a short- vs long-term policy agenda?
- What would be the first step in shaping short- and long-term policy agendas?
- What kind of evidence packages will we need to think of to support the policy making?
- How will we know that what we are doing works?
- What would 'great' look like at end of 2021?
- Who should be the driver of the policy agenda?

# GROUP 1

## Roadmap for agenda setting- what needs to be done and who can do that?

Use this slide as a reporting template to capture key points from discussion

What kind of agenda items should be prioritised?

What will 'good' look like in short and long-term policy shaping?

Who should be at the table for agenda setting?

# GROUP 2

## Enablers and strategic partnerships- what kind of actors need to come together and how?

**Group 2 Moderator: Use following questions as a directional guide to address the topic**

- Who are the key current influencers of policy shaping around population health?
- What are your recommendations for partnerships and how do we make this happen?
- Standards and Access Regulations – transparency, access, role of academia
- Guidelines for chronic disease management: what is missing?
- How do we reconcile that overall assumption of value are different in digital to all stakeholders?
  - The demonstration of some of the value of care in populations may need relatively long-time horizons. What is the financial model for providers of such future prospective value?
  - How do we reconcile the issue that HTA bodies' guidelines are not keeping pace with what payers are actually buying (at least at the subnational level)?

# GROUP 2

## Enablers and strategic partnerships- what kind of actors need to come together and how?

Please use this slide as a reporting template to capture key points from discussion

What are the enablers and drivers for population health?

What will 'good' look like in terms of partnerships for population health?

How can pharma play a role?