

# COVID-19 Pandemic

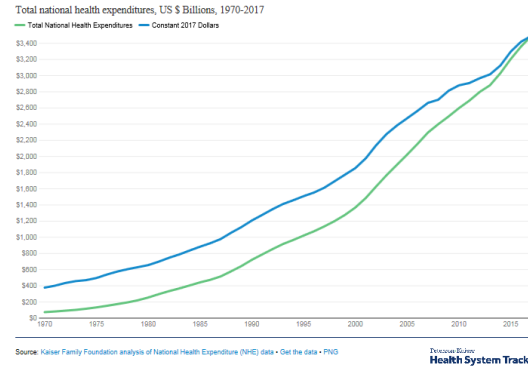
## What will be the “new normal”?

Headwinds need to be managed but opportunities exist for bold leaders looking to help shape and thrive in the new normal

HEADWINDS

## SUSTAINABILITY CHALLENGES REMAIN

The healthcare sector was already facing sustainability challenges with a huge increase in healthcare costs.



Although the pandemic has highlighted the paramount importance of healthcare, the question of long-term sustainability remains

## PIPELINE DELAYS

Although many companies reporting Q1 results in the last two months have said their key trials remain on track, opinion points to impending delays. Relaxing agency targets could compound this



PDUFA, BsUFA delays could be in the offing  
By Matt Sweeney  
May 21, 2020

As the FDA continues to shift its limited resources to the development and review of COVID-19 therapies and vaccines, other drugs in the pipeline may be delayed. The agency acknowledged that, going forward, it may not be able to sustain its current performance level in meeting all its goal dates for new drugs and biologics. Rather than extend PDUFA and BsUFA dates across the board, the FDA will notify sponsors directly about their pending applications, according to the guidance.

## PUBLIC TRUST



Although the peak of the pandemic has passed in some regions, national stimulus plans in excess of \$10 Trillion (to date) have yet to be paid for. Once that begins, if public trust is to be maintained then higher taxes and/or fewer services will create expectations for pharma and healthcare providers to deliver more with less

## OPPORTUNITIES

### EMBRACE VIRTUAL, TALENT

Many leaders have been impressed with the speed at which their organisations have switched to virtual working and the potential for productivity improvements. The crisis has also caused many people to re-evaluate their positions. This is a golden opportunity to hire for the future and tap into the best global talent

Twitter announces employees will be allowed to work from home 'forever'

Now Is an Unprecedented Opportunity to Hire Great Talent

## RECONNECT



With almost every aspect of life impacted by the pandemic, there is an opportunity – indeed a need in many cases - to reconnect with partners and stakeholders in order to shape and get the most out of the new normal, by leveraging novel tools:

- Telehealth
- Digital tools
- Real World Evidence
- Remote monitoring, trials

## REINVENT



As agencies and companies are being challenged to work with even fewer resources it is time to focus even more on value adding activities:

- Coordination across reg and HTA agencies e.g. ICMRA, HTA agency networks
- Leveraging work sharing, early stakeholder interactions, reliance and other FRPs
- Collaborations between companies in the pre-competitive space