

Awards...



AGILITY-PSR WINS CRO AWARD

Ellen Morgan, CEO of Agility-PSR, accepts the honor for Best Contract Research Organization in the annual Rare and Orphan Advocacy and Research (ROAR) Awards. ROAR Awards honor achievements by organizations and individuals from the pharmaceutical and device industry, as well as patient and rare disease advocacy communities.



BMS WINS LEAD AWARD FOR COMMITMENT TO CANCER

Bristol-Myers Squibb received the inaugural LEAD Award by The US



Oncology Network. The LEAD Award was created to honor life-sciences companies for Leadership in Education and Clinical Development.

DATABEAN WINS TWO PRESTIGIOUS AWARDS

Nuala Ronan, managing partner of Databean, a clinical-stage CRO, has been honored with two prestigious awards for her leadership in the life-sciences industry and the community. Ms. Ronan was given a global Stevie Award for Women in Business and was honored with a 914INC Women in Business 2014 award.

MEDIVATION FOUNDER WINS ENTREPRENEUR AWARD

Medivation Founder, President, and CEO David Hung, M.D., has been named the National EY Entrepreneur Of The Year 2014 Overall Award winner.



The EY Entrepreneur Of The Year Award recognizes entrepreneurial activity and leaders and visionaries who demonstrate innovation, financial success, and personal commitment.

OGILVY COMMONHEALTH WORLDWIDE WINS RX CLUB AWARDS



Ogilvy CommonHealth Worldwide has won a Silver award in the DTC Print Campaign category and 33 of its entries received ▶

The Amgen Foundation Expands AMGEN SCHOLARS PROGRAM



The Amgen Scholars Program is expanding its presence with new host institutions in the United States, Europe, and, for the first time, Japan. The Amgen Scholars Program aims to inspire the next generation of innovators by providing undergraduates with hands-on summer opportunities at many of the world's premier educational institutions. Through 2018, an additional \$18 million — for a total of \$50 million — will be invested by the Amgen Foundation to support nearly 1,200 undergraduate students.



Medidata has released the latest version of the Medidata Clinical Cloud.

Bayer Raises Awareness of Lung Disease

Dayna Hydrick and her father Barry Shiloff on a recent trip to New York from their native San Diego provide an early submission to Bayer's photo contest.

To raise awareness for chronic thromboembolic pulmonary hypertension and support the patient community, Bayer HealthCare, along with the Pulmonary Hypertension Association (PHA), has launched Breathless Moments photo contest, which is open through Feb. 27, 2015. People are being asked to submit a photo they have taken that showcases a positive moment that took their breath away. A winning photo will be chosen at that time.

To participate, please visit breathlessmoments.cteph.com.



There have been reports published showing that more than 40% of total pharma revenue is going to come from oncology.

Julie Papanek
Canaan Partners





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More Awards...



► Awards of Excellence certificates at the Rx Club Show Awards, which recognizes the creative aspects of pharmaceutical product advertising and promotion. Ogilvy won the silver for the I Don't MS Around Campaign for Bayer's Betaseron.

PPD'S DR. RANDY ANDERSON NAMED HEALTH CARE HERO FOR DIABETES RESEARCH



Pharmaceutical Product Development's (PPD) Randy Anderson, Ph.D., (pictured) VP of global product development and therapeutic area leader for metabolics, was named a 2014 Health Care Hero. The annual awards honor members of the greater Wilmington medical community for their engagement on critical health issues. Dr. Anderson was recognized for his efforts to find innovative therapies for diabetes and his ongoing leadership role, both locally and internationally, with the Juvenile Diabetes Research Foundation.

PTC LEADER WINS AWARD



The 2014 Legend of Technology Award for Vision, Innovation, and Leadership has been awarded to Stuart Peltz, Ph.D., (pictured) CEO of PTC Therapeutics. The 2014 New Jersey TechCouncil (NJTC) Awards Celebration honors the region's top technology companies and their leaders for their business accomplishments in technological collaboration, partnership and innovation.

DELOITTE TECHNOLOGY FAST 50



VEEVA TAKES HOME AWARDS

Veeva Systems has been awarded several prestigious industry awards, marking it as one of the fastest-growing, innovative leaders in cloud technology. Veeva was ranked one of the fastest-growing software companies on Deloitte's 2014 Technology Fast 500, named Most Innovative Tech Company of the Year by the American Business Awards, and earned gold in Network Products Guide's 2014 ranking of Hot Companies.

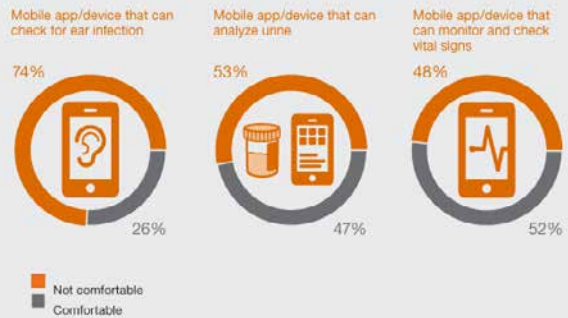
TOP HEALTH ISSUES OF 2015

PwC's Health Research Institute (HRI) anticipates that the \$2.8 trillion U.S. healthcare sector will start feeling like a true market, including the expansion of do-it-yourself healthcare, how industry will adapt to

the newly insured, consumers' competing desires for convenience and privacy, and putting a price on positive outcomes. HRI's top issues to watch in 2015.

US clinicians ready to embrace mobile apps and devices

US clinicians were asked how comfortable they are using patient data streamed from mobile health apps and devices



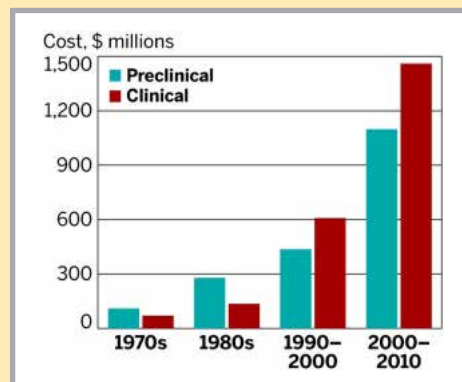
Source: HRI Clinician Workforce Survey, PwC, 2014

1. Do-it-yourself healthcare
2. Making the leap from mobile app to medical device
3. Balancing privacy and convenience
4. High-cost patients spark cost-saving innovations
5. Putting a price on positive outcomes
6. Open everything to everyone
7. Getting to know the newly insured
8. Physician extenders see an expanded role in patient care
9. Redefining health and well-being for the millennial generation
10. Partner to win

Consumers Switching to Generics



TUFTS STUDY FINDS BIG RISE IN COST OF DRUG DEVELOPMENT



The Affordable Care Act (ACA) has helped to boost the number of insured Americans to the highest levels since 2008. A new survey from Radius Global Market Research shows that healthcare costs are shifting to the consumer, resulting in new behaviors. As costs shift to consumers, patients are making fewer office visits, switching medicines more often, and using nontraditional offices for care.

The survey shows one-third of current prescriptions are not covered by healthcare insurance. One-fourth of prescriptions overall switched to generic. Within the past six months, one-third of chronic condition prescriptions were switched to generic.

33% prescriptions not covered by healthcare insurance



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The culture of innovation across the global and healthcare/pharmaceutical/life-sciences industry spectrum is more robust than ever, and PharmaVOICE believes these achievements and forward-thinking companies are worth celebrating. Building on the heritage of the Pharma**VOICE** 100, we are excited to announce the launch of this new special issue.



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