

Awards...



BLUE LATITUDE HEALTH WINS PMEA 2015 AWARD

Blue Latitude Health has won a PMEA 2015 award for its project on Lilly's Medical Information Cascade. The Medical Information Cascade project combined SEO tactics, user-centered design methodologies, and the provision of capability training to deliver a first line medical information portal online.

BRISTOL-MYERS SQUIBB RECOGNIZED BY MMRF

Bristol-Myers Squibb received the 2015 Collaborator Award from the Multiple Myeloma Research Foundation (MMRF) in recognition of its commitment to collaboration and to advancing the research and development of novel therapies for patients with multiple myeloma.

BMS AND MERCK RECEIVE PRIX GALIEN AWARD

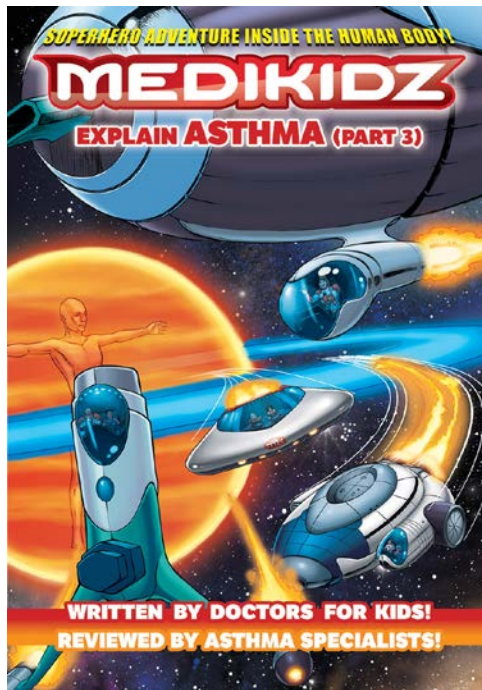
Bristol-Myers Squibb received the Prix Galien USA 2015 Award for Best Biotechnology Product for Opdivo, a PD-1 immune checkpoint inhibitor. Merck's Keytruda, an anti-PD-1 therapy for the treatment of advanced melanoma and metastatic non-small cell lung cancer, has received the Prix Galien USA 2015 Award for Best Biotechnology Product. The award recognizes the pharmaceutical industry's outstanding achievement in the development of new medicines.



NUCLEUS MEDICAL MEDIA WINS AWARDS FOR WEB CONTENT

Nucleus Medical Media received two eHealthcare Leadership Awards in the Best Rich Media category. Nucleus Medical Media's Animation Library received Platinum in the Rich Media: Corporate Vendor/Agency Site category. AstraZeneca's Health Journey Support website, built by Nucleus Medical Media, received Gold in the Rich Media: Consumer Disease-Focused Site category. The website features medical information for patients and their families related to chronic health problems.

Industry at Large HELPING KIDS WITH ASTHMA



This comic book series follows a 10-year-old on an epic journey through Mediland, getting a firsthand view of the science behind asthma, engaging kids and helping them better understand and manage their asthma.

Medikidz and Meda Pharmaceuticals have launched Explain Asthma, a comic book series launched in conjunction with the American College of Asthma, Allergy, and Immunology (ACAAI). The series is designed to help families gain an accurate understanding of asthma, and to support communication between experts and patients/families.

Explain Asthma is a collaboration with Medikidz, a global organization that produces unique learning materials for children in a powerfully visual comic book format and initiated by Meda, a specialty pharmaceutical company, with a product portfolio including prescription drug products, OTC and branded generics.

Analysis Shows Steady Growth IN HEALTHCARE SPENDING

Spending on healthcare for the privately insured in the United States grew at a steady rate over the past five years, increasing 3.4% in 2014, finds a new report from the Health Care Cost Institute (HCCI). Use of healthcare services continued to fall in 2014, while prices for all categories of services continued to rise.

Despite a nearly 16% decrease in use of brand prescriptions, spending on these prescriptions jumped by \$45 per capita in 2014, an increase four times larger than in 2013. Much of this increase was due to use of high-priced hepatitis C drugs Olysio, Sovaldi, and Harvoni, which became available starting in late 2013.

Other highlights:

- ▶ Prices increased for all services: The smallest average price increase was for professional services (3.1%), an increase of \$3 per service. The largest average price increase was for acute inpatient admissions (4.6%), an increase of \$831 per admission.
- ▶ Out-of-pocket spending decreased for some services: Spending on out-of-pocket costs on acute

inpatient admissions (-\$1) and on brand (-\$9) and generic (-\$4) prescriptions decreased by \$14 per capita in 2014 compared with the previous year, while spending out-of-pocket costs on outpatient (\$16) and professional (\$15) services increased by a total of \$31 per capita in 2014.



GLOBAL DRUG SPENDING IS EXPECTED TO INCREASE 30% BY 2020 TO \$1.4 TRILLION DUE TO GREATER PATIENT ACCESS TO CHRONIC DISEASE TREATMENTS AND BREAKTHROUGH INNOVATIONS IN DRUG THERAPIES.

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2015 Word of the Year



As the editors of a publication, we recognize that words carry tremendous meaning, which is why we were tickled to learn that Oxford Dictionaries' Word of the Year in 2015 was not a word at all, but 😄 (tears-of-joy-emoji).

Yes, for the first time ever, the Oxford Dictionaries Word of the Year is a pictograph: 😄, officially called the "Face with Tears of Joy" emoji. There were other strong contenders from a range of fields, the publishers say, but the emoji was chosen as the "word that best reflected the ethos, mood, and preoccupations of 2015.

We think their choice was on fleek.

Former Sanofi CEO Chris Viehbacher ENTERS BIOTECH GAME

Former Sanofi CEO Chris Viehbacher received \$600 million from Gurnet Point Capital a few months ago as he agreed to become the chairman of a new company, based in Cambridge, Mass., called Boston Pharmaceuticals. Boston Pharma describes itself an "alternative model" for drug development and commercialization. The idea is to buy up drug candidates and develop them — rather than do all the expensive and time-consuming initial research itself.



GOOGLE'S Alphabet

Verily is the rebranded name for Google Life Sciences, a newly separate company under Alphabet, the holding company that now houses Google and its many expanding businesses. The initiative aims to understand health by combining technology and life sciences to better prevent, detect, and manage disease.

Then and Now...

CONTRACT RESEARCH

In 2001, when PharmaVOICE began publishing, the use of contract research organizations in clinical development was seen as tactical, a way to bring efficiency to the drug development process. Companies needed help with Phase II and Phase III trials, specifically in monitoring, data management, and analysis.

Over the last 15 years, the contract research industry has evolved, first to preferred providers, then to a partner to provide clinical development expertise and now to strategic alliance partners.

The Association for Clinical Research Organizations says in the last 10 years, CRO employment and revenue have both more than doubled, and

the association estimates that about two-thirds of industry-sponsored trials are done by CROs.

In the future, TechNavio's analysts forecast the global CRO market to grow at a CAGR of 9.83% over the period 2014 to 2019.



Editor's Note: In celebration of 15 years of PharmaVOICE's coverage of the industry's trends, challenges, and opportunities, each month we will take a look back at the driving forces that have impacted the industry. Watch for a special celebratory anniversary Forum in the February issue.

CASE STUDY

» **Providence Medical Technology Builds Clinical Database within a Week of Using ClinCapture**

Provided by: Clinovo

EBOOKS

» **HBAAdvantage: Imagine What's Possible**

Provided by: Healthcare Businesswomen's Association

» **Creating Customer Engagement and Action Through Experiential Marketing**

Provided by: PulseCX

ONDEMAND WEBINAR

» **Digital Best Practices for Accelerating Drug Development**

Sponsored by: DocuSign

PODCASTS

» **Key Lessons from Luxury Brands Show that Successful Customer Experiences Come Down to Out-Performing and Out-Behaving the Competition**

Provided by: PulseCX

» **Insights into How Marketing and Sales Can Work Together to Deliver Great Experiences**

Provided by: PulseCX

WHITE PAPERS

» **eSource: Reducing Site Workload**

Provided by: Clinical Ink

» **Don't Poke the Bear: The Effect of Pharmaceutical Pricing on Perception and Future Innovation**

Provided by: Promidian Consulting

Pardon Us...

In the November/December issue's coverage of the 21st Century Care Act, we inadvertently neglected to fully attribute content provided by Klick. To read the full report — 21st Century Cures Act: What the New Bill May Mean for Digital Healthcare Marketing — authored by Klick's Leerom Segal and Lori Grant, please go to: www.klick.com/cures-act/

WHO'S SAYING WHAT

BIGGEST CHANGES IN THE PAST 15 YEARS

Pharma**VOICE** CELEBRATING
15 *Years*

In celebration of 15 years of PharmaVOICE's coverage of the industry's trends, challenges, and opportunities we are publishing a celebratory anniversary cover story in the February issue. Industry thought leaders will take a look back at the driving forces that have impacted the industry and where it is headed.

TO ADVERTISE IN THIS ISSUE:

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