



TREATMENT OF SKIN CONDITIONS

LEO Pharma

Medical Innovation Day Challenge

October 2018

Inno-X Healthcare, Aarhus Universitet

LEO[®]



Patients first. Always.

- LEO Pharma is dedicated to helping people achieve healthy skin
- Our ambition is to help patients with skin diseases whose needs are often overlooked
- We aim to understand patients better than anyone else

80 million
people

around the globe benefitted
from LEO Pharma treatments in
2017

Aspiration for 2025:

To help

125 million
people



Background for the challenges

What is psoriasis?

Psoriasis is a chronic skin condition, with no clear cause, but it is associated with an abnormal reaction in the immune system, and environment and genetics are known to play a role. Psoriasis varies in severity and type, but generally manifests on the skin as red elevated plaques with silvery scales at various body sites; most common is elbows, knees, lower back and scalp. Psoriasis is typically characterized as mild, moderate or severe.

Psoriasis affects 2-3% of the world population, estimated to more than 150M people. The condition can be initiated by different factors throughout life such as psychological stress, bacterial inflammation, certain drugs, alcohol or over-exposure to the sun etc. There is a peak in incidences during the late teens or early twenties and a second peak during the fifties. Once initiated many people have psoriasis the rest of their life, although it may go into remission for a period or even completely disappear for some.

Psoriasis can cause great physical, emotional and social burden for the individual patient and the negative impact on patients' lives differ greatly depending on condition severity, location of plaques, financial and social situation etc. Psoriasis has an unpredictable course of symptoms, a number of external triggers and significant comorbidities, including arthritis, cardiovascular diseases, metabolic syndrome, inflammatory bowel disease and depression.

Additional resources

[1] WHO Report on Psoriasis

http://apps.who.int/iris/bitstream/handle/10665/204417/9789241565189_eng.pdf;jsessionid=A4CC969DF36BCCC22C3B2B7552F5C611?sequence=1

[2] National klinisk retningslinje for psoriasis

<https://www.sst.dk/da/Feeds/~~/media/8A7C8C59AD5249C2B433530466C1EDB6.ashx>

[3] Hudlægen informerer on psoriasis

<https://dds.nu/wp-content/uploads/2012/07/psoriasis.pdf>

[4] World Psoriasis Happiness Report 2017

<https://psoriasis-happiness.report/>

Challenge I - Treatment Guidance and Patient Preferences in Topical Treatments



Challenge I – Background information

Mild to moderate psoriasis: Topicals



Treatment of psoriasis is still based on controlling the symptoms and for mild to moderate severity cases topicals is currently the preferred treatment option; often a combination of a prescription topical and a number of emollients is used. Additionally many severe patients use topicals in combination with more potent treatments options.

Topicals come in a variety of different formulations and drug delivery options all with different characteristics and use experiences for the patient. Available formulations include creams, cutaneous suspensions, gels, foams, oils, ointments. Packaging and delivery options include tubes, jars, sprays, pumps.

When meeting people living with psoriasis we experience that they have many unmet and varying needs regarding their topical treatments. Typical patient needs relate to control, ease and frequency of the application, greasiness and feel of the formulation, and how well the solution fits into their daily life. People often find themselves in a constant trial-and-error situation where they have to go through several treatments before (maybe) finding a treatment, which meets their specific needs. Unmet needs may lead to poor treatment adherence, low treatment satisfaction, non-optimal treatment outcomes and increased financial burden on society.

Challenge I – Background information

Mild to moderate psoriasis: Barriers



There are several barriers in ensuring that the right solution meets the right patient, some of which are:

- Treatment guidance for doctors and patients is currently generic and focused on efficacy and safety and to a limited degree the use experience [2].
- There is a general lack of knowledge about what works well for whom from a use perspective.
- Prescribers may have very limited knowledge about what characterizes the different treatment options and limited time to include the patient in the treatment selection.
- Payers are currently focused on efficacy and safety only.

In LEO we believe that more we can deliver better care to people living with psoriasis by being better at addressing these barriers.

Challenge I – Challenge statement

Mild to moderate psoriasis: Treatment Guidance and Patient Preferences



Challenge statement:

How do we ensure that the prescribed topical treatment meets the needs of the individual patient from treatment initiation?

The team may focus on one or several of these challenges (or another related challenges): :

- How might we ensure that the prescriber understands the pro/cons of different topical treatment options from a use perspective?
- How do we support an effective treatment decision process with patient involvement?
- What evidence should be established for what works best for different patient subpopulations and how to support prescribers and patients in their decision?
- How might we ensure that the treatment is used as intended once prescribed?
- How might we ensure an effective follow up whether the treatment adequately addresses patient needs and preferences?
- How might we over time build evidence to support that the use experience of a treatment is an important factor for patients, doctors and payers that should be evaluated together with efficacy and safety data?

LEO Pharma at a glance

Our mission

We help people achieve
healthy skin

Our vision

We are the preferred
dermatology care partner
improving people's lives
around the world

LEO Pharma at a glance

+10 bn DKK
turnover in 2017

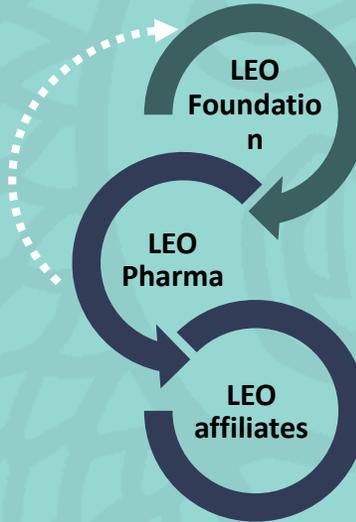
5,200
employees

15% of turnover
invested in R&D

750
scientists and specialists

Products sold in more than
130 countries

Founded in Denmark in
1908



Privately owned by the

LEO Foundation

- Freedom to focus on patients' needs
- No external stakeholders
- All profits reinvested in the LEO Group