

## Awards...



### CROS HONORED FOR TRAINING PROGRAMS

Parexel and PPD have both been recognized among top U.S. businesses in Training Magazine's annual Training Top 125, honoring companies that demonstrate measurable results from effective employee learning and development tied to strategic goals.

Parexel earned a place in the ranking this year for developing creative and effective employee learning and development initiatives for their global workforce.

PPD earned the honor for its commitment to, and achievement of, effective training and employee development tied to corporate strategic goals

## Industry at Large LILLY SUPPORTS CANCER CARE IN KENYA



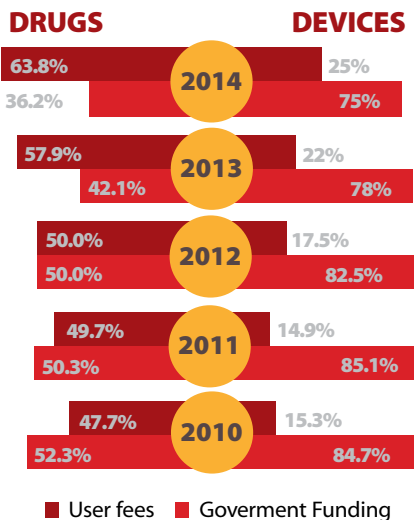
Today, chemotherapy is administered in a tent outside the Moi Teaching and Referral Hospital. AMPATH is building a new four story Chandaria Cancer and Chronic Disease Center in Eldoret, Kenya.

Lilly has committed \$1 million to AMPATH (Academic Model Providing Access to Healthcare) in Eldoret, Kenya. The funding, provided by the Lilly Foundation, will help equip a new oncology center, hire additional staff, and train local healthcare professionals, allowing AMPATH to screen, treat, and provide palliative care to more people, many of whom lack access to quality health services.

AMPATH was created in response to the HIV crisis

in Western Kenya in 2001. It is built on a partnership with Moi Teaching and Referral Hospital and the Moi University School of Medicine in Eldoret and a consortium of North American academic health centers, led by Indiana University. AMPATH has expanded its successful HIV approach to include more diseases, including diabetes, hypertension, and cancer. It now provides healthcare services to a population of 3.5 million in Western Kenya.

### User Fees Surpass Government Funding for CDER



Source: PwC

2014 WAS A RECORD YEAR FOR BIOPHARMA DEAL MAKING, AS M&A DOLLARS ECLIPSED \$200 BILLION FOR THE FIRST TIME IN MORE THAN A DECADE.

Source: EY

## HBA Names WOMAN OF THE YEAR

Denice Torres, president of McNeil Consumer Healthcare, a Johnson & Johnson company, has been named the 2015 Woman of the Year by the Healthcare Businesswomen's Association. She will be honored at the 26th Woman of the Year event at the New York Hilton Midtown on Thursday, May 14.

Also recognized will be the HBA Honorable Mentor Stuart Sowder, Pharm.D., VP of external medical communications, Pfizer. Carol Wells, senior director of commercial training and development at Genentech, a member of the Roche Group, will receive the 2015 STAR (Strategic Transformation Achievement Recognition). This event will also laud nearly 100 Rising Stars and Luminaries.

The HBA Woman of the Year (WOTY) award honors one senior woman whose accomplishments have resulted in significant contributions to the healthcare industry.



Denice Torres



Dr. Stuart Sowder



Carol Wells

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## Quintiles Works with NFL TO TRACK INJURIES

Quintiles is working with the National Football League (NFL) to understand trends in injury occurrence. Quintiles and the NFL have been working together since 2011, when the Quintiles epidemiology group was tasked with designing a new application that would modernize the league's existing Injury Surveillance System (ISS). The NFL recently signed a five-year agreement with Quintiles to continue and expand upon its Injury Surveillance and Analytics (ISA) service as it is now known.



ONCOLOGY, CARDIOVASCULAR,  
AUTOIMMUNE/  
ANTI-INFLAMMATORY, AND  
INFECTIOUS DISEASES WILL  
BE THE TOP AREAS OF R&D  
INVESTMENTS IN 2015.

Source: Frost & Sullivan

## Pfizer Supports Those Living WITH METASTATIC BREAST CANCER

Pfizer and the Avon Foundation for Women have awarded 23 nonprofit organizations grants totaling \$1 million to support and educate more than 5,000 metastatic breast cancer patients, their caregivers, and their communities. The Avon-Pfizer

Metastatic Breast Cancer Grants Program was created in June 2014 to support advocacy, academic, and other organizations that provide services for people with metastatic breast cancer navigate the medical challenges associated with their disease.

### PHARMAVOICE.COM

#### PODCASTS

- » **Ethnography: Using Behavioral Science to Boost Business Success**  
**Thought Leader:** Kathleen Starr, Ph.D., Adheris Health, Behavioral Insights Group of inVentiv Health
- » **Is Pharma Brand Marketing Dead?**  
**Thought Leader:** Mark Sales, Kantar Health
- » **Effectively Sourcing Talent for the Life Science Industry**  
**Thought Leader:** Kevin Duffy, Kelly Services Inc.
- » **GMP Manufacturing in Early Clinical Drug Development**  
**Thought Leader:** Arjen Akkerman, PRA Health Sciences
- » **Why Understanding Possible Future Worlds is Essential to Maximizing Product Commercialization Success**  
**Thought Leader:** Dan Brilot, Cello Health Insight

#### WHITE PAPERS

- » **Ethnography: Using Behavioral Science to Boost Business Success**  
**Provided by:** Adheris Health, Behavioral Insights Group of inVentiv Health
- » **From Enrollment to Launch — Why a Comprehensive Marketing Strategy is Critical Throughout Drug Development**  
**Provided by:** Artcraft Health
- » **Why Understanding Possible Future Worlds Is Essential to Maximizing Product Commercialization Success**  
**Provided by:** Cello Health Consulting
- » **Computer Gaming: The Future of Decision-Making for Life Sciences?**  
**Provided by:** Deallus Consulting
- » **Is Pharma Brand Marketing Dead or Has it Just Arrived?**  
**Provided by:** Kantar Health
- » **On-Site Manufacturing in Early Clinical Drug Development (in Europe)**

**Provided by:** PRA Health Sciences

- » **Medical Communication for Emerging Markets**

**Provided by:** Sciformix

- » **Enhancing Patient Adherence with Oral Anticancer Therapies**

**Provided by:** Tunstall Americas

- » **Patient Research — The Changing Landscape: Harnessing the Voice of the Citizen Expert**

**Provided by:** WEGO Health

#### UPCOMING WEBINARS

- » **Increase HCP Engagement with New Digital Sales Strategies**

**Sponsored by:** Prolifiq Software, March 10, 2015 at 1:00 pm EST

- » **Sharing Clinical Trial Data: Maximizing Benefits, Minimizing Risk**

**Sponsored by:** Manatt Health, March 31, 2015 at 1:00 pm ET

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