

Then and Now...

In 2001, when PharmaVOICE first began publication, information technology in the pharmaceutical industry was just beginning to experience a transformation. Industry experts then were talking about how to make data available to those who needed that information. Companies were piloting programs for more comprehensive IT systems to improve operations, and some were considering IT pilot programs to break down the silos between R&D, sales and marketing, and business operations.

Fifteen years later, much has changed in the technology world. Now digital communications are expected to disrupt the life sciences. Electronic medical records are now a reality in hospitals and physicians' offices. Big data and data analytics are now being used to inform decision making. Additionally, technology companies that now have a large footprint in the industry were just entering the healthcare and life-sciences fields. Electronic data capture, e-clinical systems, mobile health, wearable digital healthcare devices, 3D printing, and AI are now very real.

Accenture estimates that an average top-25 global pharmaceuticals company can generate up to \$170 million in revenue and as much as \$190 million in savings over five years by digitizing its current models for the customer experience and operations.

Industry at Large ENDO LAUNCHES SCHOLARSHIP PROGRAM



New initiative honoring the Qualitest name is designed to reward students in the Huntsville, Ala., region pursuing higher education.

Endo International has funded a new scholarship program designed to make higher education more accessible for the next generation of Huntsville, Ala., leaders. The newly created Qualitest Scholarship Program is a \$50,000 education initiative that reflects Endo's dedication to the legacy of Qualitest, which was recently renamed Par Pharmaceutical as a result of Endo's acquisition of Par Pharmaceutical Holdings.

The Year Ahead

- ▶ Boards and CEOs will face increased scrutiny from investors. The market correction won't shake the commitment of biopharma-focused investors, but it will cause them to assess their investments with a more dispassionate eye.
- ▶ Numerous biopharma CEOs have had solid runs, have been well rewarded and have a successor waiting in the wings. Other CEOs have had a more difficult time and can now expect a tougher "show-me" attitude from investors and boards.
- ▶ Now that payers call the tune and public scrutiny is high, pricing isn't a discrete issue that can be relegated to a chief commercial officer — it's a puzzle that everyone on the executive committee needs to solve as a team.
- ▶ Stakeholder management gets greater emphasis. Biopharma firms focused on cutting-edge R&D historically have been insulated from some external constituencies, but that is changing.
- ▶ Diversity becomes an industry-wide imperative. There is a greater awareness throughout the industry of the importance of having management teams and boards that reflect the composition of the larger employee base.

Source: Catalyst Advisors

SPECIALTY DRUGS WILL PUSH
PHARMACY INDUSTRY REVENUE TO

\$483 BILLION BY 2020.

Drug Channels Institute

AstraZeneca HealthCare Foundation AWARDS \$2 MILLION FOR HEART HEALTH



Eleven innovative community-based heart health programs with tailored approaches to prevent and control heart disease have received grants totaling \$1.9 million from AstraZeneca HealthCare Foundation's Connections for Cardiovascular Health program. The Foundation is awarding grants to nonprofit organizations across the country that are conducting health programs for at-risk groups, from teenagers to Latinos and African American women.

Since 2010, the Connections for Cardiovascular Health program has awarded more than \$19 million in grants to 47 organizations nationwide.

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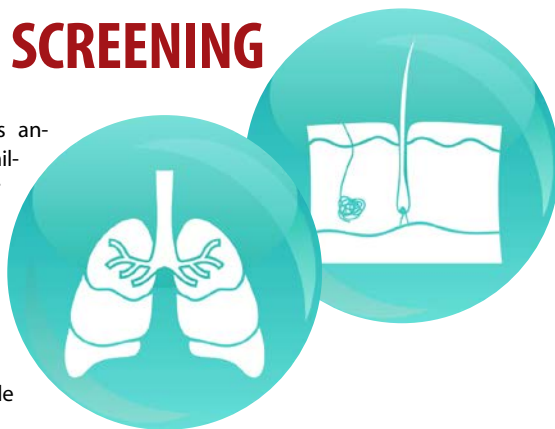
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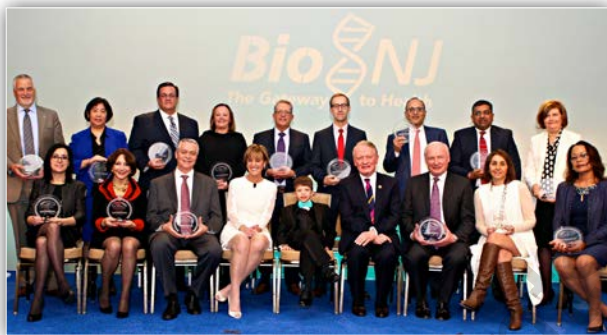
Bristol-Myers Squibb Foundation AWARDS \$11.5 MILLION FOR LUNG AND SKIN CANCER SCREENING

The Bristol-Myers Squibb Foundation has announced eight grants totaling nearly \$11.5 million that will help make lung and skin cancer screening programs, care and patient support more accessible to underserved populations. The goal is to develop, validate, and sustain models that deliver equitable and optimal outcomes. The grants were awarded through the Foundation's Bridging Cancer Care and Specialty Care for Vulnerable Populations initiatives.



PharmaVOICE@INDUSTRY EVENTS

Innovators Turn Out for 23rd Annual BioNJ Gala



The Innovator Awards saluted the nearly 20 companies that have a footprint in New Jersey that gained new FDA drug approvals in 2015.

The N.J. life-sciences community came out for the 23rd Annual BioNJ Annual Gateway Gala, Dinner Meeting & Innovation Celebration that took place on February 4. The inspirational evening celebrated the unprecedented medical innovation in the form of FDA drug approvals coming from the Garden State.

Dedicated to "Patients... Because they just can't wait," nearly 700 biotechnology and pharmaceutical professionals, academic leaders, service providers, and government officials honored 16 innovator companies with a footprint in New Jersey that were responsible for 27 new drug approvals granted by the FDA in 2015.

"We are so proud of New Jersey's robust life-sciences ecosystem that was responsible

for more than 50% of all new FDA drug approvals in 2015, reinforcing the fact that New Jersey is the drug development capital of the world," says BioNJ CEO and President Debbie Hart. "Our members are helping patients live longer, better lives while lessening the burden of illness and disease on society. We are pleased to celebrate their important work and dedication in this way."

The evening included the presentation of the ninth annual Dr. Sol J. Barer Award for Vision, Innovation and Leadership to Dr. Clive Meanwell, founder and CEO of The Medicines Company. Since its inception in 1996, Dr. Meanwell has carefully guided The Medicines Company to the innovative institution it is today — known for developing products that industry experts have dubbed "game-changers" in treating cardiovascular disease, infectious disease, and sedation. In 2015 alone, The Medicines Company had four U.S. approvals and four in the EU.

For more information about BioNJ and to view the video of Dr. Meanwell, please visit bionj.org.

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Provided by: Publicis Touchpoint Solutions

J&J Partners to ADVANCE WOMEN'S EDUCATION IN STEM

Johnson & Johnson has entered into 10 partnerships around the world to help increase the number of undergraduate women enrolling in and declaring majors in the fields of science, technology, engineering, math, manufacturing and design.

The partnerships are part of Johnson & Johnson's commitment to harness the power of diversity to improve the health and well-being of people around the world. The partnerships include agreements with the National Center for Women and Information Technology, and nine leading academic centers around the world, including Caltech, Harvey Mudd College, Massachusetts Institute of Technology, Instituto Tecnológico de Aeronáutica (ITA - Brazil), Rhode Island School of Design, Rutgers-New Brunswick Honors College, Spelman College, The University of Tokyo, and The University of Limerick.

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