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**The Physician Patient Relationship  
From the Trenches**



**Scottsdale, Arizona**



**Rochester, Minnesota**



**Jacksonville, Florida**

# Disclosures

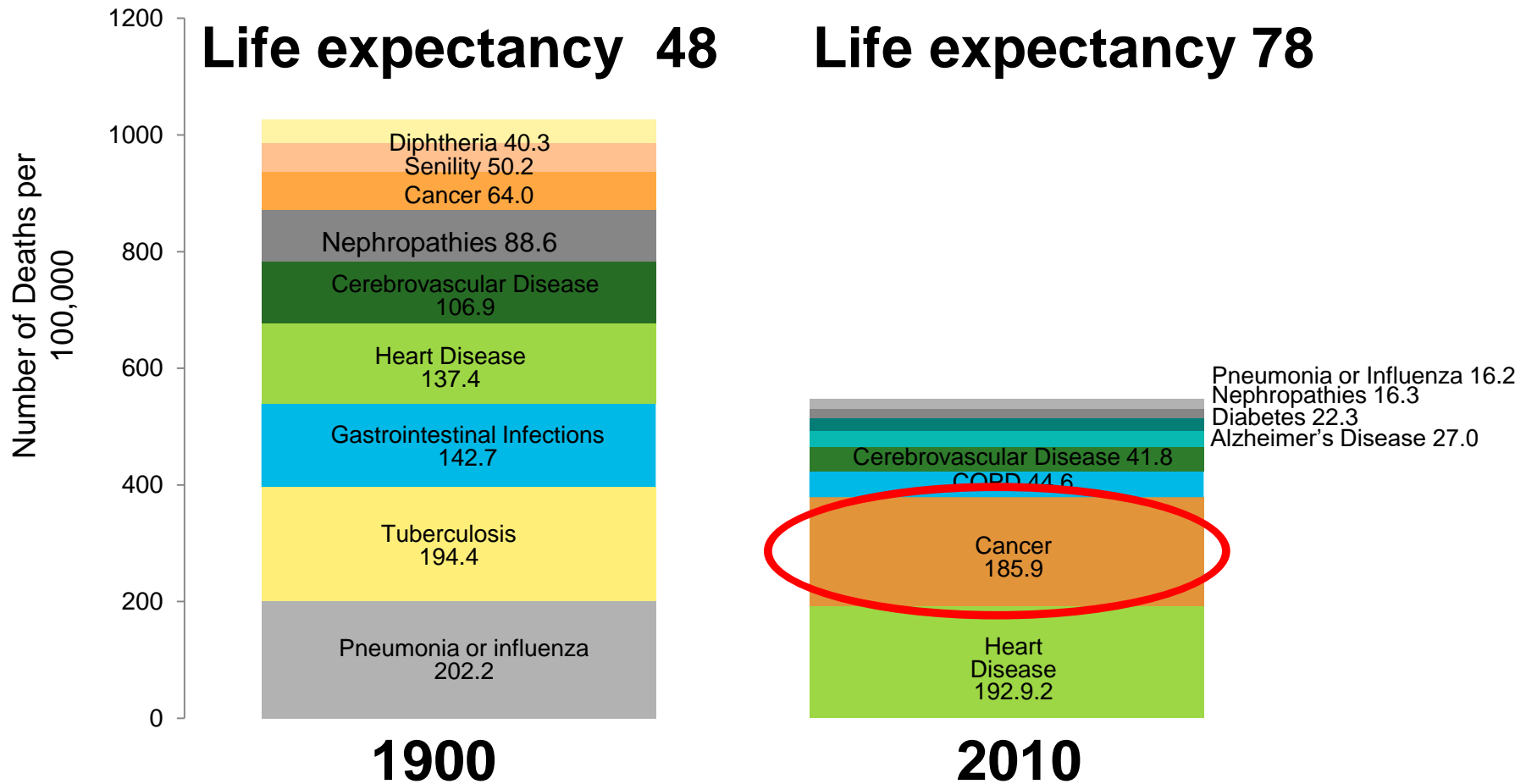
- **Consulting: AMGEN, BMS, Celgene, Takeda, Bayer, Jansen, Novartis, Pharmacyclics, Merck, Sanofi, Kite, Juno and AbbVie**
- **Visiting Healthcare Fellow, Goldwater Institute**
- **Speakers Bureaus: None**
- **SAB: Adaptive Biotechnologies**
- **Patent for FISH in MM - ~\$2000/year**
- **Believe in stem cell transplant**
- **Dislike wasting your time with this slide**



**HOPE**



# Medical Innovation Freeing the World from Disease



CDC and Prevention and National Center for Health Statistics.  
 Available at <http://www.cdc.gov/nchs/nvss.htm>. Accessed 11/12/12.

# Mayo Clinic Cancer Center

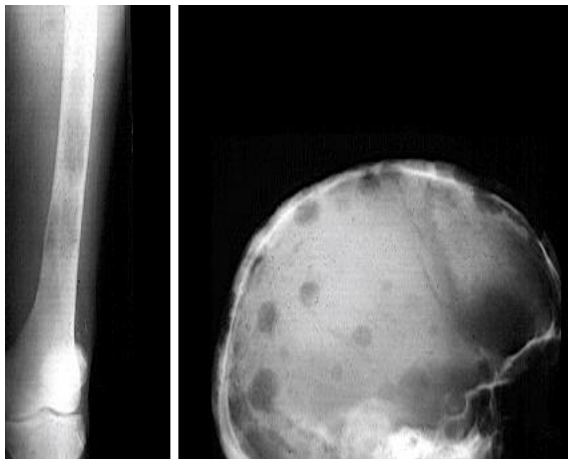
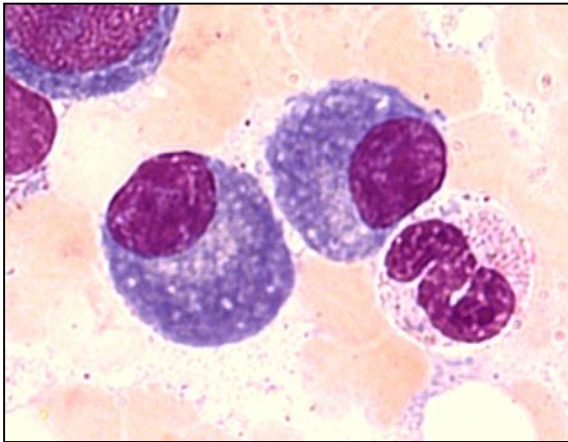


# Tuberculosis

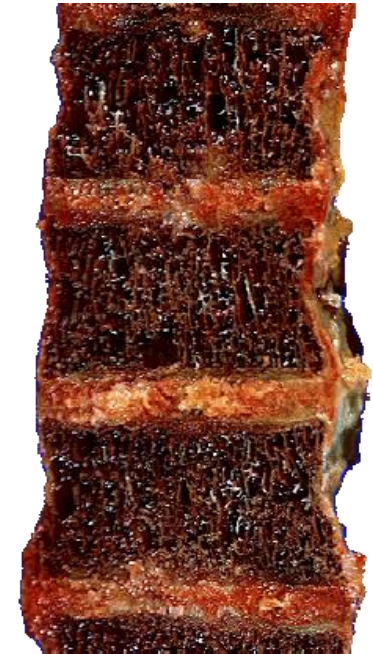




# Multiple Myeloma



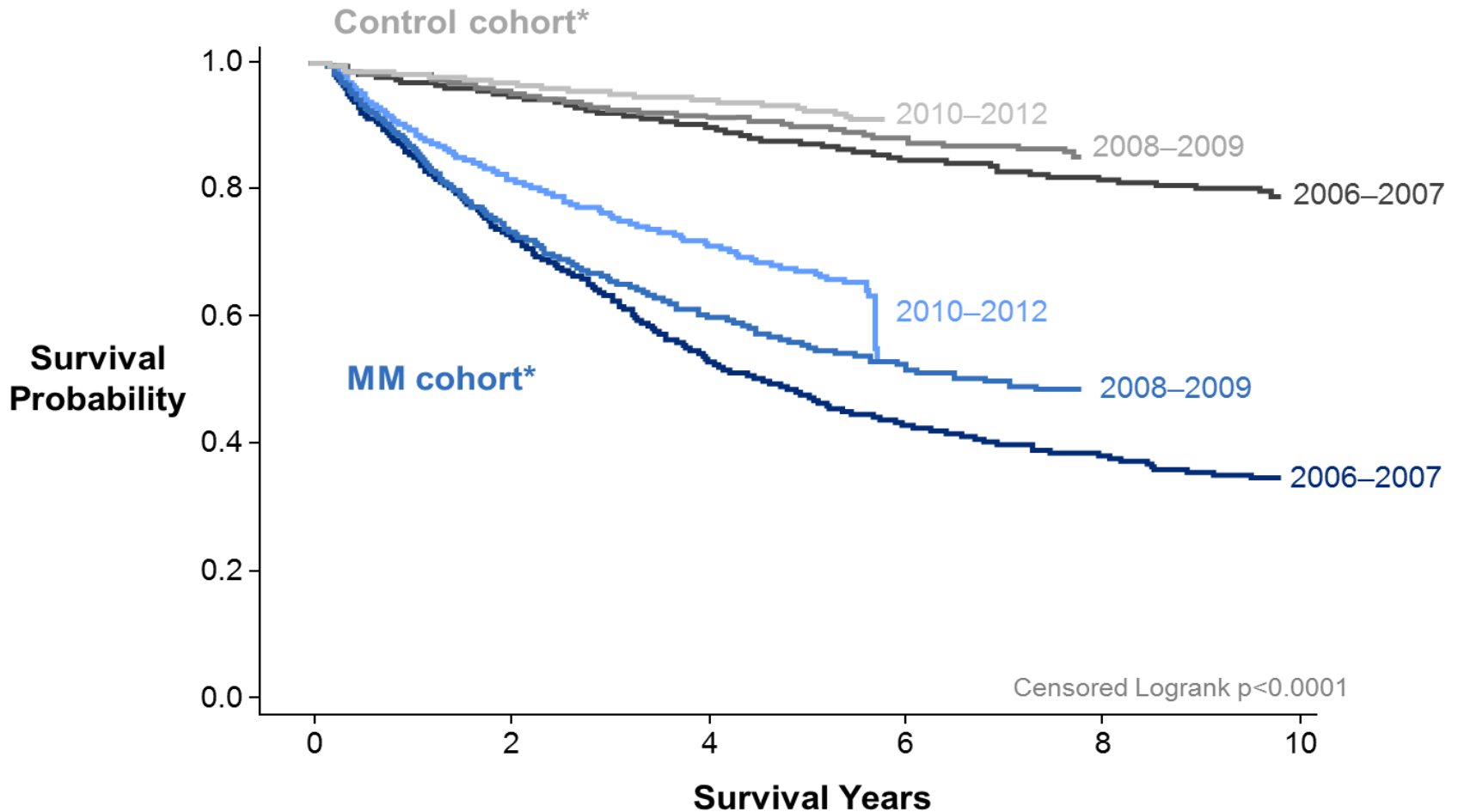
- **Thalidomide**
- **Lenalidomide**
- **Pomalidomide**
- **Bortezomib**
- **Carfilzomib**
- **Ixazomib**
- **Panobinostat**
- **Daratumumab**
- **Elotuzumab**
- **Liposomal doxorubicin**
- **Denosumab**







# Improving Survival in MM



# Ants crossing river

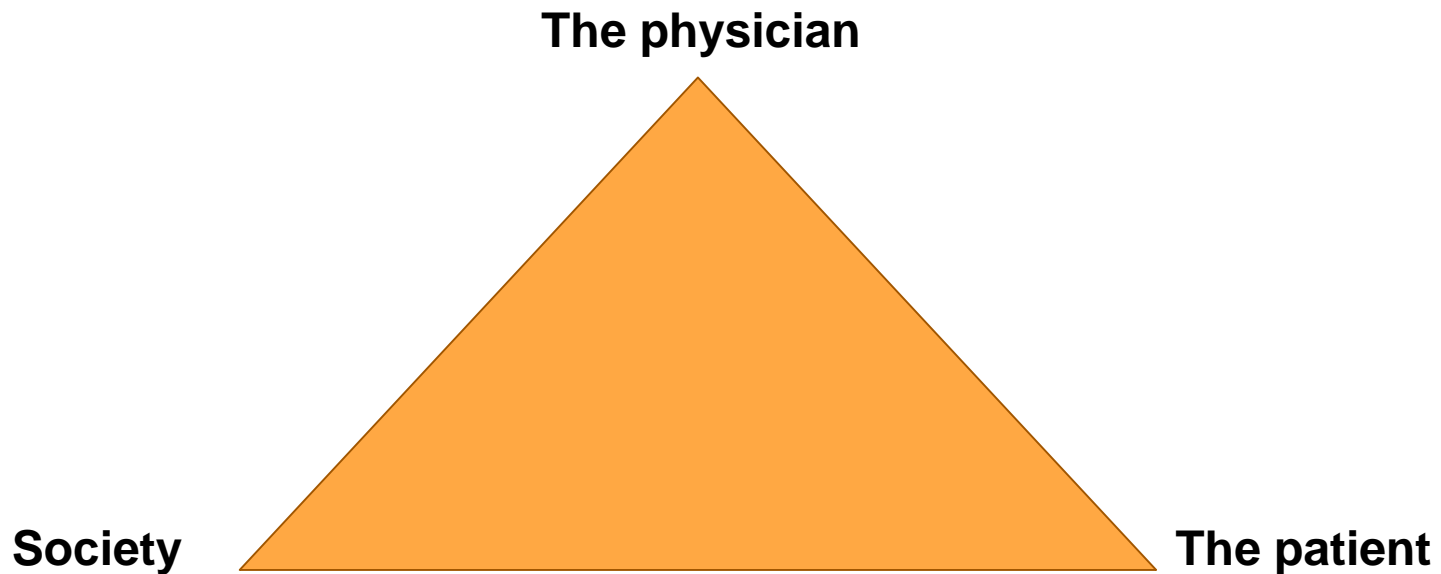


# Challenges



# Fiduciary Duty

- A fiduciary duty is the highest standard of care.



# Vectors of Tension



# Vectors of Tension



**Choosing  
Wisely<sup>®</sup>**

*An initiative of the ABIM Foundation*



# Vectors of Tension

## Asymmetry of information




- **Individual**
  - American
- **Self-determination**
- **Choice**
- **Private**

- **Group**
  - European
- **Paternalistic**
- **Direction**
- **Public**

# It shouldn't be that hard?

## Evidence Based Medicine!

- **Pioneers**
  - **Most of medical interventions**
  - **Empirical**
  - **Retrospective**
  - **ROMAN**
- 
- **Cartographers**
  - **Small sliver of information**
  - **Tested**
  - **Hypothesis**
  - **GREEK**

# Bring innovation to the bedside

## Are we hearing patients?

- **“Off label” drug use**
- **Financial toxicity**
  - Bankruptcy
  - Co-pays
- **“Right to try”**
- **DTC advertising and genetic testing**
- **QALY**
- **Hopes when being treated?**



**Used to deny care**

**Discrimination**

**QALY**

```
graph TD; QALY((QALY)) --> Deny[Used to deny care]; QALY --> Discrimination[Discrimination]; QALY --> Value[Value of life?]; QALY --> Instead[What to use instead?];
```

**Value of life?**

**What to use instead?**

# Bring innovation to the bedside

## Payer considerations

- **Fee for service versus value based**
- **Access to clinical trials**
- **“Step therapy”**
- **Pathways and incentives**
- **PBM and gag rules**
- **Approval bodies – NICE, IPAB**
- **“Closed” health systems**

# Value Based Payments

# ICER

# Moving forward

- **The needs of the patient come first**
- **Today's best is not good enough**
- **Transparency and honesty**
- **Intellectual depth and honesty**
- **We live in the real world!**
- **Optimism!**

# Enlightenment

- Reason
- Science
- Humanism
- Progress

S Pinker





MAYO CLINIC

# Thank you!

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