

Awards...



PRWEEK NAMES BAYER TO ITS 2018 BEST PLACES TO WORK

Bayer has earned top honors on PRWeek's 2018 Best Places to Work list. The honor — a first for Bayer — takes into consideration employee feedback and input from a panel of judges. The list identifies companies with a strong workplace culture, competitive salary and other incentives, and an overall positive social impact. Among the policies applauded by team members and PRWeek was the company's emphasis on work/life balance through its flexible and remote working hours. Employees also noted the company's health-oriented initiatives, including free gym membership and meditation spaces at the company's U.S. headquarters.

LUNDBECK WAS NAMED A 2018 TOP WORKPLACE

Lundbeck was named a 2018 Top Workplace by the Chicago Tribune. The Top Workplace list is based solely on employee feedback. Companies are selected by an anonymous employee survey that measures several aspects of a workplace, including basics such as pay and benefits, but also alignment, effectiveness, and employees' connection to the company.

R&D RETURNS FALL

Projected returns on investment in R&D for the top 12 biopharmaceutical companies have fallen to 1.9%, according to a study by Deloitte's Centre for Health Solutions. The study leveraged revenue forecasts and industry benchmarks generated by GlobalData.

The study reveals that returns are down 1.8 percentage points from 3.7% in 2017, and forecast average peak sales are at \$408 million, making 2018 the lowest level since Deloitte's first R&D report in 2010. In the rapidly changing biopharma landscape, R&D returns have dropped by 8.2 percentage points from 10.1% in 2010.

The increase in average cost of development of biopharmaceutical drugs is a driver of this declining return. Average costs of development before regulatory approval for commercialization have increased in six out of the last eight years, with the average cost now at \$2.18 billion, almost double the cost back in 2010 of \$1.18 billion.

Bayer Ups its Pledge for Science LEARNING EXPERIMENTS FOR CHILDREN



Bayer's new pledge accelerates a 20-year commitment to improving science education. The new program kicks off with unveiling of a "Science Studio" Alexa skill.

Bayer has pledged 5 million hands-on science learning experiments for children in the United States by 2025. The milestone, if achieved, will correspond with the 30th anniversary of Bayer's award-winning commitment to science, technology, engineering and mathematics (STEM) education in the United States.

Bayer also launched its first-ever Alexa skill — Science Studio by Bayer — to help reach the 5 million mark by 2025. Alexa skills are capabilities that enhance and personalize the voice experience on Alexa-enabled devices and are akin to apps for smartphones. Skills can be tailored for a variety of uses like learning something new, playing a game, or being more productive around the home.

PharmaVOICE 100 NEWS

JB ASHTIN CELEBRATES 20TH ANNIVERSARY



Joan Bradley

Joan Bradley, Pharm.D., CEO, and president of JB Ashtin founded the company 20 years ago with the mission to focus on building strong relationships with clients, healthcare providers, and employees. Dr Bradley is a PharmaVOICE 100 — 2009.



Ed Mitzen

Ed Mitzen, founder of Fingerpaint, has been named 2018 Person of the Year by Saratoga Living magazine. Fingerpaint is his fourth agency, with more than 200 employees and billing \$50 million in 2018, most of that in the pharmaceutical/health and wellness sector. In the September 2018 issue of PharmaVOICE, Mr. Mitzen said advertising in the future will look less like advertising and more like brand customer service in the eyes of consumers. Mr. Mitzen is a PharmaVOICE 100 — 2005.



Sharon Callahan

TBWA\WORLDHEATH NAMED AGENCY OF THE YEAR
TBWA\WorldHeath has been named Global Agency of the Year by Adweek for 2018 for creating culture-influencing work across the globe. Sharon Callahan, CEO of TBWA\WorldHeath, in the September issue of PharmaVOICE, said the agency of the future, armed with deeper insights, will be able to create even more powerful ideas that transform cultures, transform business, and transform lives. Ms. Callahan is a PharmaVOICE 100 — 2017.



Jim Weiss

W2O NAMED PRWEEK'S BEST PLACES TO WORK
W2O was named to PRWeek's annual Best Places to Work initiative. The agency received the highest marks in the large agency category for general workplace and employment considerations. The firm provides weekly learning opportunities and invests in training and development for staffers. Leadership at the firm is transparent with communications, openly sharing information with employees. W2O Founder and CEO Jim Weiss is a PharmaVOICE 100 — 2018.

ED MITZEN NAMED PERSON OF THE YEAR
Ed Mitzen, founder of Fingerpaint, has been

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Access to Medicines Index 2018

1. GlaxoSmithKline
2. Novartis
3. Johnson & Johnson
4. Merck KGaA
5. Takeda Pharmaceutical Co.
6. Novo Nordisk
7. Sanofi
8. Eisai Co
9. AstraZeneca
10. Roche Holding



Note: The 2018 Access to Medicine Index is an independent ranking of 20 of the leading pharmaceutical companies on their efforts to improve access to medicine in low- and middle-income countries. It ranks them on their efforts to improve access to medicine in seven areas of corporate behavior and identifies best practices, highlights where progress is being made and uncovers where critical action is still required.

Healthcare Businesswomen's Association's 2019 Honorees



Sharon Callahan



Peter Anastasiou



Taren Grom

Sharon Callahan, CEO, TBWA\WorldHealth, and chief client officer, Omnicom Health, has been selected as the 2019 Woman of the Year. Peter Anastasiou, executive VP, head of Lundbeck North America, is the recipient of the Honorable Mentor award. Taren Grom, editor-in-chief, PharmaVOICE magazine, is recognized with the Strategic Transformation Achievement Recognition (STAR) award.

"With women's workplace issues a critical industry focus — and still drawing global media attention — the HBA is extremely proud to award and showcase Sharon, Peter, and Taren for their valuable contributions to advancing gender parity in the workplace," says Laurie Cooke, president and CEO, HBA. "This year's honored industry thought leaders exemplify the very core mission of the HBA through their dedication and inspiration to make the industry workplace a far more equitable culture for all."

The HBA Woman of the Year award honors a female senior executive whose accomplishments have resulted in significant contributions to the healthcare industry. With

a healthcare marketing career that spans more than 30 years, Ms. Callahan is a highly influential and inspirational female leader who has advocated for the rights of women and for diversity and gender parity inside and outside of TBWA\WorldHealth.

Mr. Anastasiou is respected as a diligent mentor to women and a leader who promotes and supports gender parity throughout his organization. Serving on the HBA's Global Advisory Board, he has helped develop strategy to guide the future direction of the HBA. Colleagues say he has made outstanding strides in building Lundbeck's leadership development programs, including opening up visibility and access to HBA course offerings and encouraging women leaders to reach their full potential.

For the last 19 years, the HBA has honored a volunteer who stands apart as a truly exemplary role model and who has demonstrated a long-term commitment to furthering the HBA's strategic goals with the STAR. For more than a decade Ms. Grom has been a dedicated HBA volunteer serving on the global board of directors, and on multiple committees, including those responsible for the Annual Conference, Woman of the Year event, the Gender Parity Collaborative, and the Executive Women's Forum. She won the prestigious HBA President's Award in 2013.

CONTRIBUTED ARTICLE

» **Drug Development Innovation: Increasing the Likelihood of Drug-to-Market Launch with Adaptive Trial Designs**

Provided by: Parexel

PODCAST

» **Drug Development Innovation Through Adaptive Trials**

Provided by: Parexel

WEBINAR

» **Designing and Measuring Engagement in Behavior Change Interventions**

Sponsored by: Mad*Pow

2018 Approvals HIT RECORD



The Food and Drug Administration approved a record number of novel drugs in 2018. Last year, 59 new molecular entities were approved by the Center for Drug Evaluation and Research (CDER).

The FDA approved 46 drugs in 2017, which had itself matched a 2015 record.

Biotech TRENDS

With more than 500 Phase III clinical trials now under way for biotech products worldwide, the multi-decade surge in new biopharmaceutical approvals is likely to continue, and even accelerate, in the decade ahead, according to a newly completed analysis by the Tufts Center for the Study of Drug Development.

Biotech products now account for more than 30% of all new U.S. drug and biologic approvals.

From 2007 through 2017, biotech sales as a share of all company sales have almost doubled, from 23% to 41% among the top 20 pharma companies. Biotech products accounted for 31% of the 457 drugs with orphan designations that have won U.S. marketing approval since 1983, a share that is expected to grow in the medium to long term.