



## EAACI: Stepping into the Future of Food Allergy

### News

The future was very much present at the Aimmune booth at the EAACI conference in Lisbon June 1 – 5. Anyone entering the booth was immediately drawn to a four foot, solid white, human-looking robot named Pepper. Pepper's instruction booklet recommends gender neutrality with respect to robots, but it was clear by many Aimmune staff that with such smooth curves and an alto voice, they strongly identified Pepper as a she. Pepper was ready to answer any questions about Aimmune, sort of like a Siri in person.



*Pepper drew guests into the Aimmune booth*

Judging by the heavy traffic in the booth, Pepper was doing a very good job. Assisted by the six real humans on the Aimmune team and the fact that the booth was in a terrific position to welcome participants at the entrance of the conference hall, you could say it was hopping.

Another draw was the exciting new data that galvanized a clear message that Aimmune and AR101, when approved, will be leading the way into the future of food allergy therapy. The future, like Pepper, is here.

A series of three press announcements released during the conference introduced four new sets of data on the already solid data set of AR101. There was new corroborating data on safety and efficacy (ARTEMIS), data on AR101's ability to immunomodulate over time (3 PALISADE Follow-on Study), data indicating the significant burden placed on peanut allergic patients and their caregivers (APPEAL 2 study) as well as new data showing improvement in the Quality of Life for the patients who have gone through treatment with AR101 (ARC004). This last study represents the very first data from a clinical trial showing positive changes in food allergy related to Quality of Life.

Members of the Aimmune staff noted an interesting difference in the questions coming from the US versus the European attendees: for the US attendees it was a great opportunity to reaffirm their understanding of AR101 with the new data and move on to more commercial questions of approval, availability, and payer status. Whereas, questions from Europeans were more of an introductory nature; ie., tell us more about Aimmune, what do you do, and is it going to be available in my country?



*Christine Birchwood and Stephen Tilles meet with Antonella Cianferonia of Children's Hospital of Philadelphia.*

But the talk of the conference was the recently released Lancet article. It surprised some of our staff how it resonated; whether for or against it, there was much talk. There were other OIT speakers who began their talks arguing against the article in their own presentations. It did give Christine Birchwood and Noelle Griffin an opportunity to point out to the US experts the new Aimmune data with the pros and cons of the article. Fortunately, those American KOLs were easier to meet in the hall “accidentally on purpose” at a European conference rather than meet back at home with their busy schedules.

Yet despite all the opportunities to introduce good data, the real star of the conference was Pepper. Ian Hitchcock, VP Medical Affairs Europe, got the idea to use a robot from the Children's Hospital in Manchester, England, where they used a similar robot named Ralph to entertain and distract children while doctors and nurses treated them.

Whether he meant to equate the attention span of children to the attendees of EAACI, Ian had a hunch that the curiosity of Pepper alone would bring them into the booth. And he was right. “The interest was enormous,” he said, even attracting two Japanese AI experts to enter the booth and ask him how he designed Pepper to be utilized. Ian scripted a specific program for

Pepper to answer questions about Aimmune and AR101 that would not cause Pepper to respond inappropriately. It limited unwarranted information in Pepper's answers, but still allowed Pepper to charmingly engage bystanders, drawing in the curious and eventually leading them to a Medical Affairs human being within the booth. (Yes, there still is a need for humans.) Coming off the success of this, Ian is thinking of other ways to program robots like Pepper, perhaps as a medical information resource or for other conferences – a great way to equate Aimmune as a progressive company ready for the future.



*A well deserved night out by the Aimmune team, clockwise from the left: Paul James, Noelle Griffin, Jamie Smutko, Josselyn Matthews Forman, Amanda Chancey, Christine Birchwood, Becky Tilles, seated next to husband Stephen Tilles.*