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Welcome to 2017

From funding to policy changes, 2017 according to analysts will be marked by uncertainty and opportunity. As the industry, as well as the country, prepares for the Trump Administration, EY U.S. Analyst Arda Ural, Ph.D., details the impact the new president's policies will have on drug pricing, regulation, parallel importation, taxes, M&A activity, and most significantly the Affordable Care Act. Please see this month's Upfront department that details the implications of potential policies of the new government administration on the life-sciences industry.

PwC analysts also note that the election of Mr. Trump will usher in a new era for the U.S. healthcare industry, which has spent years adapting to the Affordable Care Act. They say despite the potential policy changes in Washington, D.C., the painstaking and challenging work of shifting to value-based care will continue.



Many of 2017's top issues highlight how this shift toward value is occurring, and how traditional health organizations and new entrants are responding to it. PwC says there are three main tactics that

organizations will use to address this shift to value: they will adapt, they will innovate, and they will build new programs and approaches to their work. The top 10 health issues for 2017 according to PwC are:

1. Under a new administration, the fate of the ACA remains unclear
2. Pharma's new strategic partner? Patients
3. Easing the training wheels off value-based payment
4. Insert your card here for healthcare
5. Paging Dr. Drone: It's time to prepare for emerging technologies
6. The battle against infectious diseases sparks invention
7. Rx cauliflower: Nutrition moves to population health
8. Putting the brakes — gently — on drug prices
9. A year of new partnerships and collaborations
10. Preparing medical students for work in a value-based world

Over the course of the coming year, PharmaVOICE will be exploring these as well as other meta trends that will impact the life-sciences industry. For example, in January we kick off a year-long series on infectious disease with an update on HIV and the progress being made to continue the trajectory of increased medication adherence and decreased drug resistance. In coming months, we will also examine the science driving treatments for Zika, Ebola, Hepatitis, Malaria, Anthrax, and more. Also in 2017, PharmaVOICE is launching a series of articles dedicated to rare disease and orphan disease. In January, we examine R&D trends in the rare disease category, a market that is growing faster than that for traditional drugs. According to Scalar Market Research, the global orphan drugs market is expected to grow from \$111.87 billion in 2016 to \$214.14 billion by 2022.

Finally, in 2017 we have restructured our departments. You can now find information about new companies, technologies, personnel news, and other industry happenings on our website at www.pharmavoiced.com/news-releases/, where the news is continuously updated.

Taren Grom
Editor

Their word...

DENISE MYSHKO

Managing Editor



Emerging technology — lab on a chip — will eventually allow researchers to see the inner working of human biology and disease.

ROBIN ROBINSON

Senior Editor



While no strangers to creating content, marketers need to put more focus on their strategies to produce positive content marketing results.

KIM RIBBINK

Features Editor



Attention to rare disease R&D is providing hope to the thousands of patients who have no available treatments.

Coming in FEBRUARY 2017

- CEO Outlook: Leading Through Extraordinary Change
- The Creative Process
- Next Generation of Cancer Immunotherapy
- M&A Update
- Disease State: Zika
- Rare Disease Day
- Showcase Feature: Outsourcing