

PHARMAVOICE.COM

THERAPEUTIC DIGEST:

» **January: Diabetes**

Provided by: ThinkGen and PharmaVOICE

VIDEOS:

» **Positive Impact That Digital Tools and Solutions are Having on Patients**

Sponsored by: InStep Health

» **Supporting Organizations to Adapt to an Evolving Digital Transformation**

Sponsored by: EVERSANA

WEBINARS/VIRTUAL PANELS:

» **Next Gen Patient Services Models — Leveraging Innovative Technology to Increase Speed to Therapy and Better Serve Patients**

February 25

Sponsored by: EVERSANA

» **Partnering with Patients to Transform Rare Disease Research**

February 23

Sponsored by: Parexel

» **Woman of the Week Virtual Event**

March 3

Produced by: PharmaVOICE

» **The Next Frontier in Patient Adherence Programs**

February 18

Sponsored by: VMS BioMarketing

WEBINAR — ON DEMAND:

» **The Art and Science of Oncolytic Commercialization in 2021 and Beyond**

Sponsored by: 1798, a Fingerpaint Company

Ogilvy Captures Response IN HISTORIC SWEARING IN



Ogilvy captured girls across the country at the moment that Kamala Harris was sworn in as the first woman, Black, and South Asian American as the 49th Vice President of the United States.

Girl Up changemakers can be seen in the video watching this history-making moment. Through their eyes you can see what it meant for the daughter of Indian and Jamaican immigrants to be sworn in as the 49th Vice President of the United States,

becoming the highest-ranking female politician in American history. “Today We Rise,” illustrates the unmeasurable impact that the images of Vice President Harris taking her oath of office, administered by Supreme Court Justice Sonia Sotomayor, the first Latina to serve on the nation’s highest court, will have on generations to come. Share what you felt during the historic moment with #TodayWeRise.

ISMPP Assumes Leadership OF MEDICAL PUBLISHING INSIGHTS & PRACTICES (MPIP)



Dr. Robert Matheis

The International Society for Medical Publication Professionals (ISMPP) has assumed the organizational leadership of Medical Publishing Insights & Practices (MPIP), in a cooperative transfer of organi-

zation responsibilities, conducted in alignment with MPIP leadership and MPIP co-sponsors.

MPIP was founded by members of the pharmaceutical industry and ISMPP to elevate trust, transparency, and integrity in reporting the results of industry-sponsored research.

Key objectives of MPIP have been to:

- ▶ Encourage more effective partnerships between sponsors and journals to raise standards in medical publications and expand access to research results
- ▶ Enhance the understanding of issues and chal-

lenges in reporting the results of industry-sponsored research and develop tools to improve transparency and credibility.

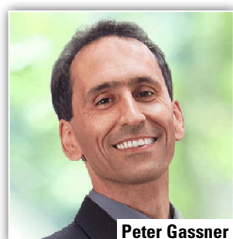
“MPIP has had great success in achieving its mission since the organization was founded in 2008,” says Robert Matheis, Ph.D., president and CEO of ISMPP. “Various synergies exist among ISMPP and MPIP that will aid in ensuring an efficient transfer of MPIP’s assets to ISMPP’s leadership.

“On behalf of ISMPP and the MPIP co-sponsors, I express our heartfelt appreciation to Bernadette Mansi for her strong, consistent leadership of MPIP throughout the past 12 years,” Dr. Matheis continues.

Current corporate co-sponsors of MPIP include Amgen, Bayer, Biogen, Bristol Myers Squibb, GlaxoSmithKline, Janssen Research & Development, Merck, and Pfizer.

More information about MPIP and its initiatives can be found at www.mpip-initiative.org.

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Peter Gassner

Veeva Becomes First Public Company TO CONVERT TO A PUBLIC BENEFIT CORPORATION

Veeva Systems, based upon 99% of voting shareholders support, becomes a public benefit corporation on Feb. 1, 2021, making it the first publicly traded company and largest-ever to convert to a PBC.

As a PBC, Veeva will remain a for-profit corporation but will be legally responsible to balance the interests of multiple stakeholders, including customers, employees, partners, and shareholders. This move also broadens Veeva's certificate of incorporation to include a public benefit purpose: to help make the industries it serves more productive and create high-quality employment opportunities.

A key technology partner to the life-sciences industry, Veeva is dedicated to its customers' mis-

sion to advance human health and wellbeing. This move aligns Veeva's legal charter with this broader mission and the company's core values, including do the right thing, customer success, and employee success.

"We've always operated in the best interests of our customers, employees, communities, and shareholders," says Peter Gassner, founder and CEO of Veeva Systems. "We're excited to take the important step to put this in our legal charter so we can ensure Veeva's accountability to all stakeholders continues for decades to come." Mr. Gassner is a 2010 PharmaVOICE 100 honoree.

Veeva's proposal to declassify its board of directors also received near unanimous approval by shareholders today.

Parexel and Parexel Informatics COMPLETE SEPARATION

In a strategic move to enhance value and growth for both companies, Parexel has completed the separation of its Parexel Informatics and Medical Imaging business. As part of the separation, Parexel Informatics becomes Calyx. The intent is to simplify and streamline Parexel's business strategy and customer relationships while best positioning both organizations for continued, long-term growth and success.

Parexel will continue to leverage Calyx's medical imaging, clinical trial management systems (CTMS), electronic data capture (EDC), interactive response technology (IRT), and regulatory information management (RIM) solutions moving forward as part of the company's clinical development offerings. Calyx will be privately held by the same ownership group that has owned Parexel since 2017.

According to Jamie Macdonald, CEO of Parexel, this move marks a significant milestone to further position Parexel to expect accelerated growth and



Jamie Macdonald



Gavin Nichols

performance as a top-tier CRO and will provide Calyx the opportunity to prioritize investments in technology development, customer delivery, and customer relationships while enabling the Parexel corporate business to strengthen its focus on the delivery of innovative clinical development solutions that reinforce its patients-first focus and advance world health.

Calyx is led by CEO Gavin Nichols, with company headquarters in Nottingham, U.K., and Durham, N.C. The new organization will employ about 2,300 employees.

WOW

WOMAN OF THE WEEK

PODCAST SERIES

DECEMBER 2020

calcium
BRAND NOURISHMENT

April Lewis, Executive VP, Hü , a W2O company

Natalie Douglas, Co-Founder, RareTi

Lourdes Felix, CEO, Chief Financial Officer, and Director, BioCorRx Inc.

Valerie Palmieri, President and CEO, Aspira Women's Health

Jessica Bosc, Director of Business Development, Selexis

JANUARY 2021

connective 

Anne Quinn Young, Chief Marketing and Development Officer, Multiple Myeloma Research Foundation (MMRF)

Kate Broderick, Ph.D., Senior VP of Research and Development, Inovio

Gail McIntyre, CEO, Aravive Inc.

Laura Blair, Senior VP, Business Development, ConnectiveRx

Amazon TO THE RESCUE?

According to Reuters, Amazon sent a letter on Wednesday, Jan. 20, 2021, with an offer to help with the country's vaccine distribution efforts.

Amazon says it is "prepared to leverage (its) operations, information technology, and communications capabilities and expertise" in order to assist.

Amazon reportedly pointed to its scale as a way to make an impact in vaccine distribution, but did not specifically say how it would help with the rollout nationwide.

It also suggested it could provide on-site vaccinations for its 800,000 workers via a partnership with a healthcare provider.

President Biden has pledged to deliver 100 million COVID-19 vaccines to Americans in his first 100 days of office.