



MSD INNOVATION FACTORY 2018

CHALLENGE: Lebanon-college

Empowering oncologists to save lives

CONTEXT

Lebanese oncologists face challenges to stay updated with their practice, mainly due to time constraints.

The vast amount of data that is being published in the field, and their clinical and academic responsibilities, are the main reasons for these time limitations.

Despite that physicians are specialised, oncologists in Lebanon tend to treat all type of cancers. Besides, because of multiple reimbursement systems that follow different international guidelines they need to be aware of the latest updates within the pertinent guidelines.

Oncologists typically rely on multiple sources of scientific information to get updated like journals (New England Journal of Medicine, Annals of oncology, etc); congresses (ASCO, ESMO, etc) or the presentations (slides) from these congresses; and web resources (NCCN guidelines).

Typical scenarios for their update and search of information include:

- Major updates in oncology and shifts in cancer treatment paradigms (eg. from NCCN or ASCO).
- Updates/latest information on areas of interests (eg. cancer pathologies, immuno-oncology, etc).
- Updates/latest information from specific sources (eg. reputable medical journals or international congresses).
- Search of information to improve patient management and care (eg. for a difficult patient case).

Currently some of these physicians access the information in printed format (eg. printed versions of journals or reprints), while others tend to use different digital channels such as websites, mobile apps, informative email newsletters, platforms of medical societies or major guideline platforms (eg from EU or the FDA in the USA).

For some of them, access to the content (eg. the scientific papers) is also an issue as they have no budget support to cover the costs and must take care of it themselves.

THE OPPORTUNITY

MSD seeks to establish itself as a valuable stakeholder within the Health ecosystem by, among others, supporting physicians in their continuous medical education. Apart from Lebanese oncologists, gynecologists and internal medicine doctors will also be able to benefit from this support.

MSD Lebanon aims to enter into a co-creation process with an external partner that provides the service that includes the use of a digital solution that helps oncologists to stay updated with relevant clinical content about cancer updates.

The applicant must be able to provide both the content and the technological platform to deliver it to the Lebanese doctors.

Consortiums of complementary companies are eligible to participate, but the prize and travel support will not be increased so they have to be split among the consortium partners. A leading partner has to be designated in this case.

EXPECTED FUNCTIONALLY AND CHARACTERISTICS

The applicant must be able to manage the whole life-cycle of the content (identification, selection, tagging, uploading, etc)

Besides, the digital solution delivering the content must be:

- User friendly. Both for the end users but also for the ones managing the solution (eg content update, user registration issues, tracking of indicators, etc.)
- Trustable. Professional look and feel.
- Multi-channel. To accommodate to the personal preferences of each oncologist (web, app, email newsletter, social media). The solution should facilitate the adaptation of content from one channel to the others.
- Multi-content: provides different content types like articles, abstracts, audio books, slides, videos, webcasts, etc.
- Customizable: based for example in known pathologies of interest, sources, formats, etc.
- Adherent: motivates users to use it over time. For example, by regularly making aware of new content but without annoying.
- Measurable: Enables the analysis of end user access, to measure and track the actual use of the solution by different indicators and interactive analysis.
- Eases the process of getting a printed copy of content (specially articles).
- Enables to that only Lebanese Healthcare professionals access the service (by eg. identifying the geographical location at registration time)
- Comply with critical aspects like security, privacy, robustness, etc.

Desirable features include:

- Personalized, so most relevant content is shown first based on use over time.
- Provide easy access to the full source of the clinical content. When it is a paid source, the service should make it easy to access it through the oncologist's current preferred channel.

Regarding the scenarios to be supported, the order of priority is:

1. Major updates in oncology and shift in cancer treatment paradigm, (eg. from NCCN or ASCO).
2. Updates/latest information on areas of interests (eg. cancer pathologies, immuno-oncology, etc)
3. Updates/latest information from specific sources (reputable medical journals or international congresses, ...)
4. Search on information to improve in patient management and care (eg. a difficult patient case).

Note that any technology is welcome in the proposal with the exception of chatbots

WHAT SUCCESSFUL OUTCOMES/KPIS ARE EXPECTED?

- ❖ The solution is successfully launched in Lebanon
- ❖ A promotional campaign is executed leveraging national MSD channels.
- ❖ Penetration: Number of Lebanese oncologists using the solution.
- ❖ Frequency: Number of accesses to the solution on a given period (eg. a week).
- ❖ Adherence: Number users frequently accessing to solution (eg. after 1 month).

The solution should be able to track and provide analytics, at a minimum, on the indicators above, at grouped and individual level.

WHAT KIND OF SUPPORT MSD WILL DELIVER DURING PILOTING PHASE

MSD Initially aims for a sponsorship model where, apart from the \$20.000 grant, it will support the selected partner with:

1. MSD expert personnel for co-creating the solution (at Medical, Legal, Marketing levels), and supporting in its adaptation to the Lebanese market, including clinical landscape, regulation, cultural aspects, etc.
2. Proposal of clinical sources and/or papers of interest.
3. Access and networking with scientific societies, as well as the key Scientific Leaders in Lebanon.
4. Delivery of business support for business modelling and commercialization in collaboration with external experts.
5. Support the market rollout leveraging local MSD channels (eg. via professional medical representatives).
6. Local Social Media channels for Public Relations and solution sharing.

EXPECTED TIMELINE

The total estimated co-creation period is 12 months, counting from the Selection event.

It will likely have the following phases and duration:

- i. Due diligence and signing of co-creation agreement. 2 months.
- ii. Solution co-design. 1 month.
- iii. Solution development or adaptation. 3 months.
- iv. Solution testing with selected users. 1 month.
- v. Public roll out. 1 month.
- vi. Gathering of feedback and adaptation. Till end of pilot

PREFERRED RELATIONSHIP MODEL BETWEEN MSD AND THE WINNER AFTER SUCCESSFUL PILOTING

MSD Lebanon is initially considering a sponsorship model, where it economically supports the service but it does not own it. Ownership will stay on the winner of the challenge.



WHAT WE HACE TRIED IN THE PAST?

- Sponsorship of forums spreading the latest about Oncology
- MSD provided annual Subscription to ESMO, ASCO and to medical journals (like Annals of oncology, JCO, etc) and medical reprints (like NEJM).
- MSD Immunotherapy Academy.
- Visits from MSD representatives
- Emails and mailing lists

REQUIRED LANGUAGES

English