

## Awards...



### FLEXION THERAPEUTICS NAMED TOP PLACE TO WORK

Flexion Therapeutics has been named one of the top places to work in Massachusetts for the second consecutive year. The rankings are based on the results from an annual employee survey conducted by The Boston Globe.

### GSW NAMED AGENCY OF THE YEAR



GSW, a Syneos Health company, has been named Agency of the Year (AOY) in the 2018 Healthcare Marketing Impact Awards sponsored by Modern Healthcare and sister publication Ad Age. The agency received additional accolades for its work on digital, print, video, and social media campaigns. One campaign recognized is that for Hollister and Suavita, which targeted purchasers of osmotic products, particularly nurses in emerging markets. Hollister educated clinicians on ways to avoid compromising care for cost.

### HORIZON RANKED AS TOP SMALL & MEDIUM WORKPLACE

Horizon Pharma has been named one of the 2018 best small and medium workplaces by Fortune and Great Place to Work for the third consecutive year based on employee feedback. This year, Horizon was also ranked as the best place to work in biopharma and was named to the best workplaces in Chicago and best workplaces in New York (2018) lists.

## Medicinal THEATER

Twenty-five high school students from across the United States participated in Hemophilia: The Musical, a first-of-its-kind theatrical production written and informed by their unique experiences of life as a young person with a bleeding disorder.



BioMarin Pharmaceutical and Believe Ltd. sponsored a first-of-its-kind theatrical production for teenagers with hemophilia. The musical, Hemophilia: The Musical, took place at New World Stages on Nov. 12, 2018. Before the performance, students participated in the Breaking Through! Musical Theater Intensive, a three-day workshop that included coaching sessions on the impact of breathing and relaxation on pain

management, as well as the psychosocial benefits and therapeutic value of self-expression in the arts.

"Our hope is that this program will reach beyond the teens performing in the musical and provide learnings for the broader community on the connection between artistic expression and wellness," says Hank Fuchs, M.D., president of worldwide research and development at BioMarin.

## Poor Clinical Trial Data Management DELAYING DRUG DEVELOPMENT

Pharmaceutical companies share significant concerns over their ability to bring more drugs to market faster due to clinical data challenges. A new global study, commissioned by Oracle Health Sciences and conducted by Pharma Intelligence, revealed that 57% of the clinical researchers surveyed believe that

their clinical data issues result in trial delays. In addition to trial delays, 81% of respondents cited data governance issues as the biggest challenge in meeting regulatory compliance. The top three data issues are duplicate data/inconsistent data, data quality, and data integrity/traceability.

## Raising Awareness ABOUT IMPACT OF ALS ON THE FAMILY

Mitsubishi Tanabe Pharma America is accepting submissions of original visual and written artistic content from teens impacted by amyotrophic lateral sclerosis (ALS). Through a new initiative called ALSO US, Mitsubishi Tanabe is helping to raise awareness about the challenges teens face when a parent or other family member is diagnosed with ALS.

An estimated 5,000 to 6,000 Americans are diagnosed with ALS each year. Teens who have a parent with ALS can experience emotional challenges and may need support to cope with such an overwhelming disease.

## CROs Modernizing CLINICAL TRIAL PROCESSES

Contract research organizations (CROs) are driving industrywide momentum to unify clinical systems and streamline clinical trial processes, according to the Veeva 2018 Unified Clinical Operations Survey: Annual CRO Report.

Speeding study execution has become a top priority for CROs, especially as sponsors continue to outsource study start-up processes. Findings show that nearly 80% of CROs are taking steps to improve study start-up.

The survey reveals that CROs lead sponsors in adopting purpose-built clinical applications, particularly in study start-up (33% of CROs vs. 17% of sponsors) and CTMS (66% vs. 54%).

PharmaVOICE  
100

NEWS

### DR. LAURENT SCHOCKMEL NAMED CEO OF ANTIDOTE TECHNOLOGIES

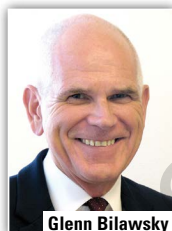


Dr. Schockmel

Antidote Technologies, the digital health company that connects patients with medical research, has named Dr. Laurent Schockmel as CEO.

He assumes day-to-day leadership of the company and joins Antidote's board of directors. Dr. Schockmel is a 30-year veteran of the life-sciences, technology, data and services industries. Dr. Schockmel is a PharmaVOICE 100 — 2009.

### GLENN BILAWSKY LEADS RECENTLY FORMED COMPANY



Glenn Bilawsky

Conversant Bio, Folio Bio, Discovery Life Sciences, and Phylogeny have merged under the name Discovery Life Sciences, creating

a leader in biospecimen analysis and procurement. Glenn Bilawsky, a longtime executive in the pharmaceutical and contract research industries, is Discovery's CEO. The new company leverages scientific expertise and consultative services to accelerate the discovery, research, and development of novel biomarkers, drug candidates, and diagnostics. Mr. Bilawsky is a PharmaVOICE 100 — 2005, 2010.

## Awards...

### REGENERON NAMED TOP BIOPHARMA EMPLOYER

Regeneron Pharmaceuticals has been named by Science magazine as the world's No. 1 employer in its annual survey of the biotechnology and pharmaceutical industry. This is the sixth year out of the past seven that Regeneron has been ranked first.

The Science annual top employers survey polls employees from the global biotechnology, biopharmaceutical, pharmaceutical, and related industries to determine the best employers based on their driving characteristics. This year Regeneron was ranked particularly highly by respondents on integrity of leadership, approach to innovation and being socially responsible.

### RHO RECOGNIZED FOR WORKPLACE PRACTICES

Rho was honored with a 2018 When Work Works award for its use of effective workplace strategies to increase business and employee success. This is the fifth year Rho has been honored with the award. The award, part of the national When Work Works project administered by the Families and Work Institute and the Society for Human Resource Management, recognizes employers of all sizes and types in North Carolina and across the country.

### SYNEOS HEALTH WINS SOCIETY FOR CLINICAL RESEARCH SITES EAGLE AWARD

Syneos Health has been awarded the Society for Clinical Research Sites (SCRS) Eagle Award in the CRO category for the second consecutive year. Presented during the annual SCRS Site Solutions Summit, the award recognizes the CRO that best exemplifies a site-focused approach to clinical trial management.

## Rare Disease Facts

RARE DISEASES AFFECT  
**1 IN 10**  
AMERICANS

**30** MILLION PEOPLE IN THE UNITED STATES, AND  
**350** MILLION PEOPLE GLOBALLY



MORE THAN

**7,000**

INDIVIDUAL RARE DISEASES EXIST AND ABOUT  
**80%** ARE CAUSED BY GENE MUTATIONS



**50%** OF THE PEOPLE AFFECTED BY RARE DISEASE ARE CHILDREN



Source: Global Genes





Jordin Sparks

## Novartis Launches Sickle Cell STORYTELLING PROJECT

Novartis is teaming up with Grammy-nominated singer, film, and Broadway star Jordin Sparks and the Sickle Cell Disease Association of America (SCDAA) to launch Generation S, a national sickle cell disease (SCD) storytelling project that encourages anyone touched by SCD to help inspire the sickle cell community.

People can go to JoinGenS.com to share their experiences with sickle cell disease through the end of November, as written stories, photos, or audio or video recordings. Submissions will start to be shared later in the fall, and the collection of stories from around the country will come to life in February 2019. A few participants will also have the opportunity to meet Jordin in person and to work with a professional storyteller on a video to capture their personal experience with sickle cell disease.

## CNS Summit Innovation Index 2018\*

\* The CNS Summit Innovation Index ranks life-sciences companies based on three facets of innovation: trial optimization, digital advancement, and innovative partnerships.

Powered by IDEA Pharma



Company	Rank overall	Rank Digital	Rank Partnership	Rank Trial Optimization
Novartis	1	13	2	1
Roche	2	1	8	11
Amgen	3	14	5	3
AstraZeneca	4	21	1	16
Takeda	5	2	14	2
Sanofi	6	15	3	7
J&J	7	4	7	10
Bayer	8	9	4	17
GlaxoSmithKline	9	6	15	5
Merck	10	8	11	12

Launched at CNS Summit 2016, the CNS Summit Pharma Innovation Index, developed in collaboration with IDEA Pharma, ranks life-science companies developing new treatments, based on publicly available information, with regard to three facets of innovation: technology advancement, trial optimization, and innovative partnerships. CNS Summit is a platform for change and a community passionate about shaping the future, with a focus on collaboration, innovation, and technology. Each year, leaders join together in a dynamic environment for networking and idea sharing, for learning from industry leaders, and exploring the future of drug development. Register for CNS Summit 2019 — Oct. 31 to Nov. 3 — at [cnssummit.org](http://cnssummit.org).

## PHARMAVOICE.COM

### EBOOK

- » **Women + Health — An Industry Movement**  
Provided by: Cardinal Health

### PODCASTS

- » **Medical Storytelling: The Human Element in Hard Science**  
Provided by: Avant Healthcare
- » **Would CMS's Drug Pricing Transparency Requirement Really Lower Prices?**  
Provided by: Manatt Health

### WHITE PAPERS

- » **Want Medical Education to Move Audiences? Stick to Your Story**  
Provided by: Avant Healthcare
- » **Three Reasons Why Patient Engagement is Your Secret Weapon to Study Success**  
Provided by: Bracket
- » **Key Considerations for Parkinson's Disease Trials**  
Provided By: ICON
- » **Trump Administration Issues Drug Price Transparency Proposed Rule**  
Provided by: Manatt Health
- » **Infographic: How the 340B Discount Applies in the Hospital Setting**  
Provided by: Manatt Health

## Use and Cost of ORPHAN DRUGS

Despite a record-breaking number of new approvals, orphan drugs remain a nominal part of overall drug spending, accounting for only 9.6% of total sales in the United States in 2017, according to a new study released today by the IQVIA Institute. The study was commissioned by the National Organization for Rare Disorders (NORD) for the second year in a row to show trends in orphan drug usage and costs.

# BE A CATALYST FOR CHANGE

At the Bridging Clinical Research & Clinical Health Care Collaborative

Keynote sessions include presentations by:



**BADHRI SRINIVASAN**  
HEAD, GLOBAL  
DEVELOPMENT OPERATIONS,  
NOVARTIS



**JOSHUA RUBIN,**  
JD, MBA, MPH, MPP  
PRESIDENT AND CEO, LEARNING  
HEALTH COMMUNITY



**JOHN BARRY, MBA**  
COO, PHARM-OLAM  
AND PATIENT ADVOCATE



**MICHELLE KEEFE**  
PRESIDENT,  
COMMERCIAL SOLUTIONS,  
SYNEOS HEALTH

Now is your chance to make an impact. We invite you to be a catalyst for change — to work with us to advance clinical research and its integration with health care.

The Bridging Collaborative is a forum that brings thought leaders from across the industry together to discuss some of the most pressing issues affecting clinical research and health care today. We aim to establish groundbreaking solutions that increase participation and knowledge-sharing amongst industry leaders and organizations.



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