



aktaPD: an Action-oriented Approach to Pharmaceutical Development

aktaPD: The Changing Face of Clinical Research

Sometimes, the only safe thing is to take a chance!

That's just what ravens do. The most intelligent of birds, they team up with wolves to hunt, following wolf packs in hopes of scavenging food. The birds even respond to the howling of wolves, signifying a hunt is on and fresh food is imminent. And wolves are always on the look-out for cawing and circling ravens, a sure sign that a fresh carcass is nearby. It's a surprising union for a common purpose: food. It's called symbiosis and it's working in the animal world. It's also working in the business world: Nike and Apple, Google and sunglasses designer Warby Parker, are just a few of the unlikely partners that are teaming up to create innovative solutions for customers.

**Cooperation takes over when competition has taken you as far as you can go.
We're at that point in clinical research.**



Symbiosis is ancient Greek for "living together," a close and long-term interaction between different biological species. Many would agree: big pharma is a totally different animal from academia. But, according to aktaPD's Anders Tamsen, MD PhD, a medical professional with more than 30 years of experience in clinical trials with medical products under development including regulatory affairs and project management, big pharma and academia can work together for a good (and profitable!) cause: the health and well-being of patients. "The problem in the big

pharma industry is generics and the lowering of prices across the board, which is good for patients" he explains. "We are in a squeeze. We're seeing a more atomized scene today: big organizations are good at

production and marketing, but not terribly astute at R&D. Small start-ups, usually out of academia or the international scene, are strong in research but don't have much expertise in the business realm. We need new attitudes in academia and big pharma so both can benefit from their core competencies." To Tamsen, collaboration is the answer.

Collaboration is in. A 2012 IBM Institute for Business Value CEO C-suite Study of 1700 midmarket CEOs in 64 countries across 18 industries found that 47 percent plan to partner extensively to drive innovation in their companies. The ability to leverage strengths and creativity for a clear mission is a core strategy to success. Tamsen believes the pharma industry can work smarter, better, and more creatively... together. The invitation? Climb down from the ivory towers, venture out of the corner offices, and meet in the middle—where the profits are.

"Patients are asking for a new concept called 'personalized medicine' and research is beginning to make it possible," Tamsen states. "Genetic research has demonstrated that we all metabolize drugs differently, and, for many diseases, genetically defined subgroups are being identified for which targeted drugs can be developed. More and more, the general public will be asking for tailor-made medicines and avoiding one-size-fits-all drugs. This trend is another challenge because, naturally, it will be more expensive to develop drugs for smaller sub-groups. This is going to transform the industry and is a good opportunity for small, research-based companies and academia because they are more competent in basic research and can probably develop products faster if it's more of a niche project. Big pharma hasn't found a solution to this yet. So, we are looking to universities in hopes that researchers will come up with solutions. It is very important for big pharma to establish permanent, longer-term relationships with key universities. Usually, people are trained in the academic world and leave it permanently to go to pharma companies, but, it would benefit both, and, of course, patients, if we could establish an exchange of people who could move back and forth, where leadership is seamless, fluid, flexible."

The Iron Wolf of Vilnius is aktaPD's logo icon, representing teamwork, synergy, and strength. Ready to experience the Iron Wolf in action? Want to see how collaboration can take you to the next level of innovation? Need a qualified, savvy partner to help guide your product to market? aktaPD is an international company that partners with academic and governmental institutions and biopharmaceutical and private investment companies to design, develop and commercialize treatments of diseases.



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