

## Awards...



### COGNIZANT NAMED A DIGITAL TRANSFORMATION LEADER

Cognizant has been named by market intelligence and advisory services firm International Data Corporation a Digital Transformation Leader in the life-sciences industry. Cognizant was rated highly for project budget performance and for its experience in digital transformation throughout the supply chain, implementing IoT, smart manufacturing and monitoring, and smart analytics solutions that improve the quality, visibility, lead times and security of the supply chain.

### OGILVY COMMONHEALTH TAKES HOME TWO GRAPHIS ANNUAL AWARD RECOGNITIONS

Ogilvy CommonHealth Worldwide, part of WPP Health & Wellness, has been awarded Gold and Silver honors at the Graphis Annual 2017 in the Print Pharmaceutical category.

The Graphis Annual recognizes the work of exceptional talent in Graphic Design, Advertising, Photography and Art/Illustration.

### QUINTILESIMS HONORED BY FORTUNE

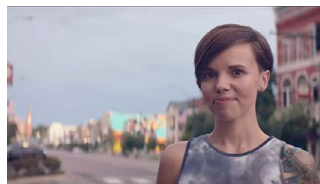
QuintilesIMS has been named to Fortune magazine's World's Most Admired Companies list. The 2017 listing marks the third year the company has been recognized. QuintilesIMS received the distinction in the "Healthcare: Pharmacy and Other Services" category with high marks in quality of management, value as a long-term investment, effectiveness in conducting business globally, and wise use of corporate assets.

### TAKEDA RECOGNIZED AS SUSTAINABLE CORPORATION

Takeda Pharmaceutical Company has been named by Corporate Knights to the 2017 Global 100 Most Sustainable Corporations in the World Index. Takeda achieved this distinction for the second consecutive year and it is based on 14 key performance indicators, including energy productivity, innovation capacity, safety performance and leadership diversity.

Additionally, The Human Rights Campaign Foundation has named Takeda a best place to work for lesbian, gay, bisexual and transgender (LGBT) equality. The company's perfect score of 100 in the HRC's 2017 Corporate Equality Index was earned on its first year of submitting an application for this award.

## Bayer Campaign Aims to Make SAVING LIVES SOMETHING COMMON



**Bayer Aspirin's goal with the HeroSmith campaign is to give everyone the opportunity to be a potential hero — and make saving lives as common as the last name Smith.**

Bayer Aspirin's latest campaign, timed to American Heart Month, aims to raise awareness about heart attacks and about the role of aspirin in reducing the risk of complications.

The HeroSmith campaign began in February 2017 in Fort Smith, AR, a city with one of the highest

rates of heart attacks in the country. Bayer Aspirin is encouraging all 1,800 city residents with the last name Smith to carry an aspirin with them at all times because if every Smith in Fort Smith carried aspirin, there could be a potential hero around every corner.

## OCHWW Partners FORM WPP HEALTH & WELLNESS

Ogilvy CommonHealth Worldwide (OCHWW) has formed WPP Health & Wellness. Ogilvy operations in the United States will operate as one P&L under the leadership of newly appointed CEO Lou Aversano, previously CEO of Ogilvy & Mather New York.

Managing Partners Darlene Dobry and Shaun Urban explain the formation of the WPP Health & Wellness umbrella group will not change client relationships for its four agencies — Ogilvy CommonHealth Worldwide, ghg, Sudler & Hennessey, and CMI/Compas — but will enhance the agencies' offerings by harnessing the power of WPP.

"WPP CEO Sir Martin Sorrell has spoken about his philosophy of horizontality for a number of years; horizontality being defined as reaching across, down, and within all of WPP to bring forward the best talent and resources to benefit our clients," Mr. Urban says.

The agencies report directly to WPP Health & Wellness CEO Mike Hudnall, and retain their

THE U.S. PHARMACEUTICAL MARKET IS EXPECTED TO INCREASE FROM \$354 BILLION IN 2015 TO \$497 BILLION BY 2020, REPRESENTING A COMPOUND ANNUAL GROWTH RATE OF 4.4%.

Source: Global Data



well-known brand identities. OCHWW CEO Matt Giegerich will retire after 25 years at the organization, and Ms. Dobry and Mr. Urban, along with partners Michael Parisi and Marc Weiner, are assuming his duties as an executive team. The partners report that Giegerich is leaving the healthcare agency business and moving on to new opportunities, and the transfer of responsibilities has already begun.

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# Calling Out Clinical Technology



By: Kristopher E. Sarajian, DrugDev

**T**hink about your phone – maybe you are even reading this on it – and you’ll probably have an emotional reaction of some kind. It may or may not be a strong reaction, but odds are there is a certain and specific feeling your phone emotes in you. For something that did not exist in the mainstream 20 years ago, our phones enable us to express our own individuality, share meaningful photos, find new places for travel, and slide the occasional piece of candy around the screen. More importantly, they connect us to the rest of our world. It’s a beautiful technology experience.

Now imagine you don’t have one phone, but many. You have an iPhone for your text messages, a Samsung Galaxy for your camera, a Google Pixel for your games. You browse the internet on an HTC. You have a Motorola exclusively for online shopping. Email is only on your LG. Netflix? Facebook? That cool flashlight app? That’s three more phones right there. Pretty soon you’ll need to invest in cargo pants simply to carry them all around.

Worse still, they are running on disparate operating systems, and none of them talk together, and the buttons are in unfamiliar places, and there’s a different passcode for each device (some want six digits, others ask you to trace a pattern, the hippest ones scan your fingerprint). Now when someone asks you to think about your phone(s), you will have a different kind of emotional reaction entirely. This is far from a beautiful technology experience.

...Which experience do you think our industry currently provides for clinical sites?

As technology has improved other industries everywhere around us, drug development has

gone the opposite direction with operations becoming far less efficient. Whatever the primary reasons, from complex protocols and restrictive I/E criteria to patient mistrust and fatigued sites, the simple fact is – despite all our fancy new toys - it costs 10 times more to develop a drug today than it did 30 years ago. Over the years, costs have continued to climb as NDAs precipitously declined. As it becomes more and more expensive and risky to test drugs, potentially life-saving treatments might remain on the shelf longer than they ever should.

With all these new automated systems, things should be easier now, not harder. So what went wrong?

The hard reality is technology providers didn’t work together, didn’t establish data standards, and certainly didn’t provide a beautiful technology experience for sites. The good news is, our industry is finally on the verge of accomplishing all three.

DrugDev believes passionately that technology is primed to transform clinical research – and that true change will occur by achieving these imperatives:

**Industry-Wide Collaboration.** Let’s face it – much of what our industry considers proprietary isn’t all that unique, and the historic blocking of certain information (e.g. investigator records) is counter-intuitive to moving drug development forward. The existence of collaborations such as TransCelerate and the Investigator Databank proves that companies are more open than ever to sharing data and resources in order to advance a common cause. In this spirit, DrugDev technology brings sponsors, CROs, sites and vendors together onto a collaborative platform

to share data, streamline communications and dramatically reduce timelines.

**Standardization.** Clinical systems must be able to talk to each other and share information so sponsors and CROs can make smart and efficient decisions. The DrugDev Golden Number is a prime example of a groundbreaking data standard which assigns a universal identifier to global site facilities and staff. Our technology matches and masters data from numerous disparate sources (e.g. CTMS, internal records, CRO databases, collaborative resources, third-party lists) to generate reliable profiles that serve as a single source of the truth. Companies that use the Golden Number account for one-third of all clinical trials run in the world – and with over 500,000 investigators indexed, it can be integrated across clinical systems to track activity and understand site relationships better than ever before. The Golden Number is one example of a data standard that works, and we need more of them.

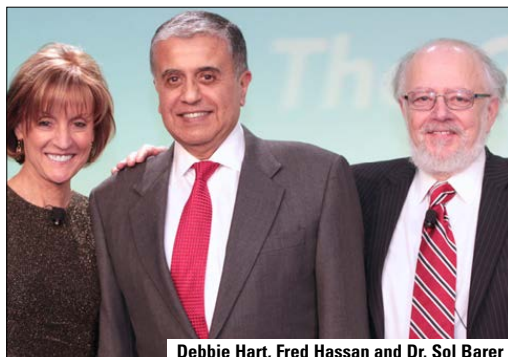
**A Beautiful Technology Experience.** Great technology features don’t do any good if nobody wants to use them. We can no longer ask sites to log into 25 different systems, each with a different interface, that make their jobs harder instead of easier. That’s why we focus so much on optimizing user experience. DrugDev Spark™, our unified clinical operations suite, is a milestone step forward for the industry, as study teams and sites are now able to manage essential operations and complete task lists not just for single trials, but across therapeutic areas and entire programs, from one convenient system that is simple to use.

We have a lot to learn from phones. When sites are asked about their clinical technology platform, we want them to smile, not smash things. Our call to the industry is to help us advance this mission of collaboration, standardization and a beautiful technology experience so drug development companies can do more of what they do best – bringing treatments to market that improve the lives of many millions of patients and families worldwide.

Contact us anytime to schedule your demo of [DrugDev Spark™](#), the world’s first unified clinical operations suite comprised of proven solutions used by 85 sponsors and CROs on over 1,800 global clinical trials to date.



## Annual Gala & Innovation CELEBRATION



Debbie Hart, Fred Hassan and Dr. Sol Barer

BioNJ's 24th Annual Gateway Gala & Innovation Celebration, Feb. 2, 2017, brought together more than 700 attendees from biopharmaceutical companies, professional service providers, government officials, academic leaders and others for an evening of networking, business discussions, and award presentations.

This year, BioNJ presented the 10th Dr. Sol J. Barer Award for Vision, Innovation, and Leadership to Fred Hassan, partner and managing director, Warburg Pincus, and former chairman and CEO of Schering-Plough. As a globally recognized and revered biopharmaceutical leader,

Mr. Hassan is widely regarded for his passion for patients, dedication to advancing healthcare, and mentoring industry leaders.

During his acceptance speech, Mr. Hassan lauded the industry for its dedication to innovation and patients.

Also during the evening, BioNJ presented its Innovator Awards honoring companies with a footprint in New Jersey that have received an FDA approval and industry leaders who have reached special milestones in 2016. In the drug approval category, awards were presented to: Allergan, Amicus Therapeutics, Bayer, Lilly, Elusys Therapeutics, Heron Therapeutics, Jazz Pharmaceuticals, Merck, Novo Nordisk, and Sanofi.

In the leadership category, BioNJ recognized: John Crowley, chairman and CEO, Amicus Therapeutics; Scott Jackson, former CEO, Celator Pharmaceuticals; Christian Kopfli, CEO, Chromocell; and Elizabeth Posillico, Ph.D., president and CEO, Elusys Therapeutics.

Policy champions Congressman Leonard Lance and Congressman Frank Pallone Jr. were honored.

Finally, BioNJ recognized patient advocates: Andrea, Natalie, and Hannah Gorsegner; "Magic" Max Schill; and Don Wright — Marathon Man.

### HBA Names Woman of the Year, Honorable Mentor, and STAR



Dr. Bahija Jallal

The Healthcare Businesswomen's Association (HBA) announced that its 2017 Woman of the Year is Bahija Jallal, Ph.D., executive VP, AstraZeneca, and head of MedImmune.

Dr. Jallal brings her visionary leadership, sharp intellect, and empowering presence to her organization and challenges individuals to think bolder and dream bigger. Her commitment to mentoring young



Ceci Zak

aspiring women, as well as launching

MedImmune's annual Women's Summit, exemplifies her dedication to achieving gender parity for healthcare businesswomen.

Joaquin Duato, worldwide chairman, pharmaceuticals, Johnson & Johnson, has been named 2017 Honorable Mentor. Created in 2001, the Honorable Mentor award recognizes an individual who has been supportive of the HBA's core purpose to further the advancement and impact of women in the business of healthcare.

Ceci Zak, principal and chief operating officer at Batten, a strategic consulting firm within the Omnicom Group, is the HBA 2017 STAR (Strategic Transformation Achievement Recognition). Each year, the HBA honors an exemplary role model who has demonstrated a long-term commitment to the HBA's strategic goals.

#### PODCAST

» **Mental Health: Payer and Advocacy Perspectives in a Time of Policy Uncertainty**

**Sponsored by:** inVentiv Health

#### WEBINARS

» **Designing Effective Patient Assistance Programs (PAPs)**

**Sponsored by:** Cardinal Health Specialty Solutions

» **OnDemand: Digital by Design – 3 Ways to Retool Your Business with Technology in 2017**

**Sponsored by:** DocuSign

#### WHITE PAPER

» **Multichannel Marketing: Focusing on a Healthcare Destination**

**Provided by:** Rx EDGE Pharmacy Networks

### Innovation Corner

GlaxoSmithKline has named two academic researchers winners of the 2016 Discovery Fast Track Boston Challenge. The Challenge is sponsored by GSK's Discovery Partnerships with Academia (DPAC) group to provide an opportunity for academic researchers to collaborate with the pharmaceutical company and explore ideas for novel medicines.

The 2016 Boston Challenge winning investigators are:

- ▶ Maria Kontaridis, Ph.D., Associate Professor, Interim Director of the Basic Cardiovascular Research Program, Beth Israel Deaconess Medical Center, Harvard Medical School
- ▶ Daniel Tenen, M.D., Professor, Beth Israel Deaconess Medical Center, Harvard Medical School; Director of the Blood Program of the Harvard Stem Cell Institute; Distinguished Professor, Department of Medicine, National University of Singapore; and Director, Cancer Science Institute of Singapore

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