

## Awards...



### BAYER NAMED AS A MOST REPUTABLE COMPANY

Bayer U.S. has earned a top ranking in Reputation Institute's 2019 US RepTrak 100 — the biggest-ever survey measuring the reputation of companies in the country. The results from the 12th annual survey, which measures the public perception of companies based on multiple business drivers, find Bayer at No. 68 on this year's list of America's most reputable companies. Bayer is the only life-sciences company to make this year's list.

Bayer was also honored with the National 4-H Council's 2019 Corporate Leadership Award. Bayer was recognized for its nationwide partnership with 4-H on a corporate social responsibility (CSR) STEM program called Science Matters, which has provided more than 25,000 youths across the United States with access to essential agriculture programs and opportunities.

### KLICK NAMED A 2019 BEST WORKPLACE FOR GIVING BACK

Klick has been recognized on the 2019 List of Best Workplaces for Giving Back after independent analysis conducted by Great Place to Work. Each month, Klick supports a different charitable cause, including quarterly cornerstone campaigns in support of the Daily Bread Food Bank, Heart and Stroke Foundation, The Shoebox Project, and SickKids. The company dedicates each of the year's remaining eight months to a different charity as nominated and voted on by Klicksters annually on #GivingTuesday. Over the last year, Klicksters have voted to support a wide range of charitable causes, including World Wildlife Fund, Operation Smile, Mélanie's Way, and Majengo Children's Home.

### RHO EXECUTIVE NAMED A 2019 HEALTH CARE HERO

Rho, a full-service contract research organization, has announced that Clinical Research Scientist Meagan Vaughn was honored by the Triangle Business Journal as a 2019 Health Care Hero. Each year the Triangle Business Journal hosts the Health Care Heroes awards to honor Triangle individuals and organizations for putting innovation and compassion to work to improve the human condition. Ms. Vaughn was honored in the volunteer category for her personal and professional dedication to advancing a cure for cystic fibrosis.

## Amgen Hosts AMGEN BIOTECH EXPERIENCE MEETING



Lab techs who participated in the Amgen Biotech Experience meeting shared best practices and did a bit of troubleshooting across the various labs that were provided through the program.

The Amgen Foundation recently hosted lab technicians who participated in the Amgen Biotech Experience (ABE). The meeting, held at Amgen's headquarters in Thousand Oaks, Calif., allowed the lab technicians, who administer ABE to science teachers, to network across the larger ABE community.

The Amgen Biotech Experience after a high school teacher was inspired by what he saw as part of an internship at Amgen and partnered with a group of scientists to develop a curriculum. The program has reached more than 700,000 students participating from schools around the world.

## TGaS Advisors Awards "BoBs" for BEST OF BENCHMARK

Eleven companies achieved the highest honors in TGaS Advisors' second annual search for the biopharmaceutical industry's Best of Benchmark, or "BoBs," with 15 awards presented across 12 categories. The BoBs, awarded for commercial excellence, are based on the firm's benchmarking of large, midsize, and emerging life-sciences companies.

The winners include:

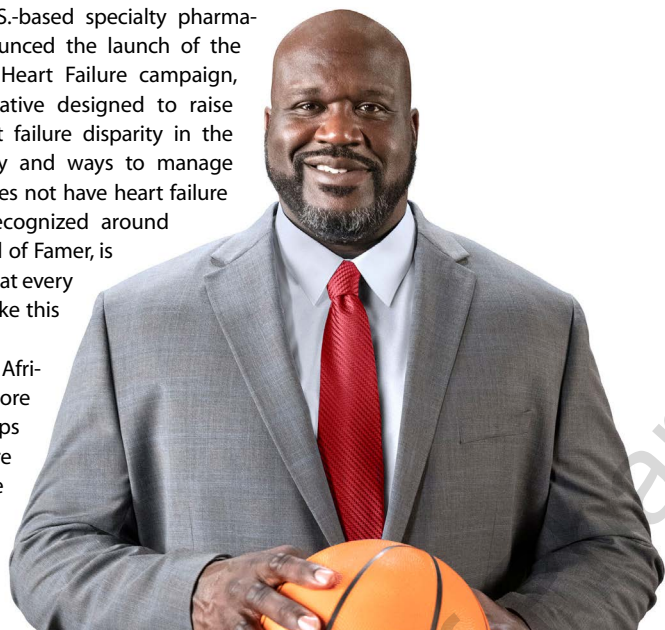
- ▶ **Enterprise Strategy:** Competitive Intelligence: Novo Nordisk
- ▶ **elsNetwork:** Best Industry Impact: Dexcom, Seattle Genetics
- ▶ **Field Operations:** Field Technology: Sunovion
- ▶ **Incentive Compensation:** Incentive Compensation Excellence: Astellas
- ▶ **Learning & Development:** Continuous Capabilities Training: GlaxoSmithKline
- ▶ **Market Access & Reimbursement:** Account Management: Biogen
- ▶ **Marketing Operations:** End to End Promotional Content Lifecycle: Astellas
- ▶ **Omnichannel Marketing:** DCOE – Digital Analytics: Biogen; Latuda – Paid Search Campaign: Sunovion
- ▶ **Pricing, Contracting & Analytics:** Gross-to-Net Forecasting: GlaxoSmithKline; Contract Profitability Analytics: UCB
- ▶ **Vendor Insights:** Most Impactful: 159 Solutions, Custom Learning Designs, Mosaic Solutions Group



# Arbor Pharmaceuticals TEAMS UP WITH SHAQUILLE O'NEAL

Arbor Pharmaceuticals, a U.S.-based specialty pharmaceutical company, has announced the launch of the Shaquille Gets Real About Heart Failure campaign, a national educational initiative designed to raise awareness around the heart failure disparity in the African-American community and ways to manage this condition. Though he does not have heart failure himself, Shaquille O'Neal, recognized around the world as a Basketball Hall of Famer, is helping to spread the word that every African American needs to take this disease seriously.

Studies have shown that African Americans are 20 times more likely than other ethnic groups to develop heart failure before the age of 50, and they are more likely to be hospitalized or die from heart failure than white Americans.



# Future BLOCKBUSTERS

Pharmaceutical collaborations and rare diseases drive the drugs to watch as new blockbusters are forecast to hit the market in 2019. A new report from Clarivate Analytics identifies seven new drugs predicted to achieve annual sales of more than \$1 billion by 2023.

The drugs forecasted to launch in 2019 are dominated by immune-related and genetic disorders including: spinal muscular atrophy, rheumatoid arthritis, paroxysmal nocturnal hemoglobinuria, and peanut allergy. This indicates a shift toward blockbuster-potential drugs targeting niche patient populations.

# GSK Supports STEM EDUCATION

GlaxoSmithKline and the Philadelphia Education Fund hosted Empowering STEM, a free one-day conference for 80 Philadelphia teachers at GSK's Navy Yard headquarters. The conference examined strategies for connecting classroom lessons to STEM careers, as well as provided teachers with the opportunity to connect with STEM industry leaders, network with city and state leaders in STEM education, and investigate solar energy, explore urban watersheds, learn about local wildlife, and conduct simple science fair experiments.

## Innovation Corner

### NOVO NORDISK AWARDS PRIZES

The Novozymes Prize and the Novo Nordisk Prize, two of the Novo Nordisk Foundation's most prestigious prizes were awarded to Professor Dame Carol Robinson and Professor Hans Bisgaard. Each prize is accompanied by DKK 3 million. Dame Robinson is being honored with the Novozymes Prize for her scientific breakthrough in the use of mass spectrometry for analyzing proteins.

Professor Hans Bisgaard is recognized for his research efforts to understand how asthma and other inflammatory diseases emerge early in life and how to improve the treatment of these diseases.

### WINNERS OF 2019 SANDOZ HEALTHCARE ACCESS CHALLENGE (HACK) ANNOUNCED

Sandoz, a Novartis division, has announced the winners of the 2019 Sandoz Healthcare Access Challenge (HACK). The challenge

invites entrepreneurs and innovators in the field of digital technology to submit ideas with the potential to complement or disrupt established approaches to driving access to healthcare.

The three winners, chosen from more than 400 ideas across 80 countries, who will receive EUR 20,000 each in funding, are:

- ▶ U.S.-based Regulora, led by Tim Rudolphi, which offers a prescription-only digital therapeutic for patients with irritable bowel syndrome
- ▶ Netherlands-based SocialGenomics, led by Susanne Baars, which is developing a smart social network with a matchmaker tool to connect patients who suffer from rare and undiagnosed diseases
- ▶ Ugandan-based Mobile Clinic, led by Andrew Dbembe, which seeks to use an app and a mobile van clinic to provide door-to-door maternal healthcare services in Uganda

## Pharmaceutical Innovation Index 2019\*

- |                    |                 |
|--------------------|-----------------|
| 1. Gilead Sciences | 6. Sanofi       |
| 2. AbbVie          | 7. Novo Nordisk |
| 3. Lilly           | 8. Roche        |
| 4. Pfizer          | 9. Novartis     |
| 5. Merck           | 10. GSK         |

\* The Pharmaceutical Innovation Index measures, scores and celebrates a company's ability to deliver innovation to patients, by objectively evaluating performance based on a rolling five year period (2013-2018).

Source: IDEA Pharma

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# AMAG Pharmaceuticals Supports INNOVATIVE MODEL OF PRENATAL CARE



AMAG Pharmaceuticals and the March of Dimes have announced Baystate Medical Center's Wesson Women's Clinic in Springfield, Mass., the first Supportive Pregnancy Care (SPC) site to help improve mom and baby health during pregnancy, labor and delivery, and infancy.

The program offers prenatal care in a group setting with moms-to-be of similar gestational ages, and a licensed obstetric provider meets individually with each woman to perform a physical assessment and discuss specific concerns. It also includes web-based tools and a social media platform to enable mothers to connect and socialize with each other.

Pharma  
**VOICE**  
**100**

NEWS

## DR. LEO FRANCIS JOINS EVOLUTION HEALTH



Dr. Leo Francis

Evolution Health Group, a full-service, global healthcare communications organization, has named Leo Francis, Ph.D., chief medical officer. Dr.

Francis brings more than 20 years of agency experience to Evolution Health. He has held a variety of leadership positions in the past, including global group president at Publicis Healthcare and, most recently, as chief medical officer at Avadel Pharmaceuticals.

Dr. Francis is a PV100 — 2010, 2012.

## JOE SHIELDS JOINS DIGITAL HEALTH COALITION'S BOARD



Joe Shields

Digital Health Coalition (DHC), a nonprofit organization that serves as the collective industry voice for the digital marketing of healthcare products and services,

has announced the election of Joe Shields to its board of directors.

Mr. Shields is currently president and

co-founder of Health Accelerators, a business-to-business marketing strategy and services agency supporting suppliers to life-sciences companies. During his 22 years in healthcare, he has worked in global marketing, communications, and innovation roles for leading biopharmaceutical and medical device companies AstraZeneca, Pfizer, Johnson & Johnson, and Wyeth.

Mr. Shields is a PV100 — 2010.

## OGILVY HEALTH'S JOHANNA SKILLING TOOK THE STAGE AT SXSW



Johanna Skilling

Johanna Skilling, head of planning, Ogilvy Health, presented at South by Southwest (SXSW) as part of the "Designing the World at Ignite" event on March 11, in Austin,

Texas. The Designing the World at Ignite program allows 10 presenters to each share their firsthand experiences, knowledge, and ideas about the design world. Ms. Skilling's talk, entitled Engineering Empathy for Health & Well-Being, explored what happens when technology evolves to replace human interactions in healthcare.

Ms. Skilling is a PV100 — 2017.

## CONTRIBUTED ARTICLE

» **Drug Development Innovation: Increasing the Likelihood of Drug Launch and Market Access with Real-World Data Studies**

Provided by: Parexel

## PODCASTS

» **A Holistic Approach to Transforming Clinical Trials**

Sponsored by: ICON

» **Drug Development Innovation Enabled by Real-World Data Studies**

Sponsored by: Parexel

## WEBINARS

» **Reaching for 99% Compliance and Engagement in Clinical Trials**

Sponsored by: Datacubed Health

» **Applying Service Design Methods to Transform Teams, Programs, and Services: An experience Strategy Primer to Reset Your Focus and Accelerate Business objectives**

Sponsored by: Mad\*Pow

» **Improving Clinical Trial Milestones and Reducing Site Burden with Clinical Trial Nurse Educators**

Sponsored by: VMS BioMarketing

## WHITE PAPER

» **Choosing the Right Solution: Improving the Site Feasibility Process**

Provided by: WIRB Copernicus Group

**WOW**  
WOMAN OF THE WEEK  
PODCAST SERIES

## MARCH

**Melinda Richter**, Global Head, JLABS, Johnson & Johnson

**Gail Moore**, Director, Global Patient Advocacy, Horizon Pharma

**Dr. Shannon Dahl**, Chief Scientific Officer, Cell Care Therapeutics

**Clareece West**, VP, General Manager, Cardinal Health

Please go to <https://www.pharmavoice.com/wow-podcasts> to listen.

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Provided by: EngagedMedia™, a division of Aptus Health

# What do patients really want from pharma?



Hoss Sooudi,  
General Manager  
of EngagedMedia

**T**oday, most of us have become digital natives—seamlessly integrating mobile experiences into our daily lives. Many of us are also patients and caregivers. This represents an opportunity for pharma to offer mobile-first approaches to engage healthcare consumers through experiences

that are relevant, convenient, and above all, valuable enough to patients to justify any type of relationship with pharma utilizing an ongoing engagement.

The key is to provide a user experience that delivers relevance, convenience and value into each touchpoint, and helps grow adherence and brand loyalty for our clients as a byproduct - not as the only aim. Frankly, patients want clear value propositions from pharma before pharma can expect any real engagement from patients. Delivering that first and foremost, we've found that patients are more than willing to engage, opening the door to enduring patient relationships instead of a set of transactions.

## Relevance to the point of delight

Part of our strategy at EngagedMedia™ is to start with empathy, looking through the lens of users as consumers first, then as patients - and attempting to understand their prescription support needs to provide an improved experience. Early on, we focused on helping clear common barriers, providing actionable information, and offering convenience. We found that this method of value delivery gave way to measurable adherence - and continued to build relationships based on timely, data-driven and personally relevant mobile services.

Now, having interacted with millions of consumers, we've found that patients are

eager for even the most basic prescription support. In fact, recent survey data from West shows that 64% of patients with chronic conditions expect to receive medication refill and pick up reminders.

Even in their most basic forms, our EngagedPatient™ programs include real-time personalized messaging based on each individual's unique situation and pharmacy claim data—not just reminders, but also the ability to conveniently act on these reminders. We also provide wrap-around support in the form of information, guidance and convenience through services that range from multimedia product usage tips to real-time insurance coverage assistance, thereby making it easier for people to stay on a prescribed therapy.

Capabilities like these that are built around an individual patient's experience are core to our platform and are proven to drive patient engagement and the metrics that our clients want. In fact, when compared to non-engaged patients, patients enrolled in our EngagedPatient programs refill their prescriptions on average at a rate 35% higher and 74% faster, and stay on therapy 27% longer (which includes both non-engaged and engaged patients receiving the very same copay offer and other external messaging).

For patients this also means better healthcare experiences and outcomes, and the feeling of being better able to navigate and control what can often be a confusing, frustrating process.

## Listening to the data to drive value

As a mobile-based company, we have the privilege of being in the pockets of millions of patients, gaining insights every day on how they engage with providers and pharmacies throughout the prescription process. We're constantly applying these insights to establish or improve best practices in every interaction we have in terms of messaging, timing, sequencing, capabilities or tone. The proof is in the metrics: in a recent

program that we transitioned from a previous messaging system, we saw our patient-centric and data-driven approach improve a brand's Rx abandonment rate by 79 percent.

Our ongoing passion and sensitivity to patient needs also led us to develop two of our latest technologies, RxProximity™ and RxPush™. These are geolocation alerts and device notifications based on digital wallet usage, both of which stemmed from our analysis of emerging channels. Eighteen months later, they are now the most-requested modules to our new programs.

## Positioning our clients' brands as the hero

Brands often approach us when they are facing a challenge with consumer engagement and support. They may need to maintain brand loyalty and market share as they near loss of exclusivity, or boost a launch campaign through personalized, value-added patient communication. They realize (based on our metrics) that patients in our programs are the most informed about their prescription process and that in every communication, we position the brand and its support programs as providing a higher level of service, information, and convenience to patients. Thus, most patients don't know who we are - they just know that our brand clients are the ones helping to make things easier for them, which is another way we ensure that the operational necessities of the industry don't hamper a seamless approach to patient relationships.

When patients have a simpler, easier experience, they are more likely to remain on therapy and fulfill their health potential. Ultimately this alignment is why our platform continues to be so successful: we help make sure that when patients win, everybody wins. ●

