

Volume 15 • Number 1

PUBLISHER Lisa Barket

EDITOR Taren Grom

CREATIVE DIRECTOR Marah Walsh

MANAGING EDITOR

Denise Myshko

SENIOR EDITOR

Robin Robinson

FEATURES EDITOR

Kim Ribbink

DESIGN ASSOCIATE

Ariel Medel

DIRECTOR OF SALES

Cathy Tracy

NATIONAL ACCOUNT MANAGER

Suzanne Besse

WEBCAST NETWORK PRODUCER

Daniel Limbach

CIRCULATION ASSISTANT

Kathy Deilulis

Copyright 2014

by PharmaLinx LLC, Titusville, NJ

Printed in the U.S.A.

Volume Fifteen, Number One

PharmaVOICE (ISSN: 1932961X) is published monthly except joint issues in July/Aug. and Nov./Dec., by PharmaLinx LLC, P.O. Box 327, Titusville, NJ 08560. **Periodicals postage paid** at Titusville, NJ 08560 and additional mailing offices.

Postmaster: Send address changes to PharmaVoice, P.O. Box 292345, Kettering, OH 45429-0345.

PharmaVoice Coverage and Distribution:

Domestic subscriptions are available at \$190 for one year (10 issues). Foreign subscriptions: 10 issues US\$360. Contact PharmaVoice at P.O. Box 327, Titusville, NJ 08560. Call us at 609.730.0196 or FAX your order to 609.730.0197.

Contributions: PharmaVOICE is not responsible for unsolicited contributions of any type. Unless otherwise agreed in writing, PharmaVoice retains all rights on material published in PharmaVoice for a period of six months after publication and reprint rights after that period expires. E-mail: tgrom@pharmavoiced.com.

Change of address: Please allow six weeks for a change of address. Send your new address along with your subscription label to PharmaVoice, P.O. Box 292345, Kettering, OH 45429-0345. Call us at 800.607.4410 or FAX your change to 937.890.0221. E-mail: mwalsh@pharmavoiced.com.

IMPORTANT NOTICE: The post office will not forward copies of this magazine. PharmaVoice is not responsible for replacing undelivered copies due to lack of or late notification of address change.

Advertising in PharmaVOICE: To advertise in PharmaVOICE please contact our Advertising Department at P.O. Box 327, Titusville, NJ 08560, or telephone us at 609.730.0196. E-mail: lbarket@pharmavoiced.com.

Letters...

Send your letters to feedback@pharmavoiced.com. Please include your name, title, company, and business phone number. Letters chosen for publication may be edited for length and clarity. All submissions become the property of PharmaLinx LLC.



Cancer — Impacts Us All

In 2014, there were an estimated 1,665,540 new cancer cases diagnosed and 585,720 cancer deaths in the United States alone. Cancer remains the second-most common cause of death in the United States, accounting for almost one of every four deaths.

While usually lumped under the umbrella of oncology, there are actually more than 200 different types of cancer that can affect the more than 60 different organs in the human body. There are very few of us who are lucky to not have had cancer impact someone we know or someone we love.



The vastness of this disease and the personal impact that cancer has had on several of us in the PharmaVOICE family prompted us to take a hard look at this complex disease state.

This month's Forum — Detangling Oncology — launches a year-long series dedicated to examining various aspects of the disease along the continuum — from research to oncologists to payers.

From a research perspective, there are exciting developments afoot. At the Forbes Healthcare Summit held in November 2014 in New York, Dr. Patrick Soon-Shiong, chairman and CEO of NantHealth, unveiled his unconventional method of fighting cancer that he hopes will make it a chronic, treatable disease instead of a death sentence.

The surgeon, entrepreneur, and billionaire's story was also broadcast as a 60 Minutes story on Sunday, Dec. 7, 2014 (<http://vimeo.com/113893149>)

As reported in the story, Dr. Soon-Shiong has built an infrastructure to enable his researchers to map the entire genome of individual tumors, a process that once could have taken months but with new supercomputers can be done in a day. The idea is to learn as much about a tumor's mutations so the bad mutations can be identified. It's thought that by classifying the cancer by its mutations, each bad mutation can be seen as a separate disease to treat individually with specifically designed drugs.

"Imagine reclassifying cancer...and understand that cancer is a slew of rare diseases," Dr. Soon-Shiong says. "It's going to mean you have a better shot at having a better outcome and having a quality of life and actually turn the cancer, hopefully, into a chronic disease."

Furthermore, BlackBerry and NantHealth launched a secure cancer genome browser, which gives doctors the ability to access patients' genetic data on the BlackBerry Passport smartphone. The cancer genome browser on the BlackBerry Passport enables deep, interactive reporting on genomics data for physicians. It gives oncologists a tool to view individual genetic alterations in a disease and allows them to highlight relevant treatment options.

As we look toward covering these and other exciting advancements, we want to also draw your attention to World Cancer Day, Feb. 4, 2015, which unites the world in the fight against cancer. Please visit worldcancerday.org/ to learn about events that are happening in your area of the world.

Taren Grom
Editor

Their word...

DENISE MYSHKO
Managing Editor



Consumer and personal health data will play a larger role in clinical research in the future.

ROBIN ROBINSON
Senior Editor



Despite increasing physician preferences gearing toward multi digital channels, the professional sales representative is and always will be a crucial player in the marketing mix.

KIM RIBBINK
Features Editor



Strong government support and a proven R&D and regulatory environment have attracted many pharmaceutical companies to South Korea.

**Coming in
FEBRUARY 2015**

- ▶ Re-Imagining The Life-Sciences Industry
- ▶ Best Practices for Marketing in a Digital World
- ▶ Electroceuticals
- ▶ The Gen Y Phenomenon
- ▶ Oncology: Research Trends
- ▶ C-Suite: Clinical Biotechnology
- ▶ Market Focus: Ireland
- ▶ Showcase: Outsourcing