

Volume 16 • Number 6

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Printed in the U.S.A.

Volume Sixteen, Number Six

PharmaVOICE (ISSN: 1932961X) is published monthly except joint issues in July/Aug. and Nov./Dec., by PharmaLinx LLC, P.O. Box 327, Titusville, NJ 08560. Periodicals postage paid at Titusville, NJ 08560 and additional mailing offices.

Postmaster: Send address changes to PharmaVoice, P.O. Box 292345, Kettering, OH 45429-0345.

PharmaVoice Coverage and Distribution:

Domestic subscriptions are available at \$190 for one year (10 issues). Foreign subscriptions: 10 issues US\$360. Contact PharmaVoice at P.O. Box 327, Titusville, NJ 08560. Call us at 609.730.0196 or FAX your order to 609.730.0197.

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Scurvy + Science

In May 1747, the HMS Salisbury of Britain's Royal Navy fleet was patrolling the English Channel at a time when scurvy is thought to have killed more British seamen than French and Spanish arms. According to the Association of Clinical Research Professionals (ACRP), aboard this ship, surgeon mate James Lind, a pioneer of naval hygiene, conducts what many refer to as the first clinical trial. Acting on a hunch that scurvy was caused by putrefaction of the body that could be cured through the introduction of acids, Lind recruited 12 men for his "fair test." Those administered various concentrations of cider, sulphuric acid, vinegar, sea water, and oranges and lemons, as well as other "medicinal" remedies, such as garlic, mustard seed, dried radish root, and gum myrrh, experienced "the most sudden and good visible effects," according to Lind's report on the trial. Though it is said that Lind might have left some confused about his recommendations regarding the use of citrus in curing scurvy, he is according to ACRP, rightly recognized for having taken care to compare like with like, and the design of his trial may have inspired and informed future clinical trial design.



ACRP celebrates on May 20 Clinical Trials Day in commemoration of Lind's medical breakthrough in a variety of ways. For example, Craig Lipset, head of clinical innovation, global product development at Pfizer, hosted a Webinar — Unpacking Clinical Trial Innovation: Separating Hype from Health (Mr. Lipset is a PharmaVOICE 100 honoree and panelist at the upcoming PharmaVOICE 100 Celebration in September). Ken Getz, director of sponsored research programs at Tufts CSDD and founder of CISCRP (Center for Information and Study on Clinical Research Participation), also presented a Webinar: An Aerial View of Forces Reshaping the Global Clinical Research Enterprise. Mr. Getz also provided his insights on the changing clinical research landscape in this month's Forum. He joins dozens of industry experts who provide their perspectives on trends and challenges that stakeholders across the development continuum are facing.

Others, such as INC Research, a global Phase I to IV contract research organization and the nonprofit organization CISCRP, launched a new initiative designed to promote greater awareness of the importance of clinical trial participation in advancing public health. The "Inspiring Hope" Ideathon, which kicks off June 1 and culminates with an event Sept. 27-28 at District Hall in Boston, provides a forum for stakeholders from across the clinical research environment to share and develop their ideas for effectively increasing the awareness of clinical trials among patients, healthcare professionals, and the general public.

Still others, such as UBC, are celebrating the unsung heroes of the clinical world through their Pharma Heroes campaign. They are encouraging everyone to submit their hero, and they'll do the rest, including making a charitable donation in honor of your Pharma Hero. Log onto www.PharmaHeroes.com.

Ahoy to Lind and his amazing legacy.

Editor

Their word...

DENISE MYSHKO
Managing Editor



Biopharma sponsors now aim to make sure clinical development now includes programs that bring the patients' feedback to the protocols and study designs.

ROBIN ROBINSON
Senior Editor



Mobile channels have opened up a huge opportunity to increase engagement with — and knowledge of — patients.

KIM RIBBINK
Features Editor



China's population, strong economy, and ever-improving regulatory environment are converging to create a dynamic market for the global pharmaceutical industry.



Coming in JULY/AUGUST 2016

The July/August issue features 100 of the most inspiring individuals in the life-sciences industry as determined by you, our readers. These individuals demonstrate what it means to think bigger, do more, and lead with passion and integrity. Don't miss this issue to see who is on the list!