

## Awards...



### QUINTILES RECEIVES FORTUNE AWARD

Quintiles has been named to Fortune magazine's World's Most Admired Companies list for 2015. Quintiles is ranked third overall in the Healthcare: Pharmacy and Other Services category with the top ranking for the reputation attribute of global competitiveness and second within the segment for its people management.

**FORTUNE**  
WORLD'S MOST  
ADMIRABLE  
COMPANIES  
2015

## Innovation Corner



### JAPANESE GLOBAL HEALTH FUND LAUNCHES GRAND CHALLENGES PROGRAM

The Global Health Innovative Technology Fund (GHIT Fund) has launched a Grand Challenges initiative to spur bold solutions for infectious diseases that affect the world's poor. GHIT Fund is a unique public health partnership that is bringing Japanese know-how and investment to the global fight against infectious diseases.

The GHIT Fund will invest up to ¥100 million (US\$1 million) for early stage development of radically new and improved drugs, vaccines, or diagnostics to prevent and treat infectious diseases that are prevalent in developing countries. First launched by the Bill & Melinda Gates Foundation 10 years ago, the Grand Challenges contest was created to foster creative breakthroughs to help solve the world's most pressing global health and development problems.

To submit a company or product for next April's Innovation Celebration issue, please go to <http://www.pharmavoice.com/innovation-nomination-form/>. The form will be available May 1, 2015.

## Industry at Large



Olympic cross-country skier Kris Freeman at the ADA camp. Mr. Freeman is one of the motivational speakers Lilly Diabetes provides as part of the Lilly Camp Care Package program.

Lilly Diabetes is supporting the American Diabetes Association summer camp program with a donation of \$92,000 for camp scholarships — \$1,000 for each year Lilly has helped patients living with diabetes since introducing the world's first commercial insu-

lin in 1923. The program's goal is to help children with diabetes learn to independently manage their disease while they enjoy traditional camp activities. Lilly Diabetes has donated \$623,000 to the Association's Campership program since 2008.

## Actavis Recognizes ALZHEIMER'S CAREGIVERS

Actavis, a global specialty pharmaceutical company, has launched the Unconditional Love campaign, which recognizes the love shared by patients with Alzheimer's disease and their caregivers. In partnership with caregiver Betsy Broyles and the "The Love Architect" expert Kailen Rosenberg, Actavis honors

the more than 15 million people in the United States who provide care to a loved one with Alzheimer's disease or other dementia. As part of this campaign, Actavis has launched [alzheimersunconditionallove.com](http://alzheimersunconditionallove.com), a new website that provides disease education and support for caregivers.

## Merck Sponsors DIABETES EDUCATION IN UAE

Merck, in collaboration with the Emirates Diabetes Society (EDS), has launched the Merck Capacity Advancement Program (CAP) in diabetes education for medical, nursing, and pharmacy undergraduates and primary healthcare providers so that ultimately they act as diabetes ambassadors across the UAE. The five-year program was kicked off in Africa, India, and Indonesia and will further expand to other African and Asian countries in 2015.

THE MHEALTH MARKET

WILL ACCOUNT FOR

ALMOST

\$13

BILLION

IN 2015 ALONE.



Source: Signals and Systems Telecom



### REASONS PATIENTS GIVE FOR NOT TAKING THEIR MEDS



"The dog ate my meds."



"A friend had a bad reaction to that medication."



"My blood pressure is normal so I stopped taking my meds."



"Someone had some leftover medication that I think was the same, so I took that."

Source: HealthPrize

## PHARMAVOICE.COM

### EPUBLICATIONS

» **HBAAdvantage — Influence and Impact: Imagine the Possibilities**

**Provided By:** Healthcare Businesswomen's Association (HBA)

» **Mobile and Connected Health: Delivering Patient Healthcare Outcomes and Value Beyond the Pill**

**Provided By:** Personal Connected Health Alliance

### PODCASTS

» **Creating Value in the New Market with a Contract Commercial Organization (CCO)**

**Thought Leaders:** Michael Griffith and March Archer, inVentiv

» **The Role of Technology in Optimizing the Clinical Trial Supply Chain**

**Thought Leader:** Tony Street, Parexel

### WHITE PAPERS

» **Optimizing the Clinical Trial Supply Chain**

**Provided by:** Parexel

### ONDEMAND WEBINARS

» **Increase HCP Engagement with New Digital Sales Strategies**

**Sponsored by:** Prolifiq Software

» **Sharing Clinical Trial Data: Maximizing Benefits, Minimizing Risk**

**Sponsored by:** Manatt Health

Editor's Note: See PharmaVOICE.com for a full list of contributed content.

**"You have helped me understand my illness so much better."**

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