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Thank you...

Our special Patient Voice issue is one of my favorite issues of the year. Now in its fourth year, this is our opportunity to shine a light on the people who are truly making a difference to the healthcare system. It's their unwavering pursuit to change the status quo and improve the delivery of care that is helping to transform drug development, clinical operations, education and communication, safety, health equity, and myriad other areas of care.



We are continually amazed by the individuals who, despite debilitating and painful conditions, stand up not just for themselves but their patient communities, their loved ones, and those who have no voice. It is truly their voices that are being heard in small and big ways. Within the pages of this special issue, patients and patient advocates share their triumphs as well as their challenges.

They offer practical ways in which the industry can engage more fully with the people it strives to serve. We asked several of our patient experts one simple question: What can pharma learn from you? Their answers were powerful. "What pharma could learn from me is that my experience has value," says Daniel Garza. "That I'm more than a chart, a number, or a diagnosis. That my journey has taught me lessons that I can pass along to health professionals, caregivers, and clients. That I'm body, mind, and soul. That I'm years of nurturing and nature working together to form me and I'm worth getting to know." Estela Lugo says it's becoming increasingly clear that for pharma to reach its full potential, patient advocacy groups must be recognized not only as a source for finding patients for clinical trials but also as valued partners throughout the entire drug development process. Those who do will have a secret weapon for reaching the finish line to successful treatments. When providers, pharma, and researchers tap into the power of advocacy groups that concentrate on the patient voice, an entirely new perspective can be exposed that ultimately may improve outcomes, says Dana Deighton. These are just a few of the insights shared by patients representing a number of patient communities and diseases.

The life-sciences industry is a big ship to turn, but turning it is and toward a True North of ever-evolving processes and better care options across the board. It's not a perfect industry by any means, but the individuals at the helm are committed to the cause and are working diligently, conscientiously, and purposefully toward a better tomorrow and the greater good.

Many of these individuals have been part of the PharmaVOICE community for the past 20 years. This milestone, like my last birthday, snuck up without warning, yet here we are. We set out with a vision to create a community of thought leaders who were invested in transforming the life-sciences industry. We invited thousands of you to read, think, and participate and we are grateful to all of you who accepted the challenge. We are also grateful to all of you who have supported us in creating a forum for industry executives to exchange and debate ideas. We look forward to many more years of milestones and game-changing innovations. A sincere thanks to all of you for joining us on our journey.

Taren Grom
Editor

Their word...

ROBIN ROBINSON

Senior Editor



As patient's step forward and take on responsibility not just for themselves, but also act as advocates for others, pharma can learn exactly who their consumers are and improve ways to service them.

KIM RIBBINK

Senior Editor



The BLM movement combined with the impact COVID-19 has had on many communities has shed new light on the persistent problem of health inequity.

CAROLYN GRETTON

Features Editor



Healthcare providers have been swift to adopt virtual care amid the pandemic, and patients have adapted just as quickly.

Coming in April

- ▶ Woman of Influence
- ▶ Virtual Product Launches
- ▶ Data Privacy
- ▶ Chief Digital Officers
- ▶ Trending Now... Insights from the PharmaVOICE 100
- ▶ Showcase: Precision Medicine