



PROFESSIONAL IDENTITY AND MEDICINES DEVELOPMENT: INSIGHTS FROM ACADEMY ALUMNA

We continue with our Professional Identity and Medicines Development series and are proud to feature a well-written essay from a successful graduate of our 2022 cohort. Below you will find an essay from Academy alumna María Beatriz Greaves. The Academy would like to thank María for her contributions to our learning community.

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...Taking my first steps in the industry, I felt the need for more guidance and had few role models. Yet, our company's core business struck a chord with a personal experience, and I found motivation in recognizing the difference our products made in the lives of ophthalmological patients. This purpose was perceived externally as idealistic, didn't resonate, and didn't impact decision-making.

Throughout the year in the program, my sense of purpose evolved and deepened to improving outcomes for patients with ocular conditions... I'm still working on it. The magic of this new purpose is that it's aligned with the purpose I had as a clinician, helped me resolve the feelings of loss and betrayal, and it now guides my approach, projects, and decisions [1].

My renewed and evolving purpose inspires and empowers me to change my tactics, widen my area of influence, be more outspoken, and challenge the current status quo with new ideas. It drives me to keep learning, search for new experiences, and to imagine a career path that will answer to that purpose.

During those first years in the industry, my knowledge and skills in pharmaceutical medicine grew slowly through interaction with peers, short courses, much reading, hands-on experience, and trial and error. Though I no longer cared for ophthalmological patients, I identified strongly as an ophthalmologist.

Joining the certification program was an important step in sealing my commitment to medicines development and transforming my professional identity (PI) [2]. My knowledge increased exponentially, my skills more slowly. I feel more anchored and empowered to act with integrity, I can identify nuances that were previously invisible, or that made me uneasy without being able to articulate them. It has led me to reflect on past approaches and identify areas to grow (Click [here](#) to keep reading).

DRUG PRICES IN EUROPE

How do drug prices compare across Europe? A new analysis published by Sweden's Tandvårds- och läkemedelsförmånsverket (TLV; Dental and Medical Benefits Agency) compared the list prices of widely prescribed patent-protected outpatient drugs in 20 leading European markets.

The study found that Switzerland had the highest prices in Europe—123% of the European average. Ireland ranked second (119%), followed by Denmark and Germany (114%), Italy (110%) and the United Kingdom (110%). At the other end of the pricing spectrum, Poland had the lowest prices (82% of the European average), followed by Slovakia (87%), Sweden (89%), Finland (90%) and France and Greece (91%).

Drugs without competition mainly comprise patent-protected products but also include some medicines that have lost market exclusivity but cannot be substituted.



The analysis included only drugs that were available in the outpatient setting in both Sweden and each comparator country. In comparing list prices, it is important to bear in mind that discounts and rebates that are not (fully) in the public domain may lead to significantly lower net prices in some countries, such as Germany, Italy and the United Kingdom.³

[Continue reading here.](#)

NIH NEWS: "ALL OF US" RESEARCH PROGRAM PARTICIPANTS FUEL BOTH SCIENTIFIC AND PERSONAL DISCOVERY



The NIH's All of Us Research Program is a historic effort to create an unprecedented research resource that will speed biomedical breakthroughs, transform medicine and advance health equity. To create this resource, the program is enrolling at least 1 million people who reflect the diversity of the United States. At the program's outset, it was promised to make research a two-way street by returning health information to our participant partners. The program is now returning personalized health-related DNA reports to participants who choose to receive them.

To enroll participants who reflect the country's diverse population, All of Us partners with trusted community organizations around the country.⁴

Click [here](#) to continue reading.

NEWS FROM THE FDA: ANNOUNCING 2022 REPORT

The U.S. Food and Drug Administration (FDA), Office of Clinical Pharmacology (OCP) announces the availability of the 2022 OCP Annual Report. OCP is a dynamic, purpose-driven organization dedicated to promoting and protecting global public health through the application of clinical pharmacology and translational medicine principles.

The theme of this year's report is "Innovation," demonstrated in every aspect of OCP's work, including regulatory review, policy development and implementation, research, stakeholder engagement, and program management.



This report spotlights the dedication of OCP staff to the mission of FDA and their collaborative efforts toward improving public health by combining state-of-the-art translational science with rigorous regulatory assessment. Continue reading [here](#).

NATIONAL CRISES AND CANCER CONTROL: CHALLENGES FOR LATIN AMERICA



2023 began with the emergence of chaotic and violent scenes from Brazil, as the country weathers a period of high political instability. In January, thousands of far-right supporters of former president Jair Bolsonaro stormed Congress, the Presidential Palace, and the Supreme Court in Brasilia in protest against the inauguration of the country's new President, Luiz Inácio Lula da Silva, who was democratically elected in October, 2022. Bolsonaro's most dedicated supporters refuse to accept the new presidency, claiming electoral fraud, and have led road blockades that have crippled major sectors of the economy, as well as street protests and violent attacks on police and civilians. The mounting tensions are just one indicator of the nation's instability and unrest—a socio-political crisis that is not confined to Brazil but extends to many other Latin American countries. Against this tumultuous backdrop, how is health care, and cancer care in particular, faring across the region? Keep reading [here](#).

PHASE 2 TRIAL OF BAXDROSTAT FOR TREATMENT-RESISTANT HYPERTENSION

Arterial hypertension was the “school” of the methodology of clinical trials. All readers who started to work in Pharmaceutical Medicine/Medicines Development in the 70s and 80s will certainly remember the great enthusiasm caused by the discovery of the new classes of anti-hypertensive agents (beta-blockers, calcium antagonists, ACE-inhibitors and finally sartans), and the rigid methodology which was applied, for the first time, for their clinical development. These significant achievements contributed to a good control of arterial hypertension, saving millions of lives from cardiovascular events.



Today arterial hypertension is very easily managed by all the drugs available, very effective and well tolerated: however we still have a minority of patients who are refractory to the available therapies. It is therefore with special interest to read the full paper of a Phase II trial of a new antihypertensive agent, specifically addressed to this niche population of patients.⁶ Continue reading [here](#).

WHY ECONSENT PRIMES PATIENTS AND STUDIES FOR SUCCESS



According to a survey conducted by Florence Healthcare, 47% of research sites had adopted e-Consent by December 2020, just 8 months after the WHO declared an official pandemic. By July 2021, 75% of research sites had either used it or were looking into it.

A recent survey of 179 different clinicians conducted by Chrysalis Advisory and CT:IQ showcases the negative clinical perception that prevails around paper consent forms. According to the survey:

- **72%** considered paper consent forms to be too long
- **62%** found paper consent forms to be too complex
- **38%** thought that paper consent forms impaired participant comprehension In stark contrast, the same survey showcased positive clinical perceptions around e-Consent’s ability to improve clinical research.
- **67%** expected e-Consent to enhance patient comprehension
- **59%** reported seeing e-Consent as the solution to providing adequate information to culturally and linguistically diverse populations ⁷

Read more [here](#).

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Thanks for reading!

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