

Awards...



IMMUSOFT RECOGNIZED AT PRECISION MEDICINE

Immusoft, a gene therapy company, has been given Most Promising Company Award from the Precision Medicine World Conference. The decision was made based on the strength of the company's intellectual property, its ability to disrupt the current standard-of-care, as well as its commercialization strategy and expected value creation for shareholders.

IQVIA NAMED TO FORTUNE'S MOST ADMIRED COMPANIES

IQVIA has once again been named to Fortune magazine's World's Most Admired Companies list. IQVIA 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.

"This recognition is a testament to the dedication of our 55,000+ employees who work every day to ignite advances in data science and human science to transform healthcare decision making," says IQVIA Chairman and CEO Ari Bousbib.

LUPIN RECEIVES INNOVATOR AWARD FROM BIONJ

Symbiomix, a Lupin company, received an Innovator Award from BioNJ, New Jersey's trade association for the biotechnology community. The award recognizes outstanding industry leaders and companies with a significant footprint in New Jersey, including those that have earned noteworthy achievements or have received FDA drug approval. In 2017, Symbiomix received FDA approval for Solosec (secnidazole) oral granules, for the treatment of bacterial vaginosis in adult women.

TAKEDA RECOGNIZED AS SUSTAINABLE CORPORATION

Takeda Pharmaceutical Company was named by Corporate Knights as one of the 2018 Global 100 Most Sustainable Corporations in the World for the third consecutive year. This distinction is based on 17 key performance indicators, including financial management, clean revenue, and supplier performance. Takeda performed in the top 25% on innovation capacity, receiving notable recognition for its leadership diversity. The Index launched in 2005; results are disclosed annually at the World Economic Forum in Davos.

CSL Behring Trains Employees TO SAVE LIVES IN THEIR COMMUNITIES



The Hands-Only CPR training program takes about 90 seconds to learn and can mean the difference between life and death for people who experience out-of-hospital cardiac arrest.

CSL Behring is taking its workplace wellness initiatives to a whole new level by providing the American Heart Association's (AHA) hands-only cardiopulmonary resuscitation (CPR) training to employees.

With the help of the AHA and the Lafayette Ambulance Squad (LAS), CSL Behring has trained 120

employees in King of Prussia, Pa., and is conducting ongoing monthly sessions to train as many of its 1,000 on-site employees as possible.

The AHA estimates between 100,000 and 200,000 lives could be saved a year if CPR was administered immediately after cardiac arrest.

Life-Sciences Companies GIVE BACK TO THOSE IN BOSTON

Life Science Cares, a group of life-sciences leaders and companies, has made donations of more than \$300,000 to 19 social service organizations devoted to the health, education, and development of disadvantaged and vulnerable populations in New England.

Robert Perez, former CEO of Cubist Pharmaceuticals, who is the founder and chairman of Life Science Cares, says, "We in Boston's life-sciences community have long tackled the most difficult and complex scientific challenges in order to serve patients in need."

In its initial year of service, Life Science Cares has organized the donation of prepared food that is providing 100 meals a week for hungry families, raised funds for hurricane relief



Life Science Cares is an organization that aims to eliminate the impact of poverty in the greater Boston area.

in Puerto Rico and Texas, and matched life-science industry employees with more than 1,750 hours of volunteer service.

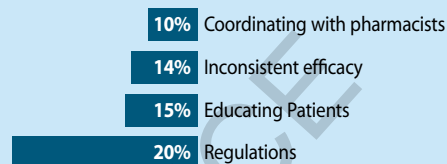
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Global Healthcare Market Expected TO RISE

Frost & Sullivan's new analysis, Global Healthcare Industry Outlook 2018, explores how the global healthcare landscape is expected to evolve in 2018. The industry will register globally a stable growth rate of 4.82% during this year. Key predictions for 2018 include:

- ▶ The cloud will emerge as a core platform since all stakeholders need to expand storage flexibility.
- ▶ Virtual and remote clinical trials adoption will increase and focus on efficiency and patient-centricity.
- ▶ The ongoing digital transformation and the smart city concept will push the need for hospitals to become "smart hospitals."
- ▶ Despite increased investments by healthcare stakeholders, cyber-attacks on the industry are expected to double during 2018.

Oncologists' Top Concerns about Biosimilars



Source: Cardinal Health

Clinical Success Rates HIGHER THAN PREVIOUSLY THOUGHT

A new study by researchers at the Massachusetts Institute of Technology found that almost 14% of all drugs in clinical trials eventually win approval from the FDA, an amount that is much higher

than previous studies indicate. The researchers also found that approval rates for specific illnesses range from a high of 33.4% for infectious-disease vaccines to a low of 3.4% for cancer.

New States Added to MONITORING PROGRAM

North Carolina and Oregon are now participating in the National Association of Boards of Pharmacy's (NABP's) prescription monitoring program (PMP) and data sharing system, NABP PMP InterConnect.

These two states have joined the secure national network of PMPs that allows authorized prescribers and pharmacists to access information about their patients' controlled substance prescriptions across state lines.

There are now 45 states participating in the program.

"We provide a national PMP data sharing solution that brings the states together for a safe and secure exchange. North Carolina and Oregon were integrated into our system, a system that has been in operation since 2011," says NABP President Jeanne Waggener, R.Ph., D.Ph. "We want to keep the public safe and help pharmacists and prescribing physicians flag potential instances of drug misuse, especially as it relates to the opioid epidemic."

PMP InterConnect currently processes more than 15 million requests and 18.5 million responses per month. It is free of charge for participating states.

A report from the President's Commission on Combating Drug Addiction and the Opioid Crisis highlights prescription drug monitoring programs as an important tool to aid in the fight against opioid abuse. Such systems can be used for early detection and prevention of drug abuse and addiction. They can also help identify patients who cross state lines to purchase drugs for the purposes of misuse or diversion.

NABP is the independent, international, and impartial Association that assists its state member boards and jurisdictions for the purpose of protecting the public health.

PharmaVOICE @INDUSTRY EVENTS



BioNJ's Innovator Awards honored life-sciences companies with a footprint in New Jersey that received a novel FDA drug or therapy approved in 2017 at its 25th Annual Dinner Meeting and Innovation Celebration.

BioNJ's 25th Annual Dinner Meeting & Innovation Celebration

BioNJ's 25th Annual Gateway Gala & Innovation Celebration brought together more than 750 attendees from the biopharmaceutical industry. In addition to presenting Innovator Awards honoring companies with a footprint in New Jersey that received a novel FDA drug or therapy approval in 2017, during the evening, BioNJ presented the 11th annual Dr.

Sol J. Barer Award for Vision, Innovation and Leadership to serial biotech entrepreneur and physician Andrew Pecora, M.D. Also during the evening patient Advocate and painter Regina Holliday, a PharmaVOICE 2014 honoree, painted a live time capsule capturing the association's journey over the last 25 years, as well as the hope on the horizon.

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Trends That will Drive 2018 COMMERCIAL STRATEGIES

Syneos Health's inaugural Commercial Trends Forecast identifies important trends in biopharmaceutical commercialization — from the frontlines of drug development to patient engagement and next-generation care — expressing the biggest drivers of change.

These include:

- ▶ **The Influencers Are Changing:** Today, integrated delivery networks (IDNs) own more than 60% of physician group practices. Those delivery networks play a part in a greater shift centered on how value is defined, delivered, and measured in the current healthcare environment.
- ▶ **New Voices are Being Heard:** Pharmaceutical medical teams, sales teams, key opinion

leaders, advocacy partners, and other critical affiliates pool capabilities in finding new ways to engage and co-create nearly every aspect of the health experience.

- ▶ **Points of Influence are Rapidly Evolving:** The average patient journey diagram once outlined four or five predictable steps representing a real-life journey. In 2018, the patient experience map is being radically updated to reflect new points of interaction.
- ▶ **The Commercial Outlook is Shifting:** In 2018, commercial teams are involved earlier in the drug development cycle. Pharmaceutical innovators are increasingly breaking down the silos that have long divided the clinical and commercial disciplines.

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EXECUTIVE MOVES

CRF APPOINTS BILL BYROM AS VP



Bill Byrom

CRF Health has appointed Bill Byrom as VP of product strategy & innovation. Mr. Byrom, who brings more than two decades of

pioneering industry experience to CRF Health, is helping to leverage the company's growing solution portfolio including the Internet of Medical Things (IoMT).

In his 27-year career, Mr. Byrom has served in leadership and advisory roles at global pharma influencers, including Knoll, Boots and Zeneca, and with eClinical technology providers, ClinPhone Group and Perceptive Informatics. Most recently, he was senior director of product innovation with leading CRO ICON Clinical Research, responsible for driving direct-to-patient trial strategy and solution development.

Mr. Byrom was a 2008 and 2017 PharmaVOICE 100 honoree.

AGENCY EXECUTIVE SHAUN URBAN JOINS INCEPTION COMPANIES

The Inception Companies announce that



Shaun Urban

Shaun Urban, former managing partner of Ogilvy CommonHealth, has joined the organization as president. Reporting to CEO Matt Giegerich, Mr. Urban

is leading new business development, as well as the supporting infrastructure, which includes client services, project management, production services, and operations. As a senior member of the executive leadership team, he is also involved in new product development.

Beginning his career at large pharmaceutical companies, Mr. Urban transitioned to the agency side 13 years ago. He started the payer marketing capability within Ogilvy CommonHealth. Promoted five years ago to managing partner, Mr. Urban assumed leadership of the medical education/medical affairs business and spearheaded unparalleled growth of more than 80%, earning the distinction as the fastest-growing area of Ogilvy CommonHealth.

Mr. Urban is a 2009 PharmaVOICE 100 honoree.

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CONTRIBUTED ARTICLES:

» **From Amazon to Netflix – Analytics-Enabled Content Lessons for the Pharma Industry**

Provided by: Indegene

PODCASTS:

» **Understanding the Benefits of eCOA in Oncology Clinical Trials**

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» **How Bring-Your-Own-Device (BYOD) Is Changing Clinical Research**

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WEBINARS:

» **Just-In-Time Enrollment for Oncology Trials: Get to First Patient Faster & Mitigate Non-Enrolling Sites (OnDemand Version)**

Sponsored by: Acurian

Life-Sciences Deal Market Value INCREASES IN 2017

Clarivate Analytics, the global leader in providing trusted insights and analytics to accelerate the pace of innovation, has revealed that the market value of the most innovative and impactful global life-sciences transactions of 2017 increased by 6% totaling \$364 billion, despite a decrease in overall deal volume.

While overall the aggregate dollar value for deals increased from 2016, deal volume dropped by about 3% and saw contractions in almost every type of deal structure. This represents a reversal from last year when deal volume was up, but deal dollars were down.



FROM DISCOVERY TO CLINICAL PRACTICE A Brand Journey Requires Connected Thinking



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Today's pharmaceutical brands are on the journey of a lifetime.

And throughout this journey a brand takes on a burgeoning number of data sets, from pre-clinical trials all the way to real-world evidence and population health. In between are data about salesforce impact, patient satisfaction, access, physician adoption, and more. As more and more data become available, it becomes increasingly important to ensure that the right insights are mined - or the brand's journey to market may be cut short. And perhaps most important, the

data insights need to be connected and presented to all stakeholders in a way that is both meaningful and engaging.

To help our clients with this challenge we must ensure more collaborative, creative, and analytic ideation. "Analytic ideation" may sound like a mixed message - but it's very real. The expanding wealth of data that we have must be funneled into a "think tank" that offers analysis and creativity side-by-side, and hand-in-hand. This is what our world is today.

To support our clients' brands on their journey, we need to connect the following critical skill sets - a wonderful blend of qualitative, quantitative, technologic, and creative thinking:

- ▶ **Identify the KOL landscape** - with real segmentation around mindset and behavior
- ▶ **Understand the science** - with insight and vision
- ▶ **Craft compelling stories** - with meaningful messages
- ▶ **Create targeted and innovative programming** - with an understanding what your audience needs and wants
- ▶ **Disseminate the message to all stakeholders** - and follow up!

Sudler has offered these skill sets to our clients for years - with leading enterprises focusing on each of these critical efforts. Product data need to be connected from the R&D phase through commercialization and beyond. We can better support our clients by pooling our talents on a similar journey. To accomplish this in an effective and well connected way, we have galvanized our breadth of resources around this client need - connecting the dots for greater impact.

Collectively, we are Sudler Science & Learning - a consortium of medical education, medical affairs, training, KOL profiling, and digital experts who collectively focus on the scientific foundation of therapies as well as the science of physician and patient engagement. We blend science and creativity for pioneering programming that engages and educates.

Imagine how much more effective your speaker programs are when you know the learning styles of your attendees

Imagine how much more impactful your scientific posters are when they include augmented reality "hot spots"

Imagine how much more successful your data dissemination is when you know the "digital DNA" of your KOLs

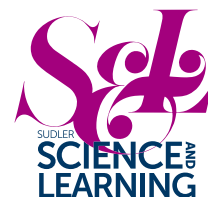
Imagine how much more memorable your MSL slides are when they contain award-winning data visualization techniques

Individually, each agency within the Sudler Science & Learning family is best at what it does. But when they work together, they offer clients a contemporary, connected, data-driven, science-savvy partner that can stick with a brand throughout its journey from molecule to clinical practice.

We believe that melding science, strategy, and innovative communications techniques will ensure that brands get greater notice.

**Expect More.
Get More.**

Sudler Science & Learning
is part of WPP Health &
Wellness.



Clients need more strategic, scientific, and creative support for their brands ... and through the collective talents of Sudler Science & Learning, we can provide more.

IntraMed: Full-service strategic medical education team whose long-term relationships with clients, opinion leaders, and advocacy groups have withstood the test of time

Precept: Full-service strategic medical education built on a commitment to align scientific experts to account services in a 1:1 ratio

Command Central: Turnkey speaker management with proprietary systems that enable efficient planning and execution and compliance reporting for large-scale programs

Imprint: Experienced scientists who develop unique and creative approaches to shape the foundations of successful medical affairs strategies

Viscira: Leading provider of digital marketing solutions and interactive software applications for the life sciences industry

Transart: Innovative learning programs for global markets

System Analytic: Unparalleled intelligence and insights about KOLs, enabling you to see your entire KOL landscape in a new light