



BUILDING PARTNERSHIPS @ AMGEN

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SCANNING THE HORIZON TO SEE WHERE TO GO & HOW TO ADAPT



BEING PREPARED FOR THE FUTURE MEANS STARTING TODAY

In 2030 Healthcare Landscape has changed dramatically



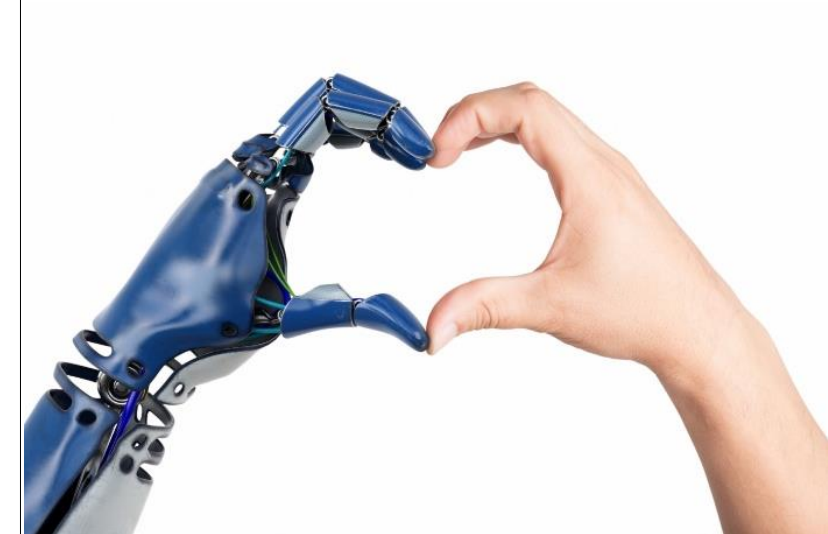
In our healthcare landscape *small and hyper specialized hospitals* work together in networks and chronic illnesses are treated in *big 1st line practices* with *digital interaction* between the two.

In 2030 Ethical way of working is prevention for polarization & distrust



In order for the scales to stop tipping further into polarization, it has been proven critical to deploy an *transparent and ethical* way of communicating, collaborating and doing business.

In 2030 Huge chances for tech. to support HC implemented too slow



Despite the immense opportunities to improve outcomes for patients and lowering costs, *broad implementation is not yet a reality.*

Partnerships: successfully building innovation together

PARTNERSHIP IS MORE THAN JUST A NEW AND FANCY NAME

SPONSORSHIP



- Sponsorship contract
- Donation of money
- No input on content
- Nothing allowed in return
- No ownership / use of final product
- Unequal relationship

PARTNERSHIP



- Partnership Contract
- Co-funding: both parties pay
- Co-creation: both parties collaborate
- Co-ownership: end product belongs to both parties
- Shared responsibility
- Equal, reciprocal relationship

VENDOR RELATION



- Purchase Order
- Payment for the service of product you obtain
- 100% ownership of created service or product
- Unequal relationship

LESSONS LEARNED AFTER 5 YEARS OF PARTNERSHIPS

PREPARATION

- Look for the shared ambition
- Know your partner and find your go-getter

OWN BEHAVIOR

- Be transparent about your intentions
- Business approach creates clarity
- Clear and unambiguous wording
- Don't avoid difficult conversations
- Be sincere
- Have patience

TRUST



**TO ENSURE AFFORDABLE, ACCESSIBLE AND FUTURE-PROOF HEALTHCARE,
WE NEED TO TAKE JOINT RESPONSIBILITY FOR THE BEST OUTCOMES FOR
PATIENTS**

