



# Baxalta Opens GLOBAL INNOVATION CENTER

► **Trending now:** Baxalta joins growing list of Cambridge, Mass.-based innovators

**B**AXALTA, a global biopharmaceutical leader dedicated to delivering transformative therapies to patients with orphan diseases and underserved conditions, has opened its Global Innovation Center in Cambridge, Mass. The center, located in Kendall Square, acts as the innovation hub of the company's global infrastructure designed to effectively deliver advanced treatments to patients.

"We are honored to join this robust biotech community in Cambridge," says John Orloff, M.D., head of research & development and chief scientific officer, Baxalta. "We are surrounded by some of the top minds in the industry, immersed in a biotech community that is unparalleled by any other in the world. Our goal is to become a leading development powerhouse to deliver innovative treatments for patients with unmet medical needs."

Baxalta's innovation efforts are focused on the development of lifesaving therapies in hematology, immunology, and oncology. The company's approach to expanding its pipeline is based on an external innovation model, sourcing compounds externally through in-licensing or acquisitions. The Cambridge life-sciences community provides Baxalta with access to a range of innovations and collaboration partners with complementary expertise to advance new treatments for patients.

Baxalta has about 40 programs in development, and plans to launch 20 new products by 2020, leveraging its experienced leadership team, existing global capabilities, and footprint in more than 100 countries.

The center supports cross-functional, co-located teams, including R&D, oncology, biosimilars, business development, corporate strategy, and customer operations, along with others that support or work closely with R&D. At the end of 2015, Baxalta expected to employ 500 individuals at the Global Innovation Center.



Dr. John Orloff

sector to create significant value in key branded and generic assets by investing in development to drive revenue and improve operations.

## Quintiles Launches Suite of Services to Integrate Asset Development Planning



Dr. Rick Sax

Quintiles, a provider of biopharmaceutical services, has launched its Integrated Asset Development Plan (IADP) offering. This new suite of services combines development strategy, regulatory strategy, market, and patient access and commercial expertise, with in-

depth therapeutic knowledge, a facilitated strategic-planning process, data analytics, and modeling to deliver an integrated asset-development plan.

IADP brings together cross-functional strategies and operational delivery to enable more informed decisions that speed market access, fulfill regulatory requirements, and help optimize commercial potential. Potential assets that could benefit from this new offering include small molecule drugs, biologics, medical devices, combination therapies, and novel technologies.

"A successful asset development plan considers the dynamic requirements of stakeholders to enable better decisions during development," says Rick Sax, M.D., senior VP, Quintiles Advisory Services. "With IADP, we bring an objective view of commercial viability, a structured design process and robust technology to create an approach that helps our customers improve their probability of success."

## Vertice Pharma Launched



Don DeGolyer

Pharmaceutical industry veterans Don DeGolyer and Andrew Saik have launched Vertice Pharma in partnership with Warburg Pincus, a global private equity firm focused on growth investing. Vertice Pharma, using a line

of equity investment of up to \$300 million from Warburg Pincus, is focused on acquiring specialty pharmaceutical companies and products, including both branded and generic products, to create a durable specialty pharmaceutical business of scale.

Mr. DeGolyer, CEO of Vertice Pharma, most recently served as chief operating officer at Endo

Pharmaceuticals, where he led its branded and generics businesses and oversaw several key acquisitions. Before that, Mr. DeGolyer served as president and CEO of North America for Sandoz, Novartis' generic pharmaceuticals unit.

Mr. Saik, chief financial officer, was most recently chief financial officer at Auxilium Pharmaceuticals, where he helped lead the execution of the company's growth strategy and successful \$2.3 billion sale to Endo.

Vertice Pharma has reached a definitive merger agreement to acquire VistaPharm, a specialized generics manufacturer of liquid and unit dosage pain medications for the hospital market, retail pharmacy and outpatient clinics.

Fred Hassan, managing director, healthcare, Warburg Pincus, says there is an opportunity in this

## Benchworks Launches Agency LRB

Benchworks, an East Coast regional agency, has launched a new division, Agency LRB, a full-service creative agency.

Located in Philadelphia, Agency LRB enhances Benchworks' ability to serve an expanding list of national clients.

"We are often entrusted with sensitive or proprietary client information on competing brands, and this move allows us to safeguard that information while at the same time growing our relationships with a variety of clients," Benchworks CEO Thad Bench says. "Agency LRB allows us to most effectively serve a growing client base, maintaining confidentiality at the highest standards of corporate governance." **PV**