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Celebrating 15 Years

PharmaVOICE has embarked upon a year of celebrating 15 years of raising the voices of tens=of thousands of industry leaders who have provided their time and energy to bringing forward their insights on the trends, challenges, and opportunities impacting an ever-evolving industry.

This month we are featuring a special forum — Reflections and Projections: the Past, Present, and Future — with representatives spanning multiple functional areas and sectors of the industry, who provide their insights on the biggest change or changes they have seen in the industry in the past 15 years as well as where the industry is headed.



We also tapped a number of analysts to help shape this special forum. Prospectively, PwC says to take advantage of the next wave of opportunities, life-sciences companies need to adapt their business models. Cost-control efforts are leading to greater importance on value-based care (VBC). Also, comparative effectiveness research (CER) is becoming a major factor in a treatment's market uptake.

Life-sciences companies will need to develop capabilities to provide real-world evidence of positive patient outcomes to avoid exclusions and sales losses. Furthermore, the number and diversity of life-sciences customer segments suggest that one-size-fits-all approaches to understanding and addressing their needs as the industry explores new engagement models with an ever-evolving set of customers no longer works. The changing roles and influence of stakeholders along the care continuum call for a more cross-functional, collaborative customer model that effectively targets all critical decision-makers.

One of the biggest changes noted is the emergence of a very important decision maker: the patient. Patient centrality is impacting all aspects of the industry from R&D to commercialization. A part of this focus is the rare disease population. As Robin Robinson discusses in her feature article — Patients and Patient Organizations Power Rare Disease Therapies — for the rare disease sector, the patient has always been front and center, championing for new therapies, looking for treatments, and demanding that the industry pay attention to their unmet needs. As we look forward to Rare Disease Day this February 29, we also look forward to the exciting innovations that are being driven by these passionate stakeholders who are looking for medicines to address the one in 10 Americans who has or will develop a rare disease; 95% of them are likely to have zero treatment options.

Unmet needs are also the hallmark of the CNS therapeutic category, specifically psychiatric illnesses. Denise Myshko talks to a variety of industry experts who discuss the many challenges involved in researching diseases that impact one in four American adults — 61.5 million people — who have been diagnosed with a mental health disorder.

We want to sincerely thank you, our readers, our contributors, our advertisers, and our many partners and supporters who have joined us on our journey and we look forward to many more years of being a forum for the industry.

Taren Grom
Editor

Their word...



DENISE MYSHKO

Managing Editor



There is a tremendous need for new medications for psychiatric illnesses.

ROBIN ROBINSON

Senior Editor



Patients in the rare disease space offer important influence over all phases of research and development, regulations, and commercialization.

KIM RIBBINK

Features Editor



Japan is one of the stand-out global markets, second only to the U.S. in sales and with strong product pipelines.

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