

Viagra[®] Value Network

Analysis conducted by

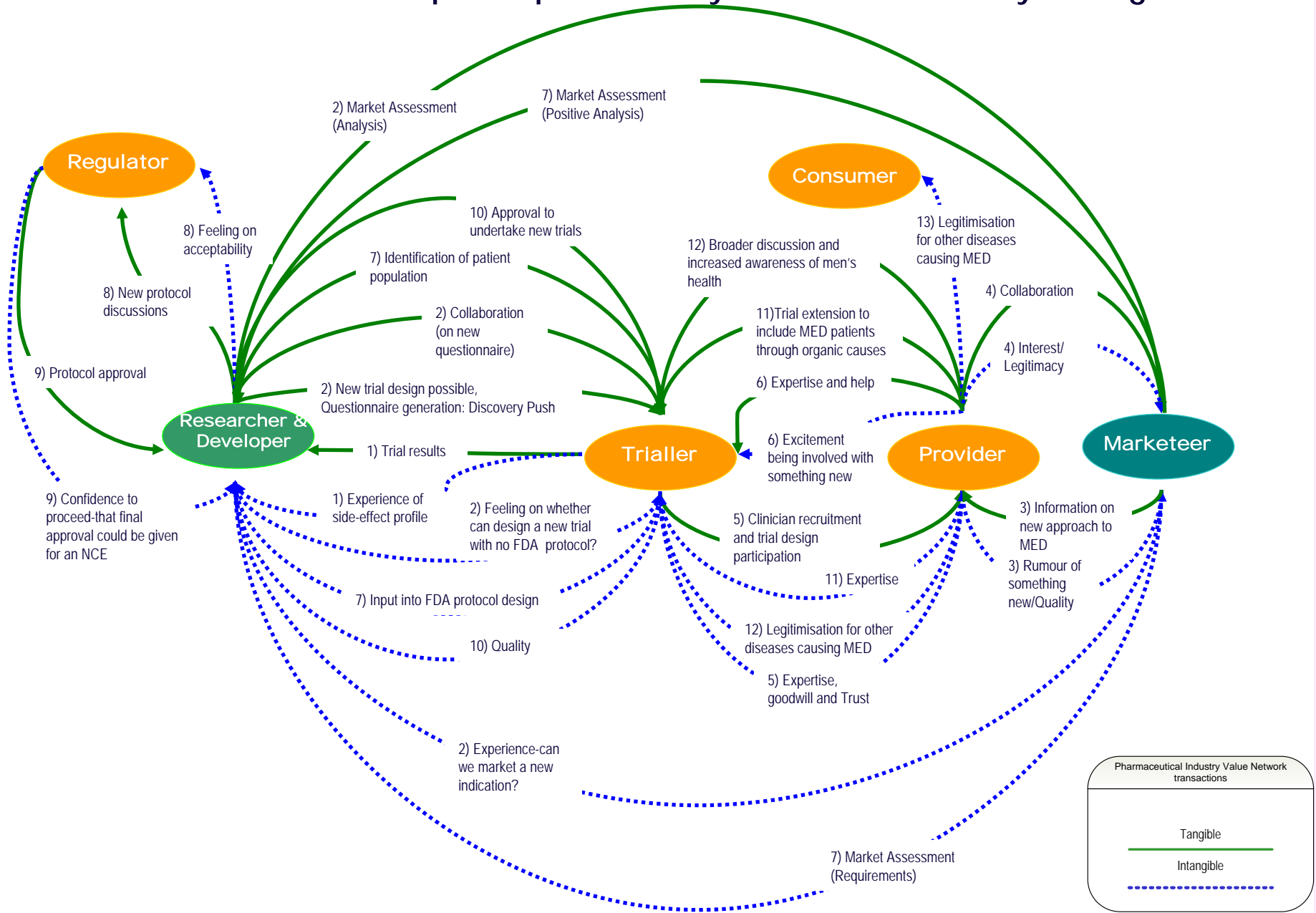
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Using the *ValueNet Works[™]* methodology

www.value-networks.com

ValueNet Works™ Sample Sequence Analysis for the Discovery of Viagra®



Acknowledgement Paul Edwards With input from Dr. Nicholas K. Terrett, co-inventor on the Viagra® patents and formerly with Pfizer Global Research & Development

Insights From the Analysis

- How non-linear the process was and that several groups were involved in decision making concurrently (such as Trialler & Marketeer). The process seemed to be led by the R&D Roles and that they provided a focus for pushing the Viagra story forward.
- How contrary this was to the more usual way of working for the Pharma. industry, where usually Consumers have little involvement/power (at least in Europe). For this story, Consumers were involved directly.
- There was also a good degree of help from Providers (specifically Doctors and Clinician opinion leaders) representing their unmet medical conditions more widely.
- How through the conclusion of this process, namely Viagra® being marketed, there was a real benefit to humankind. Specifically, there was a realization during clinical trials that some men have been mis-diagnosed with male erectile dysfunction (MED) thought to be through psychogenic cause(s). In fact their MED was a side-effect of cardiovascular problems. This 'legitimized' their condition (erectile dysfunction) and led to an opening up of a broader discussion of MED in the wider community. It made it OK to talk about MED and led more men to talk more about other aspects of their healthcare, such as their cardiovascular problems. Also it promoted Viagra® to the medical community.

Other Insights

- Pfizer Project Champion pushed for new clinical indication, managing costs and risks in new trials.
- Never give up on an approach. Even if there is initial failure, another approach may rescue it. So constant scanning of the external environment (scientific literature) was important.
- Also, how important timing was, with the development of the 'nitric oxide' story clarifying a potential mechanism of action for UK-92480 (Viagra).
- How important contact was with external community for opinion on new indication and constant contact internally from senior management for the search for new indication.
- Independent scientific opinion leaders argued on behalf of their patients to unofficially link the development of the drug to gain acceptance from the market (and regulators).

Paul Edwards, 2006