

# Idea to Utilization (I2U)

## Closing the Last Mile: How Improving System Readiness is Key to Faster Patient Access

October 22, 2024

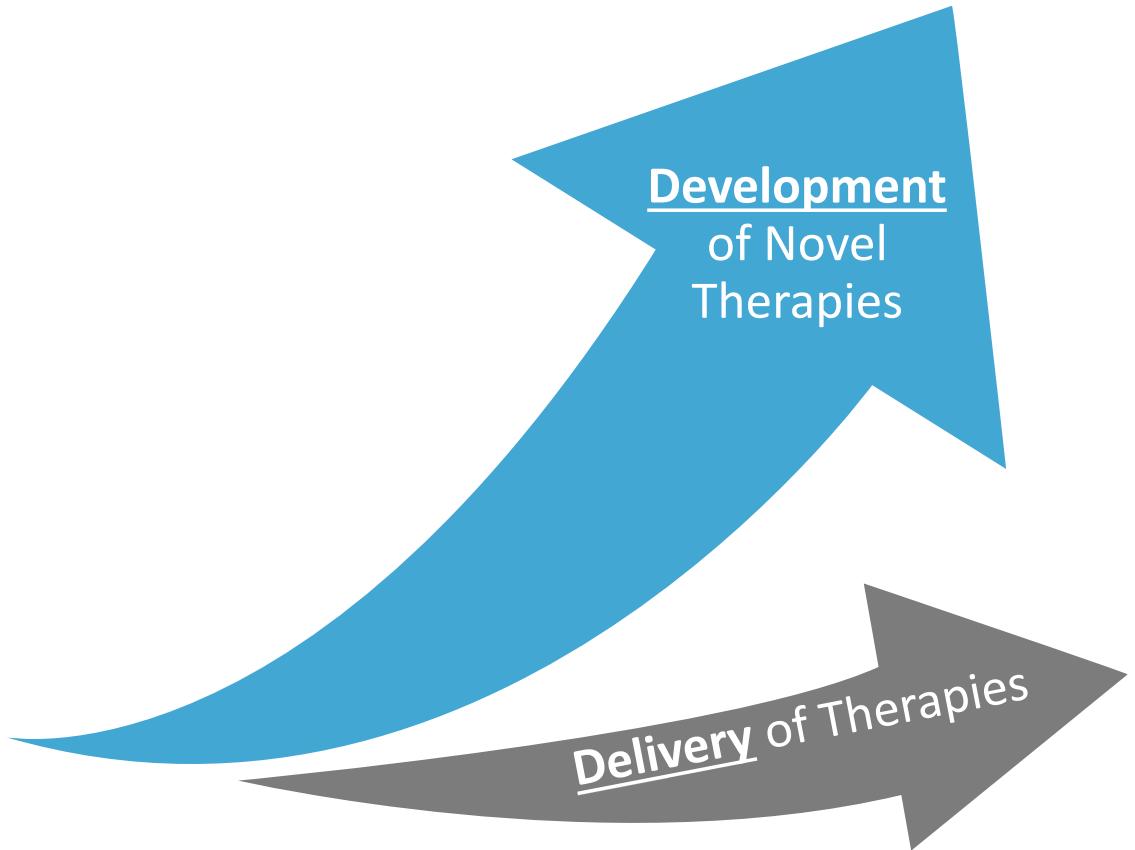


Accelerating the Journey  
from Idea to Utilization

# Focusing on the “Last Mile” of Market Access

## What is I2U?

# Patients Need Innovation AND Implementation



- The development of breakthrough therapies is advancing at a faster rate than ever before.
- Unfortunately, the delivery of those same therapies is falling farther behind – due to the **increasing complexity of implementation**.
- There is a huge need across Canada to **bridge the gap between drug plans and health system leaders** to maximize the value of these therapies.

## What is I2U?

# Improving the Implementation of Therapies



We started with a jurisdictional scan to examine how comparator countries were **implementing innovative health technologies**. Although Canada's peers dedicated time and resources to regulatory reviews, HTA analysis and reimbursement negotiations, they spent much less time preparing their health systems to **maximize the value of breakthrough therapies after reimbursement**.



From this research, we found a **huge need to work collaboratively to identify – and address – the barriers and obstacles** preventing health system leaders from more easily and effectively bringing new therapies to patients.



This realization gave I2U the insights we needed to focus our efforts and accelerate our impact. An **independent advisory board** helps direct our efforts and validate our findings. Although Novartis provided initial funding, this work has neither a therapeutic focus nor a company one.



# Relying on Internal and External Experts

Our “In-House” Experts

# Guided by an Independent Advisory Board

The I2U Advisory Board is composed of 7 former public payers, academics, practicing clinicians, innovation experts, and patient group representatives:



**Dr. Shaan Chugh**  
Internal Medicine Physician,  
Trillium Health Partners



**Martine Elias**  
CEO, Myeloma Canada  
Co-Chair, ACTION



**Zayna Khayat**  
Health Futurist, Deloitte Canada  
Growth Advisor, Teladoc Health



**Marcel Saulnier**  
Former Associate ADM,  
Health Canada



**Graham Statt**  
Former ADM,  
Drug Plan in Alberta



**Helen Stevenson**  
Founder and CEO,  
Reformulary Group



**Dr. Robyn Tamblyn**  
Professor of Medicine,  
McGill University Health Centre

## Engaging with Payers and Policymakers

# I2U Was Also Informed by Government Interviews

Beginning last year, I2U Ad Board members spoke with 20+ payers and policymakers across the country – from CDA and Health Canada to multiple drug plans and cancer agencies.

They took away some key insights:

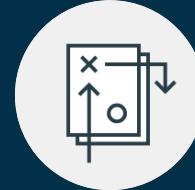
- **I2U's focus on post-listing implementation is important and distinctive.** We heard widespread consensus that implementing breakthrough therapies was often a major challenge.
- **Improving system readiness is a shared goal across the broader pharma policy ecosystem.** The result? A real need for new tools supporting better collaboration within health systems.
- **Part of the solution is moving beyond sequential analysis to integrated analysis.** Multiple voices expressed the need to move from a linear system to a more collaborative process that would help health systems better anticipate – and prepare for – the arrival of breakthrough therapies.

These insights helped I2U identify a mix of case studies that illuminated the leading barriers to implementation after funding challenges have been addressed.

# Assessing System Readiness: Building Toward a New Tool

# Improving the Implementation of Breakthrough Therapies

## Developing a System Readiness Tool



### PHASE 1

**Jurisdictional Scan:**  
How are comparator countries addressing the challenge of optimizing utilization?

### PHASE 2

**Case Studies & System Leader Conversations:**  
Identifying the key system barriers delaying patient access to breakthrough therapies.

### PHASE 3

**System Readiness Tool:**  
Helping health system leaders, patient groups, and manufacturers identify & overcome system barriers.

The three phases outlined above have paved the way for our remarkable journey, bringing us to the exciting point we find ourselves at today.

# I2U Panelists



**Martine Elias**  
CEO, Myeloma  
Canada  
&  
Co-Chair, ACTION



**Zayna Khayat**  
Growth Advisor,  
Teladoc Health &  
Health Futurist,  
Deloitte Canada



**Graham Statt**  
Former Alberta  
ADM; CAO, District  
of Summerland,  
B.C.



**Caroline Barber**  
VP, Public Affairs &  
Government  
Relations, Novartis  
Canada



**Ross Wallace,**  
Principal, Santis  
Health

# Video Demonstration of the System Readiness Tool



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# Our Ask of You

1. **Please use the Tool** to support your own organizational efforts to improve the implementation of breakthrough therapies.
2. **Please share your feedback and advice** so we can better understand what's working, what's not and how to make it better.

Please share your input with ANY of us – or via [info@I2U.ca](mailto:info@I2U.ca)

