

# INDUSTRY PAYMENTS ANALYTICS



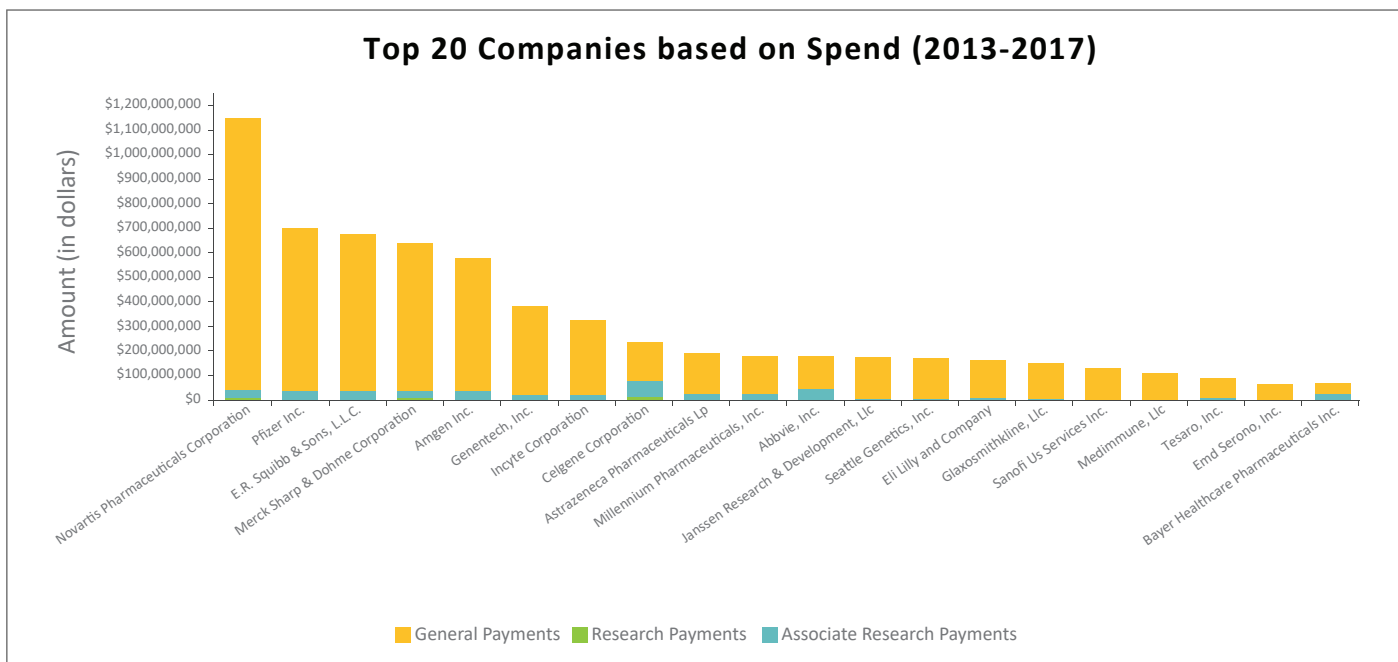
## Payments Insights & Trends for Bayer

[www.aissel.com/konectar/oncology](http://www.aissel.com/konectar/oncology)

## Industry Overview

Life Sciences companies need to track HCP Payments to get an understanding of average spends on HCPs, competitor affiliations and overall HCP utilization for different engagements. This can provide valuable insights to plan strategic KOL initiatives and engagements. Payments Analytics uses Open Payments data and creates insightful reports around the industry-HCP engagements.

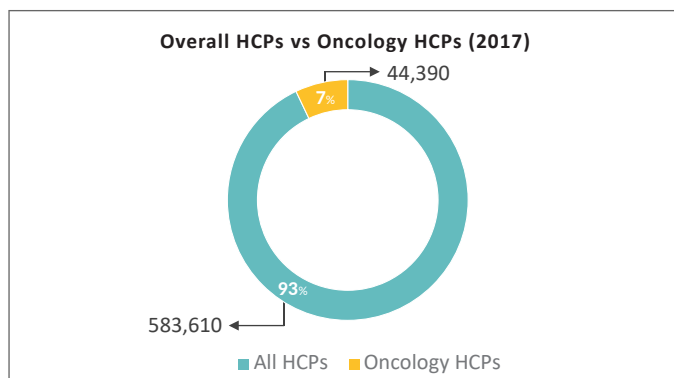
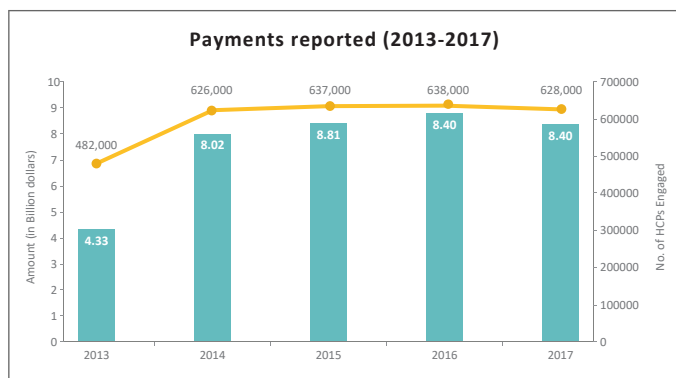
*An overview of the top 20 Oncology companies and their spend (2013-2017)*



## Sunshine Act and its Significance for Life Sciences Companies

The Physician Payments Sunshine Act (PPSA) requires medical product manufacturers to disclose to the Centers for Medicare and Medicaid Services (CMS) any payments or other transfers of value made to physicians or teaching hospitals. It also requires certain manufacturers and group purchasing organizations (GPOs) to disclose any physician ownership or investment interests held in those companies.

*Life Sciences companies payments trends (2013-2017)*



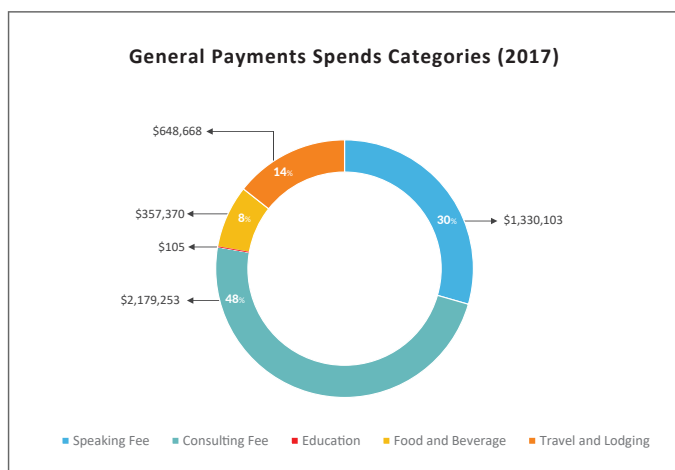
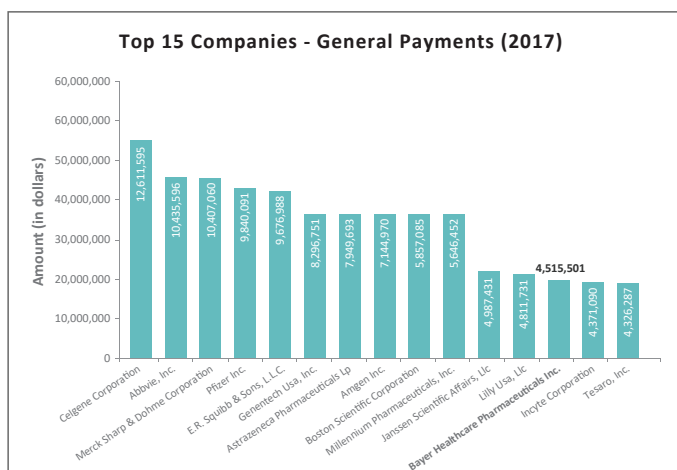
In 2017, Life Sciences companies spent \$8.40 billion on 628,000 HCPs.

25% (\$2 Billion) of the overall Payments was made to 7.6% (44,390) Oncology experts in 2017.

## Bayer Industry Payments Trends

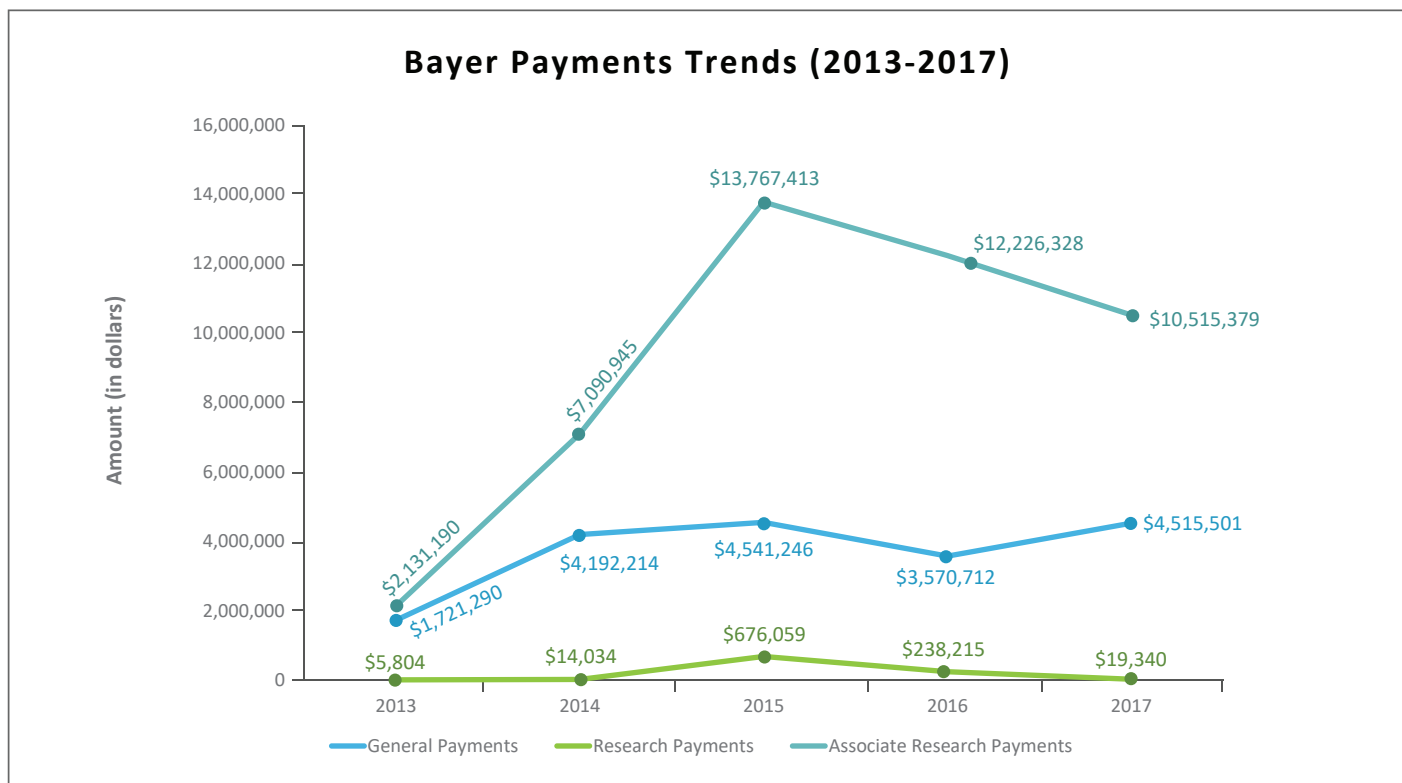
Bayer is a global enterprise with core competencies in health care and agriculture. Bayer specializes in Cardiovascular diseases, Oncology, Gynecology, Ophthalmology and Hemophilia, and offers innovative solutions with the philosophy of science for a better life.

### Bayer - HCP Engagements Payments Trends (2017)



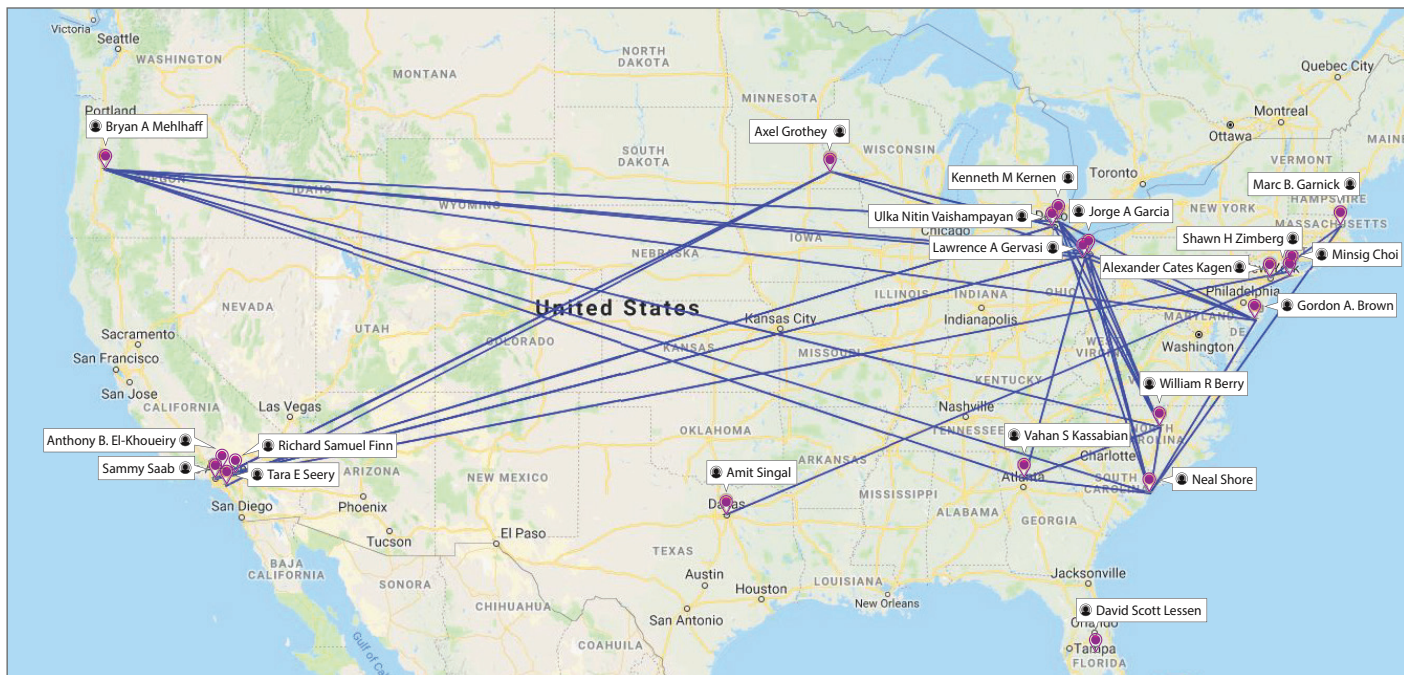
Bayer spent \$4,515,501 on 5,880 Oncology experts (General Payments).

Bayer has spent \$2.1mn as Consulting Fee and \$1.3mn as Speaking Fee on Oncology experts in 2017.



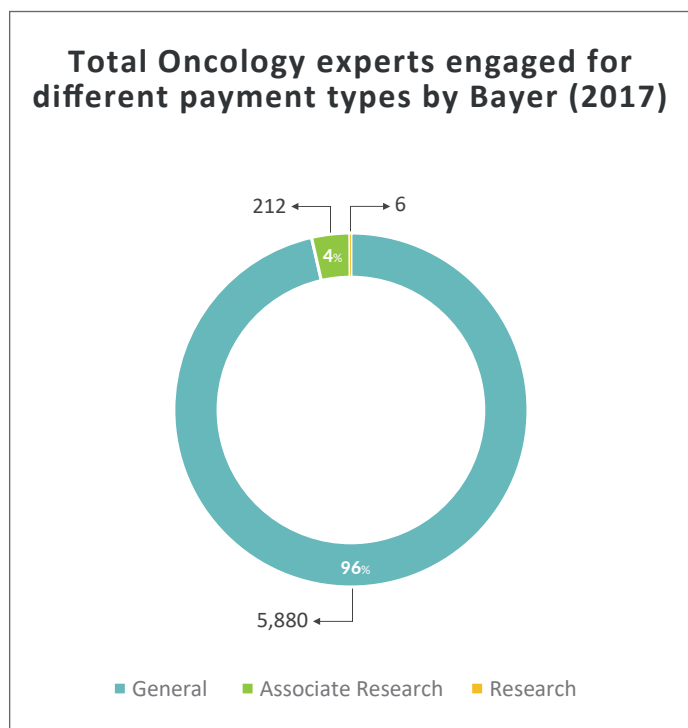
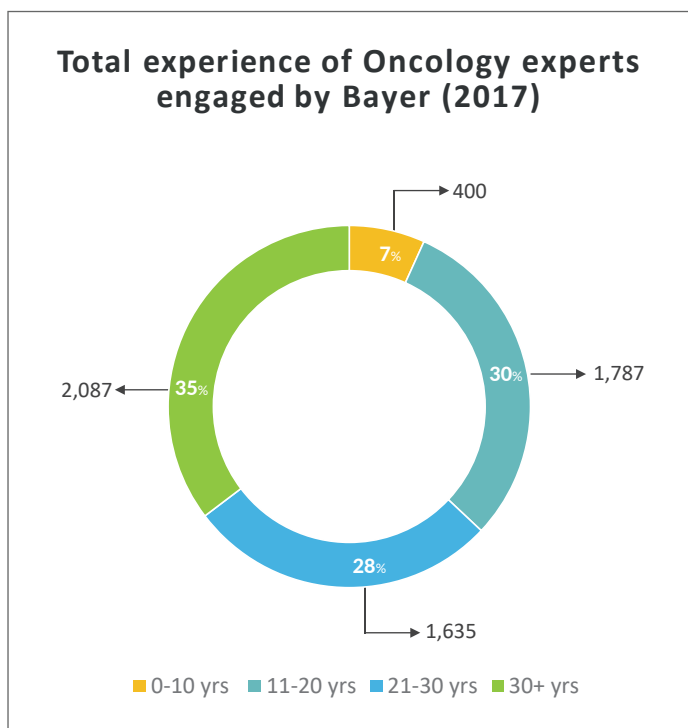
In 2017, Bayer has increased General Payments spends on Oncology experts.

## Geo Location & Network of Top 20 Oncology Experts Engaged by Bayer 2017

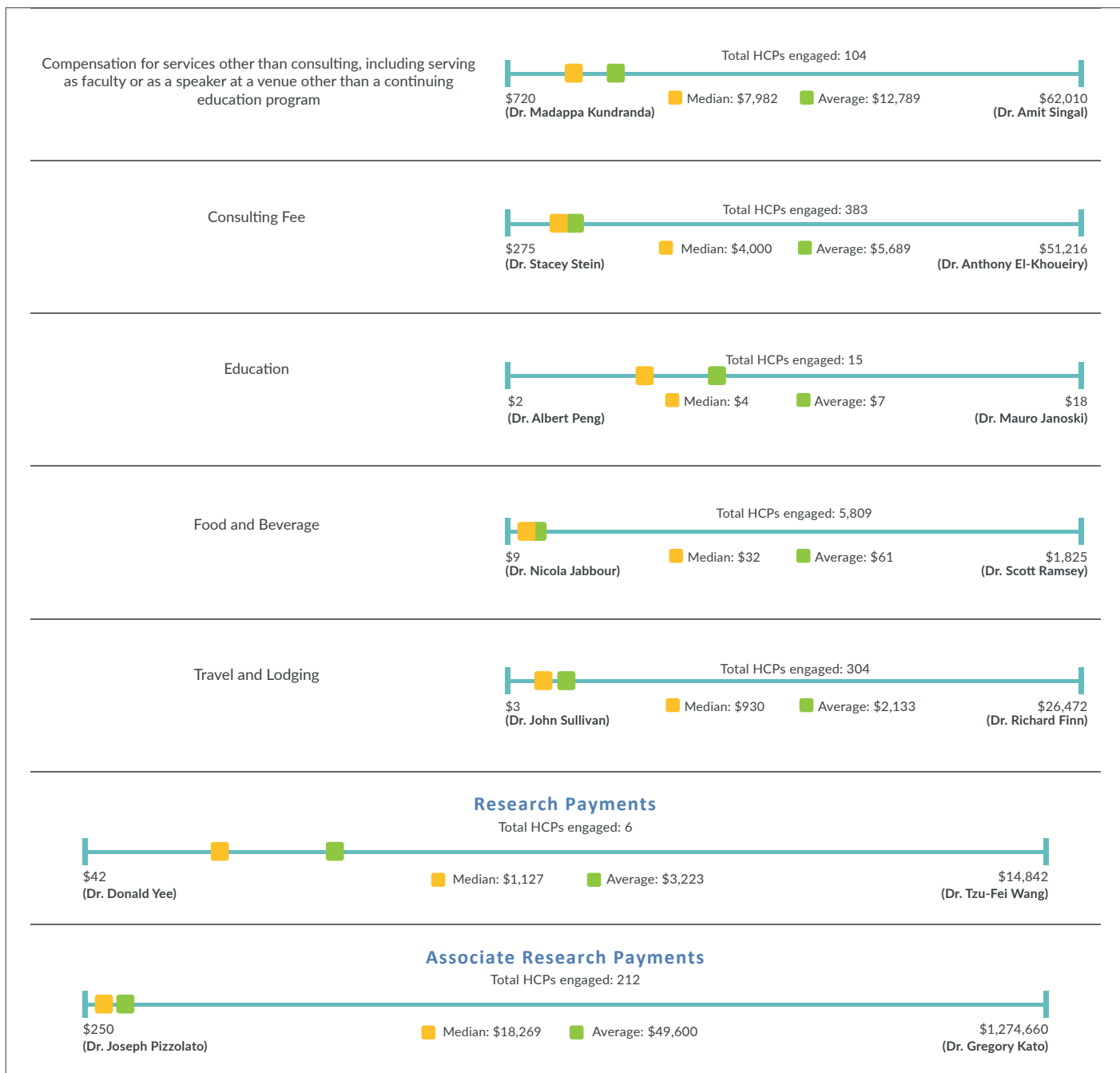


Professional Network and Geo locations of Top 20 Oncology experts engaged by Bayer (General Payments 2017). The network is based on co-authorship, research activities, speaking engagements and organizations of Oncology Experts.

## Bayer - Oncology Experts' Experience and Engagement by Payment Types



# Bayer - Payments across Engagement Types (2017)



Total Oncology experts engaged by Bayer for Consulting, Speaking and Research (2017)

- Consulting - 383
- Speaking - 104
- Research - 06

Top 5 Oncology conditions treated by experts engaged by Bayer (2017)

- Breast Neoplasms
- Prostatic Neoplasms
- Skin Neoplasms
- Ovarian Neoplasms
- Pancreatic Neoplasms

# Competitor View of HCP Engagement

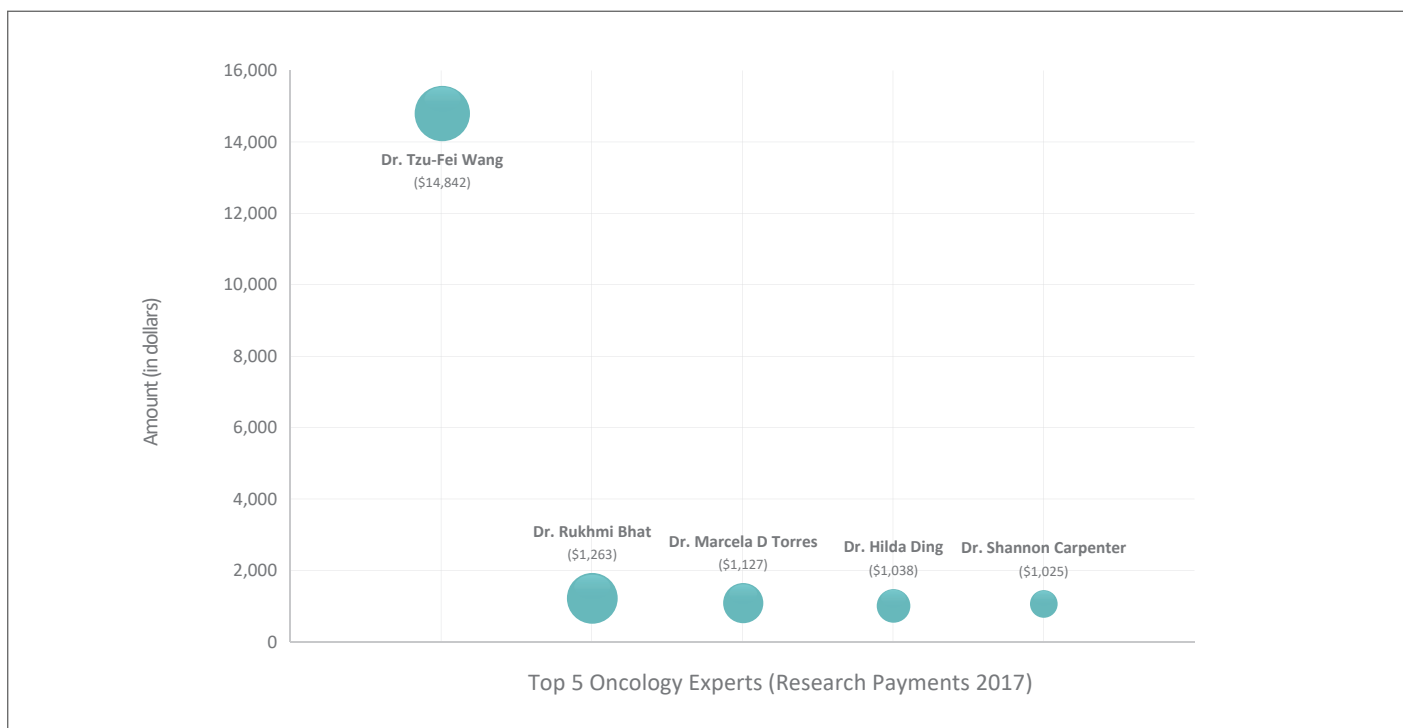
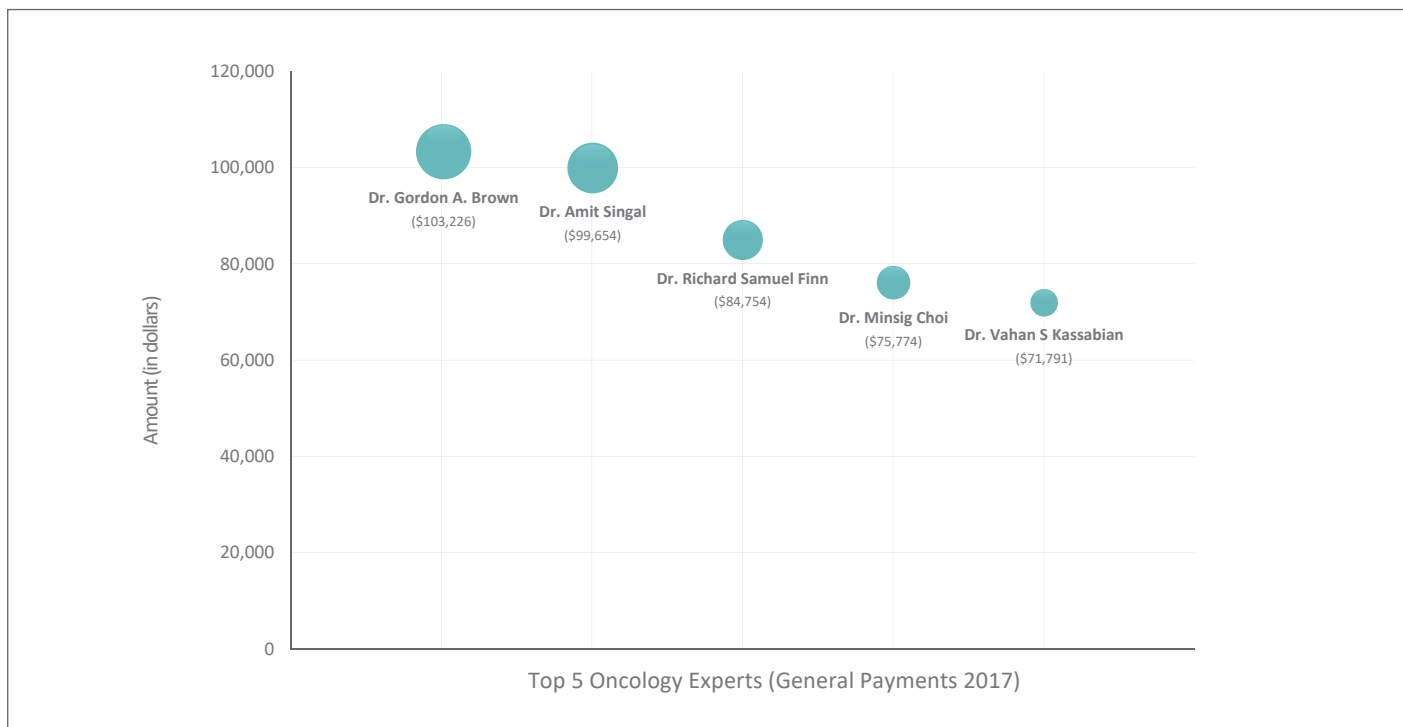
Top 20 Oncology experts engaged by Bayer and their competitors (General Payments 2017)

↑ = Paid more than Bayer

↓ = Paid less than Bayer

No.	HCP Name	Companies				
1	<b>Dr. Gordon A. Brown</b> (New Jersey)	Bayer \$103,226	Astellas \$54,800 ↓	Janssen \$32,500 ↓	Pfizer \$13,825 ↓	Tolmar Pharma \$8,341 ↓
2	<b>Dr. Amit Singal</b> (Texas)	Bayer \$99,654	ER Squibb & Sons \$28,765 ↓	Gilead Sciences \$18,960 ↓	EMD Serono \$8,800 ↓	Roche Diagnostics \$5,991 ↓
3	<b>Dr. Richard Samuel Finn</b> (California)	Bayer \$84,754	Pfizer \$31,340 ↓	ER Squibb & Sons \$20,273 ↓	Eisai \$15,001 ↓	Genentech \$9,126 ↓
4	<b>Dr. Minsig Choi</b> (New York)	Bayer \$75,774	Celgene \$19,422 ↓	Ipsen \$15,783 ↓	ER Squibb & Sons \$13,249 ↓	Amgen \$11,329 ↓
5	<b>Dr. Vahan S Kassabian</b> (Georgia)	Bayer \$71,791	Astellas \$82,892 ↑	Janssen \$56,105 ↓	Valeant Pharma \$37,318 ↓	Amgen \$25,969 ↓
6	<b>Dr. William R Berry</b> (North Carolina)	Bayer \$65,596	Genzyme \$18,010 ↓	Valeant Pharma \$5,400 ↓	Sanofi-Aventis \$484 ↓	Pfizer \$5 ↓
7	<b>Dr. Shawn H Zimberg</b> (New York)	Bayer \$64,266	Insys Therapeutics \$145 ↓			
8	<b>Dr. Anthony B. El-Khoueiry</b> (California)	Bayer \$62,893	ER Squibb & Sons \$14,492 ↓	Pfizer \$6,530 ↓	Eisai \$4,304 ↓	Lilly USA \$54 ↓
9	<b>Dr. Neal Shore</b> (South Carolina)	Bayer \$61,024	Astellas \$50,389 ↓	Amgen \$38,404 ↓	Genzyme \$34,697 ↓	Janssen \$29,704 ↓
10	<b>Dr. Alexander Cates Kagen</b> (New York)	Bayer \$56,688	Konica Minolta Healthcare \$655 ↓	GE Healthcare \$996 ↓		
11	<b>Dr. Ulka Nitin Vaishampayan</b> (Michigan)	Bayer \$56,407	ER Squibb & Sons \$46,894 ↓	Exelixis \$38,548 ↓	Genentech \$17,628 ↓	Astellas \$16,401 ↓
12	<b>Dr. Bryan A Mehlhaff</b> (Oregon)	Bayer \$56,357	Dendreon Pharma \$55,227 ↓	Astellas \$43,697 ↓	Valeant Pharma \$40,649 ↓	Janssen \$32,772 ↓
13	<b>Dr. Jorge A Garcia</b> (Ohio)	Bayer \$56,131	Genzyme \$81,616 ↑	Merck \$22,883 ↓	Exelixis \$12,940 ↓	Eisai \$8,670 ↓
14	<b>Dr. Marc B. Garnick</b> (Massachusetts)	Bayer \$48,135	Eisai \$14,263 ↓			
15	<b>Dr. Kenneth M Kernen</b> (Michigan)	Bayer \$45,173	Astellas \$83,861 ↑	Dendreon Pharma \$27,225 ↓	Pfizer \$26,809 ↓	Valeant Pharma \$21,261 ↓
16	<b>Dr. Tara E Seery</b> (California)	Bayer \$45,074	Ipsen \$4,620 ↓	Eli Lilly \$425 ↓	Comsort \$100 ↓	Helsinn Therapeutics \$41 ↓
17	<b>Dr. David Scott Lessen</b> (Florida)	Bayer \$43,029	Incyte Corp \$120,844 ↑	Amgen \$29,197 ↓	Teva Pharma \$10,551 ↓	ER Squibb & Sons \$503 ↓
18	<b>Dr. Sammy Saab</b> (California)	Bayer \$42,583	Gilead Sciences \$109,251 ↑	Valeant Pharma \$73,970 ↑	Merck \$70,846 ↑	Abbvie \$35,391 ↓
19	<b>Dr. Lawrence A Gervasi</b> (Ohio)	Bayer \$41,464	Janssen \$72,420 ↑	Astellas \$39,886 ↓	Ferring Pharma \$14,392 ↓	Amgen \$13,155 ↓
20	<b>Dr. Axel Grothey</b> (Minnesota)	Bayer \$40,941	Chugai Pharma \$40,519 ↓	Roche \$12,599 ↓	Boehringer Ingelheim \$11,794 ↓	Merck \$7,150 ↓

## Bayer - Top 5 Oncology Experts (General & Research Payments 2017)



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