

## Awards...



### ADVANCED CLINICAL NAMED BEST OF STAFFING CLIENT AND TALENT

Advanced Clinical, a clinical development organization, has been recognized by ClearlyRated, earning the Best of Staffing Client and Talent Awards for the fifth consecutive year. Best of Staffing winners are proven industry leaders in service quality based solely on the ratings given to them by their clients and the consultants they've helped place. The program uses Net Promoter Score (NPS)-based surveys. A Net Promoter Score (NPS) is a simple metric based on a question that asks how likely a person is to recommend a company. Advanced Clinical received a client NPS of 72% and talent NPS of 69.5%, compared with the industry average of 11% and 24%, respectively. "We believe receiving this award, which is based on the ratings given by our clients and consultants on engagement, is a testament to our commitment to deliver exceptional service through a collaborative spirit," says Julie Ross, president, Advanced Clinical.

**BEST of Staffing® TALENT SATISFACTION 2020**

### TAKEDA NAMED GLOBAL TOP EMPLOYER FOR THIRD YEAR RUNNING

Takeda Pharmaceutical Company has become part of a select group to receive global Top Employer status for



2020. This is the third year in a row Takeda has been recognized with this honor. Established more than 25 years ago, award certification is given annually by the Top Employers Institute to companies with outstanding employee offerings.

"Being named global Top Employer for three consecutive years is a testimony to our aspiration to create an exceptional people experience in every country where we operate," says Padma Thiruvengadam, Takeda's chief human resources officer. "It is important that every colleague at Takeda can fulfill their potential while helping to create a brighter future for millions of patients worldwide."

## Teva and Direct Relief Partner to BRING CANCER MEDICINES TO AFRICA



Global HOPE (Hematology-Oncology Pediatric Excellence), a program of Texas Children's Hospital, Teva Pharmaceutical Industries, and Direct Relief are partnering to provide access to medications in sub-Saharan Africa, where a majority of pediatric cancer and hematology patients do not survive.

Under this partnership, Global HOPE will determine the specific volumes and quantities of medications identified for current patient needs at its clinical sites. Teva will provide essential medications for treating cancer and blood disorders in children to Direct Relief, which in turn will ensure the shipping and delivery of the donated medicines in coordination with Global HOPE facilities.

"The success we've had in radically changing the course of pediatric cancer and hematology in sub-Saharan Africa is due in large part to our partners and donors that have made our work possible," says Dr. David Poplack, director of Global HOPE. "By

partnering with a global leader in generic and specialty medicines like Teva along with Direct Relief's experience in cold chain logistics, we can have an immediate and sustained impact in low- and middle-income countries where increased access to pediatric oncology treatments is desperately needed."

Teva will initially support the Global HOPE program in Malawi, with the potential to extend access of donated medicines to other Global HOPE sites across sub-Saharan Africa. Teva's donation of medicines through this partnership supports the treatment plans for almost 95% of all chemotherapy patients. Over the next five years, Global HOPE anticipates diagnosing and treating close to 4,000 new pediatric cancer patients in Malawi. "This initiative can bring medicines to thousands of children with cancer and blood disorders in African countries," says Amalia Adler-Waxman, VP social impact and responsibility at Teva.

## Take on ACNE

Sun Dermatology, a division of Sun Pharmaceutical Industries, has launched a nonbranded advertising campaign — Take on Acne — to raise awareness of the profound impact of acne on everyday life, particularly among teenagers and young adults 12-25 years of age. The campaign, informed by extensive market research, focuses on how patients with severe acne feel extremely self-conscious and isolated in social settings — as if all the world can see is their acne and also emphasizes the biological and genetic causes of acne, while dispelling misperceptions that the condition is always caused by poor hygiene or diet. Take On Acne urges patients to "take back your face" because it also says "you are more than your acne." The campaign will run in a variety of online digital, video, audio, gaming, and social media outlets, as well as digital billboards across the United States.



**JANUARY 2020**

- Catherine Ivy**, Founder and Board President, Ben and Catherine Ivy Foundation
- Mary Anne Greenberg**, CEO, Diligent Health Solutions
- Kaisa Helminen**, CEO, Aiforia Technologies
- Dr. Susan Dorfman**, President, CMI/Compas
- Rauha Tulkki-Wilke**, Senior VP, Product Management, Signant Health

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## Protect VALENTINE'S DAY CAMPAIGN

Fingerprint, a full-service health and wellness marketing agency, in partnership with The Alliance for Positive Health, launched a pro bono provocative campaign aimed at bringing awareness to the alarming increase of sexually transmitted infections across the country. The campaign, Protect Valentine's Day, features sharable, thought-provoking e-cards that bring-to-light the side effects of the most common STIs, and encourages people to know their status by getting tested.

The cards featured greetings such as, "You're the genital itch, I just can't scratch" and "This Valentine's Day, I am so grateful that I share your friendship and not your syphilis."

The Alliance for Positive Health works to reduce the impact and incidence of HIV/AIDS and sexually transmitted diseases; recent statistics find that STI rates are hitting an all-time high in the United States. Last year it was reported that there were 2.4 million cases of syphilis, gonorrhea, and chlamydia in 2018.

"Valentine's Day is an appropriate time to remind people about the importance of taking responsibility for their sexual health," says Ed Mitzen, founder of Fingerprint. "Our team developed this campaign with the hope that we can bring awareness and accountability to the topic in a creative way."



## Ogilvy Health Launches #EVERYDAYMATTERS INITIATIVE

For more than 30 years, Ogilvy Health has been inspired to fight cancer, working on more than 50 oncology brands and 25 tumor types. In 2020, the agency is furthering its resolve to make a difference with its #EverydayMatters initiative. The

goal is to raise awareness, increase education, and take action once a month throughout the year. In conjunction with World Cancer Day in February the agency hosted a band-aid drive to benefit the Rutgers Cancer Institute of NJ's Pediatric Wing.

### Market Watch

- ▶ Cardiovascular Drugs Market Worth \$92.3 Billion by 2026 — Acumen Research and Consulting
- ▶ Oncology Drugs Market Worth \$196.2 Billion by 2026 — Coherent Market Insight
- ▶ Vaccines Market Worth \$58.4 Billion by 2024 — MarketsandMarkets



### NEWS

#### DR. ED IKEGUCHI APPOINTED AS FIRST PRESIDENT OF AICURE



Dr. Ed Ikeguchi

AiCure, an AI company, has named Ed Ikeguchi, M.D., as its first president as part of a planned transition. As AiCure's first president, Dr. Ikeguchi will increase his daily operational duties and responsibilities and continue to serve as AiCure's chief medical officer. Before joining AiCure in mid-2018,



Adam Hanina

Dr. Ikeguchi was co-founder, CEO, and chief medical officer at Medidata Solutions for nearly a decade, where he grew the company from its inception to its initial public offering in 2009.

The appointment of a president allows AiCure founder Adam Hanina, who has served as CEO since inception, to focus on and guide special projects that aim to have high-level impact on future growth. Mr. Hanina assumes the role as head of special projects.

Dr. Ikeguchi is a 2005 PharmaVOICE 100.

Mr. Hanina is a 2019 PharmaVOICE 100.

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# AmerisourceBergen Foundation SUPPORTS MENTAL HEALTH SERVICES AND PRESCRIPTION DRUG SAFETY EDUCATION



Gina Clark, President  
AmerisourceBergen Foundation

The AmerisourceBergen Foundation, an independent nonprofit charitable giving organization dedicated to supporting health-related causes has presented more than 25 organizations, including 10 returning partners, with grants to support initiatives related to prescription drug safety and mental health. This is the fourth giving cycle since it

launched the Opioid Resource Grant Program.

"Our most complex and pressing community health challenges require solutions that are as multi-faceted as they are," says Gina Clark, president of the AmerisourceBergen Foundation. "At the Foundation, we believe we must provide our youth and families, providers, and communities at large with the resources needed to engage collectively in prescription drug safety and promoting mental health. Working strategically with partners that are embedded in these communities — many of which we've collaborated with for several years, each of which have their own focus — allows us

to leverage our unique resources to create the greatest potential impact, whether through research-informed best practices, programming or education."

Integrating youth prescription drug safety resources with services dedicated to educating parents and families aids in mitigating risk factors that typically expose youth to hazardous behaviors. Several grants were given to organizations focused on providing youth and families with an understanding of addiction risks and the importance of creating a supportive learning environment. Through various educational programming, youth and families will develop knowledge on safe storage and disposal of opioid medications and addiction prevention.

With the continued emphasis on community-level education programs, AmerisourceBergen has chosen partners that will focus on both preventative interventions and support for those suffering or recovering from opioid use disorder (OUD). Some of the programs include drug take-back events to build knowledge of safe disposal; public education campaigns to reduce stigma and encourage those in need to seek help; programming for at-risk seniors; as well as social services in collaboration with corporate partners, criminal justice, and faith-based organizations.

## 2019 Life-Sciences Dealmaking Reaches All-Time High

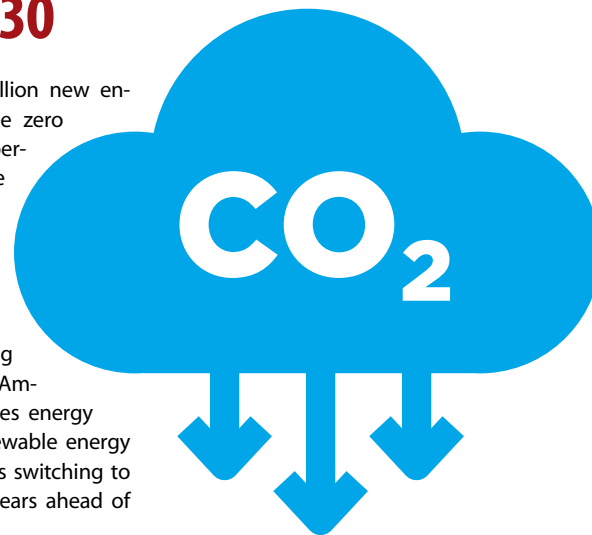
- ▶ All-time M&A record for life sciences in 2019 — \$357 billion in deal value — as companies increased therapy area focus and closed growth gaps.
- ▶ Need to create therapeutically focused businesses drove M&A totals in 2019.
- ▶ Portfolio optimization, acute growth gaps and undeployed firepower point to a robust 2020 for life sciences.

Source: EY - Building a better working world

## AstraZeneca To REDUCE GLOBAL CARBON BY 2030

AstraZeneca has unveiled a \$1 billion new environmental program that will see zero carbon emissions from its global operations by 2025 and ensure its entire value chain is carbon negative by 2030. This plan brings forward the company's decarbonization plans by more than a decade.

Launched at the World Economic Forum (WEF) Annual Meeting in Davos, Switzerland, AstraZeneca's Ambition Zero Carbon strategy doubles energy productivity and plans to use renewable energy for both power and heat, as well as switching to a 100% electric vehicle fleet five years ahead of schedule.



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### EDITOR'S TAKE VIDEOS:

#### » TrialCard at the World Copay Summit

##### Thought Leaders:

Jason Zemcik, Senior Director, Products, TrialCard  
Rick Fry, Senior VP, Market Solutions, TrialCard

#### » Mango Health, a TrialCard company, at the World Copay Summit

##### Thought Leader:

Paul LeVine, VP of Business Partnerships, Business Analytics, Mango Health, a TrialCard company

### PODCAST:

#### » Ogilvy Healthy Opinions

##### Therapeutic Digest:

The Age of Gene Therapy

### WEBINAR:

#### » OnDemand: Boost Your Competitive Advantage with Claims Data

Sponsored by: LexisNexisRisk Solutions

### WHITE PAPER:

#### » Uncover Market Secrets and Drive Competitive Advantage Through Claims Insights

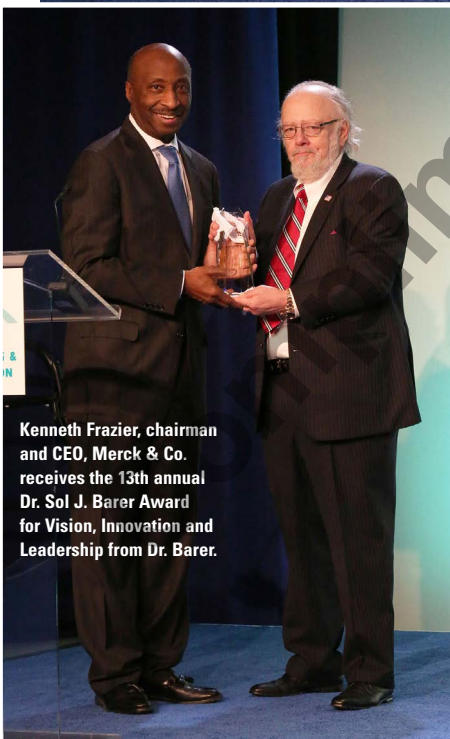
Provided By: LexisNexis Risk Solutions



## PharmaVOICE @INDUSTRY EVENTS



At BioNJ's 27th annual meeting, 21 innovator companies were presented with Innovator Awards for 32 drug approvals.



Kenneth Frazier, chairman and CEO, Merck & Co. receives the 13th annual Dr. Sol J. Barer Award for Vision, Innovation and Leadership from Dr. Barer.

### BioNJ's 27th Annual Dinner Meeting & Innovation Celebration

BioNJ's Annual Dinner Meeting & Innovation Celebration held in February drew more than 700 biotechnology and pharmaceutical professionals, government officials, academic leaders, and professional service providers. The keynote address was provided by two-time cancer survivor and patient advocate, Sean Swarner, who has been voted as one of the top eight most inspirational people in history. During the evening, 21 innovator companies with a footprint in New Jersey were honored for their collective 32 novel FDA medicines approved in 2019. Also, Mary Frances Harmon, senior VP, corporate relations, PTC Therapeutics, was presented with the Third Annual Heart of BioNJ Award; Bob "BT" Tufts, founder, My Life Is Worth It, was also recognized posthumously. Dr. Sol Barer, former chairman of Celgene and chairman of Teva Pharmaceutical, presented the 13th Annual Dr. Sol J. Barer Award for Vision, Innovation, and Leadership to globally recognized industry leader Kenneth Frazier, chairman and CEO, Merck & Co.



### Patients as Partners

The Conference Forum's 7th annual Patients as Partners conference, March 16-17, is expected to draw more than 350 attendees to Philadelphia. A loaded agenda features more than 80 speakers from pharma, biotech, academia, patients, advocacy, regulatory, and nonprofit organizations and 45-plus sessions. Among the key topics to be discussed are biopharma strategies on applying patient engagement initiatives and demonstrating impact; direct-to-patient clinical trials; measuring the impact of patient engagement and patient-centricity in clinical research and development; educating and raising awareness in clinical trials; strategies for increased inclusion of racial and ethnic minorities in clinical trials; progress on patient data ownership; and collaborating with site partners and CROs to increase

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