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Podcast: Navigating Challenges – The Changing Role Of Big Pharma

Podcast Interview With AstraZeneca's Stefan Woxström

by **Lucie Ellis-Taitt**

Stefan Woxström, senior vice president of AstraZeneca, Europe and Canada, discusses the growing challenges in the industry and addresses the role big pharma must adopt in resolving them.

"I have to go beyond just focusing on bringing medicine to patients but also start looking at what health care systems really need."

In this latest instalment of the *In Vivo* podcast, Stefan Woxström, senior VP of AstraZeneca, Europe and Canada, draws attention to the role big pharma can adopt in delivering preventative and sustainable health care. Woxström analyzes the changing role of technology in disease prevention and looks forward to the future of AstraZeneca.

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Timestamps:

Introduction - 00:00

What concerns do you hold for the future of health care? - 4:50

How does big pharma need to act to protect innovation? – 7:20

Role within preventative health- 11:56

Devices in medicine- 16:17

Goals for the business in the next 12-18 months- 22:04

How will work adapt to achieve these aims? - 24:00