

Application of Thierry Marchal for the position of Secretary General of The Avicenna Alliance, Mandate 2021 – 2022

Thierry Marchal in a few words

Thierry has been active in the simulation community since January 1991; he is leading the healthcare activities of Ansys since October 2006 where he now occupies the position of Program Director for Healthcare Solutions, part of Ansys CTO team. Closely working with academic and industry leaders, Thierry has developed, and started to implement in collaboration with his colleagues and partners, a vision of personalized healthcare, In Silico Trials and Personal Digital Avatar. He is a founding member of the Avicenna Alliance for which he has been the Treasurer (2016 – 2018) and Secretary general since January 2018. He is also participating to the European Commission eHealth Stakeholder group and the EMA stakeholder group. Thierry is the (co-)author of more than 100 publications and communications not mentioning his very active presence on social media and media.

Motivation for the position

Since January 2018, the Avicenna Alliance has changed a lot: our finances are now sound; the number of members has grown steadily; our influence on the policy, academic and industry landscape is becoming obvious and acknowledged; we have multiplied the number of Task Forces generating fantastic value and having a real impact; we have also formalized and professionalized many of our activities and structures. Yet, we still have to improve a lot and the recent departure of several of our key Board members will be challenging our stability and the steady growth that we have experienced recently.

I'm excited to exploit the network that I have built with the authorities, the regulators, the academic community and the industry actors, from start ups to large international groups, to ensure that in silico methods are not just being known but also widely adopted. Being author or co-author of numerous articles, my name is recognized and trusted to provide meaningful advice and guidance; being part of many meetings, events or webinars / presentations, I have the privilege to be positively associated to the Avicenna Alliance to provide enthusiast, strong but open leadership.

Suggested Plan for the Mandate

Despite some great progresses accomplished during the last few years, there are still numerous goals that we need to achieve during the next 2 years. Let me mention 5 priorities.

1. In silico concepts are gaining more awareness and recognition, and we are spreading the concepts of in silico, digital evidence and digital twin in many official texts; while we will still be boosting the visibility of the Avicenna Alliance, it is becoming essential that we increasingly focus on a **large scale concrete adoption of in silico methods** especially for regulatory approval.

A priority will be to engage with and connect all the stakeholders to ensure that digital evidence is accepted, especially but not exclusively in Europe, and that formal and agreed processes to

generate digital evidence are discussed and progressively published, paving the way for In Silico Trials.

2. As we observe a growing interest and demand for in silico trials and digital twins, it will be crucial to better **integrate the exceptional work of academic researchers** and professors to benefit from their experience and guidance while giving more industrial, regulatory and global visibility to their achievements. Tightening the collaboration with VPHi will be essential.

We will continue the academic presentations during the monthly webinars but we will encourage follow up actions including one on one discussions and actively pushing EU funded projects between members of the Alliance. The industry members will be encouraged to suggest their academic collaborators to join VPHi to increase this ecosystem.

3. If we have seen a growing engagement with policy makers especially in Europe and within the International Working Group, we need to leverage RPP **to engage more and more systematically with policy makers and regulators in Europe and the rest of the world** in collaboration with the Policy Development and the International Working Groups.

We need to create, maintain and grow a Who's Who list of key regulators and policy makers and ensure that we regularly communicate progress with them. Collaborating with RPP and all our members, we need to engage with key policy decision makers, also considering their national interest (national companies / academic organizations) and working closely with countries leading EU.

4. We need to **add more members and partners** to the Avicenna Alliance: we need more industry members for funding our key projects and provide the resources to drive them; we need more **active** academic members from VPHi to ensure the scientific leadership and acknowledged experts to initiate and amplify our projects; we need more partners to guide our activities to fulfil our mission and, when appropriate, boost our influential visibility.

To add more weight and finance, we will identify a contact person in the top 10 pharma and top 10 medical device companies with the goal that they will eventually join the Alliance; it will also be essential to engage with more PKPD and molecular software vendors. Through new marketing materials and external webinars, we will promote our new start up membership to welcome fast growing members. Finally, the non-paying partners will be playing a key role. It will be important to welcome agencies such as EMA as well as trade organizations (medtec, pharma but also patients organizations). Our various Task Forces be central to this activity.

5. In collaboration with the Office Manager, Roberta Maggi, and the Treasurer, we need to continue to **better structure our organization and processes**. A special focus will be made on membership payments and agreement. As the number of activities and meetings (Working Groups / Task Forces) are increasing, it will be important to better coordinate them.

The first priority will focus on membership payments to ensure the necessary finances to develop our activities. We will continue to formalize guidance without over constraining our activities: recommended processes will be preferred to enforced rules to create or define task forces, establish budget, etc.; maintaining and developing our web and various communication activities (including media and social media) will remain a priority: with the growing experience of our Office Manager, we will ensure a growing and continuous presence outside the Alliance.