TOPIC: How to Improve R&D Productivity: New Approaches for A New Era

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“Innovation is increasing the diversity of opportunities to address pharma industry’s productivity challenge, and R&D models and resources need to be adapted to take advantage of the diversity,” says Dr. Pasha Sarraf, Partner of McKinsey & Company. While pharmaceutical R&D productivity has been declining for decades, positive trends are seen for the industry such as improved pharma ecosystem and increasing funding as well as acceleration of technology advances, breakthroughs in biology and novel approaches to the efficacy problem. Fundamental shift in the society is also contributing to shape demand for better treatments and driving innovation.

At this program, the Forum will revisit the pharmaceutical industry’s grand challenge, improving R&D productivity, and examine it from multiple angles in today’s changing environment. When traditional development funnel is no longer viable in a new era of medicine, what approaches and decision quality pharma companies need?