

Awards...



ERT RECOGNIZED FOR SUPPORTING HEART HEALTH IN CHILDREN

ERT, a global data and technology company, has been recognized by Simon's Fund with a Big Heart Award. Simon's Fund is a Philadelphia-based nonprofit organization dedicated to raising awareness about the warning signs and conditions that lead to sudden cardiac arrest and death in children. ERT and its Chief Medical Officer Robert Kleiman, M.D., are being honored for their contributions to the success of Simon's Fund.

Acorda Rallies PARKINSON'S COMMUNITY

LIVE WELL DO TELL™

Acorda's new initiative aims to support people with Parkinson's disease.

Acorda Therapeutics has launched the "Live Well. Do Tell." initiative for the Parkinson's disease community. Its goal is to encourage the community to improve conversations about Parkinson's symptoms among the circle of care, including people with Parkinson's, care partners, advocacy, and healthcare profession-

als. The first output of the initiative — the Statement of Need — was developed based on learnings and insights from a multi-disciplinary steering committee of leaders in the Parkinson's community who collaborated to discuss unmet needs in understanding Parkinson's symptoms.

IN MEMORIAM

Rachel MINNICK

Rachel Minnick, senior manager of marketing at the Center for Information and Study on Clinical Research Participation (CISCRP), has passed away. Her battle with cancer was hard fought, and through it all Ms. Minnick brought her usual positive outlook and optimism; compassion for the patient community; and constant support and encouragement for her staff and colleagues, and courage.

Dan DIAZ

Dan Diaz, 54, passed away after a two-year battle with ALS, more commonly known as Lou Gehrig's disease.



Dan Diaz

Throughout the clinical development world, Mr. Diaz was well-known for his generosity of spirit, well-respected for his vast knowledge and ability to bring people together around new ideas, and well-liked for his sense of humor and congenial manner.

He is recognized as being an innovator and change agent. Among his many credits, Mr. Diaz was among the first to support the rare and orphan drug arena; he was instrumental in implementing site-based portals; he was one of the first members of the Diversity Alliance for Science; he was also influential in establishing niche CRO global partnerships. He tirelessly championed initiatives intended to make the clinical trial experience for patients easier.

Mr. Diaz was recognized for his lasting impact and inspiration to the industry as a PharmaVOICE 100 honoree in 2015.

Push for STANDARDS

Six contract research organizations (CROs) — ICON, Medpace, PPD, PRA Health Sciences, Syneos Health, and UBC — and Veeva Systems have formed Align Clinical CRO, a new industry standards group dedicated to making it easier for sponsors and CROs to work together during clinical trials. With input from across the industry, the plan is to create open technology standards to improve trial execution and collaboration with life-sciences companies.

Align Clinical CRO is creating open technology standards to help increase sponsor and CRO productivity, reduce operational costs, and run trials

faster. The group's first standard is anticipated to be an Operational Data Exchange standard to facilitate seamless information sharing between sponsors and CROs.

"There is tremendous potential to enhance clinical trial execution with common technology standards that benefit the entire industry," says Henry Levy, president of Align Clinical CRO.



Henry Levy

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 far earlier in the drug development cycle, hyper focused and crisis ready. Pharmaceutical innovators are increasingly breaking down the silos that have long divided the clinical and commercial disciplines.



Provided by: Aptus Health

Synchronizing HCP and Consumer Messages: AT THE POINT OF CARE AND BEYOND



By Rick Morello, President of Global Life Sciences, Aptus Health

Mobile devices have transformed the way we experience the world – including how we wait for things to happen. Look around any doctor's office waiting room, or the line at the pharmacy, or the treadmills at your local gym. People are using their smartphones to read the news, check the weather, pay a bill, or be entertained.

This represents a terrific opportunity for marketers to engage their audiences through hyper-local, contextually relevant ads -- when and where they are in a place that's conducive to making health-related decisions. In fact, recent data from Kantar Media shows that adults who have seen advertising at the pharmacy or physician's office are 84% more likely to discuss the ad with a physician and 68% more likely to ask a doctor to prescribe a specific product.

Anchor on location, layer on personas

We're helping our life sciences clients leverage this opportunity, engaging their target healthcare consumers and healthcare professionals (HCPs) at these and other key points-of-care. Using the data and mobile network of over 100 million health consumers from Tomorrow Networks (a division of Aptus Health), our

interactive mobile ads engage audiences through a wide range of popular news, weather, sports, and music apps.

The network makes it possible, but the data makes it relevant and impactful. Using a mix of proprietary, third-party, and client data, we anchor these campaigns based on location then optimize the content based on what we know about the mobile user's digital footprint. This may include consumer purchasing patterns, possible formulary coverage, and likely interest in a given therapeutic category. The resulting data-driven personas allow us to effectively message differently to patient-consumers, physicians, and pharmacists who are in the same location where relevant decisions are likely to be made – bringing them together in conversations about pertinent treatments and therapies.

These ads pull people in through quiz-like and other interactive experiences, helping them better internalize the message. Audiences click through to contextual content, such as branded educational content for physicians, or a copay voucher for consumers.

Predictive modeling engages an affinity network of HCPs

Where it gets even more interesting – and effective – is when we help our clients synchronize messages across different audiences and digital channels. Our HCP affinity network offers access to 600,000 physicians and other clinicians who actively engage in our wide array of digital channels including Univadis (a global destination site offering clinical news and education), our digital Sample Center, and the dozens of clinical

specialty publications offered by our partner Frontline Health Communications. Through these and other channels we offer HCPs relevant, valuable content through highly targeted emails, expert-led education, native ads, alerts, and more.

Based on the millions of interactions we've had with these HCPs over time through these channels, we've developed our own Aptus Propensity Index™ (APx), which is a predictive model that describes each HCP's propensity to engage with various promotional channels. This helps determine the right mix of channels that will increase the likelihood that messaging will be seen, assimilated, and acted upon by members of a target physician audience.

Altogether, these data, channels, and analytical expertise result in a true multichannel campaign that synchronizes HCP, consumer, and pharmacist audiences. With all this under one roof, we're able to closely monitor campaign performance and adjust as needed based on real-world data and audience insights.

In fact, coordinated campaigns where we run coordinated messages to both consumer and HCP audiences have shown to drive incremental NRx lift, generating significant ROI in many cases. It's a great way to boost awareness, pull-through formulary wins, and drive adoption of your brand.

Care to engage with us?

Learn more at aptushealth.com



Biopharma Companies Launch SCHOLARSHIP PROGRAMS



The DUCHENNE SCHOLARSHIP Program

Sarepta Therapeutics, a commercial-stage biopharmaceutical company focused on the discovery and development of precision genetic medicine to treat rare neuromuscular diseases, has launched Route 79, The Duchenne Scholarship Program, an annual scholarship for students diagnosed with Duchenne muscular dystrophy. Scholarships of up to \$10,000 will be awarded to 10 individuals.

AbbVie, a global research and development-based biopharmaceutical company, is accepting applications for the 2018 AbbVie CF Scholarship program for those with cystic fibrosis. The company will award \$3,000 to 40 students, and two will receive a total of \$25,000 each.

Harbingers of Healthcare Transformation

- ▶ **FDA to guide the use of real-world evidence (RWE) to support regulation of medicines:** In 2018, FDA will issue its first framework addressing the potential for RWE to support regulatory submissions and drug safety monitoring.
- ▶ **Niche biotherapeutics move toward mainstream:** From 2018 through 2022, between five to eight new therapies will launch each year within a new generation of cell-based therapies, gene therapies and regenerative medicines.
- ▶ **Mobile health apps will be added to treatment guidelines:** Treatment guidelines from major clinical organizations will adopt and recommend the use of mobile health apps this year.
- ▶ **Use of telehealth will expand:** Nearly every privately insured patient in the U.S. will have some form of access to telehealth this year, though few will use it. In 2018, telehealth visits will account for 3% to 3.5% of visits.
- ▶ **Spending on branded medicines will dip:**

- In 2018, net brand spending will decline in developed markets by 1% to 3%.
- ▶ **Specialty brands will drive growth in developed markets:** In 2018, the \$318 billion specialty medicines market will represent 41% of developed market spending, up from \$172 billion in 2013.
- ▶ **Slower growth across pharmerging markets:** Growth in pharmerging markets will slow to 7% to 8% in 2018.
- ▶ **U.S. net per capita spending will stabilize:** Real net per capita spending on medicines in the U.S. will decline in 2018 and continue almost unchanged at roughly \$800 per person through 2022.
- ▶ **Outcomes-based contracts will play limited role:** The basic framework for an outcomes-based contract contains a payment schedule based on how well a drug does or doesn't deliver results.
- ▶ **New wave of biosimilar competition:** In 2018, \$19 billion of current biotech spending in developed markets will have competition for the first time.

Source: IQVIA

AstraZeneca and Lucy Cavendish College ESTABLISH MENTORING PROGRAM

AstraZeneca and Lucy Cavendish College, University of Cambridge, have established a strategic collaboration to support their common goals of advancing women in science and business leadership. The Women in Science and Leadership

mentoring initiative forms part of the AstraZeneca Exchange program, supporting innovation and collaboration among diverse stakeholders in life-sciences clusters around the company's three global strategic R&D hubs.

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Innovation INDEX

AstraZeneca tops the list of IDEA Pharma's Innovation Index for the first time. The company was ranked No. 15 on last year's index. A series of strategic decisions helped the company generate a substantial amount of robust positive data for their pipeline, which began to stem the company's downward trend since the loss of several product exclusivities between 2011 and 2017. The index measures, scores and celebrates a company's ability to deliver innovation to patients.

1. AstraZeneca
2. Gilead
3. Johnson & Johnson
3. Novartis
5. AbbVie
6. Bristol-Myers Squibb
7. Merck & Co.
8. Roche
9. Pfizer
10. Biogen

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