

Milestones

Benchworks Celebrates 25 Years

This year marks 25 years in business for Benchworks, a growing family of businesses dedicated to serving the life-sciences industry through a wide range of top-quality services, including marketing, creative, wholesale distribution, and consulting. Benchworks is now positioning itself to fill other needs in the industry. In 2014, Benchworks acquired Safe Chain Solutions, a pharmaceutical products distributor and third-party logistics provider.

Lilly Marks 140 Years of Caring and Discovery



In 1955, Lilly was the first company to manufacture and distribute the Salk polio vaccine globally. Today, polio is 99% eradicated.

Lilly has commemorated its 140th anniversary with activities at Lilly locations worldwide, including a ceremony that unveiled a statue dedicated to founder Colonel Eli Lilly at its global headquarters in Indianapolis. The organization has contributed more than 100 medicines and significant medical advances, such as the first commercially available insulin, manufacturing, and global distribution of the Salk polio vaccine, and mental health breakthroughs such as the anti-depressant Prozac.

“As Lilly celebrates 140 years, we’re keeping the vision of our founder alive

**Industry at Large
SANOFI GENZYME DONATES CORPORATE ARCHIVES TO HARVARD BUSINESS SCHOOL**



Sanofi Genzyme’s gift provides scholars and students with insights into the creation and development of the company and the biotechnology industry in Boston and around the world.

Sanofi Genzyme is donating materials to create an extensive archival collection, spanning the more than three decades since the company’s founding in 1981, to the Historical Collections of Harvard Business School (HBS) Baker Library.

Materials in the Genzyme Archive, as permitted

by the company and determined by the course needs of Harvard Business School faculty members, may also be incorporated into the Harvard Business School curriculum, become the subjects of HBS cases, and be used as sources for doctoral theses and books.

Lilly Supports PROJECT UDAY

Project HOPE, the global health organization, is experiencing great success in India in its role in Project UDAY (which means dawn or sunrise in Hindi), a comprehensive diabetes and hypertension prevention and management program supported by Lilly under the Lilly NCD Partnership.

According to the International Diabetes Federation, India has one of the largest populations living with diabetes in the world, second only to China.

Launched in 2012, Project UDAY is led by the Public Health Foundation of India (PHFI), New Delhi in partnership with Population Services International (PSI) and Project HOPE. UDAY comprises a priority set



of five synergistic ecosystem interventions with the overarching goal to prevent, detect, and reduce the risk of diabetes and hypertension and to improve the management of individuals with either of these conditions.

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PharmaVOICE @INDUSTRY EVENTS



The Young Scientist Foundation had the honor of ringing the Nasdaq opening bell on Monday, March 14 in honor of the charity's 4th Annual Gala. Pictured left to right: Dr. Goutham Narla, Glen de Vries, Floyd Cardoz, Michael Rohner

Young Scientist Foundation board members celebrate the charity's 4th Annual Gala in New York City. The Young Scientist Foundation is determined to match highly motivated high school students with accomplished mentors, enabling them to perform meaningful laboratory research, question the status quo, and make a real difference. Most importantly, the foundation yearns to ignite a life-long passion for science.

Milestones

— from our dedication in the lab to our impact in the community," says John Lechleiter, Ph.D., Lilly chairman, president and CEO, who began his career at Lilly as a chemist in 1979.

ProTrials Celebrates 20 Years of Clinical Research

The CRO ProTrials Research is celebrating its 20th anniversary. Launched in 1996 by industry veterans Jodi Andrews and Inger Arum, the company provides pharmaceutical, biotechnology, and medical device companies with the ability to move a new drug or device from conception to regulatory approval. To commemorate the anniversary, the company is launching Twenty for Twenty: ProTrials Celebrates Two Decades of Clinical Research Excellence, a storytelling initiative noting a company milestone that occurred each year over the last 20 years.

Shire Marks 30th Anniversary with Program for Children with Rare Diseases

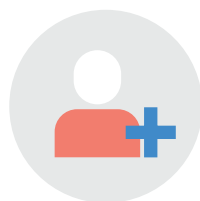
To mark the company's founding 30 years ago this year, Shire has launched a new initiative designed to positively affect the lives of children born with rare diseases, as well as the future of rare disease care.

Shire's Future Generation program, a \$5 million initiative, launches with two, global, three-year partnerships: one with SeriousFun Children's Network, the community of camps and programs serving children with serious illnesses and their families; and the other with the ACMG Foundation for Genetic and Genomic Medicine.

Shire CEO Flemming Ornskov, M.D., says: "In this, our 30th year, we want to celebrate our past by making a commitment to the future of the rare disease community."



Dr. Ornskov



Consumers are more engaged with their care when they have a positive experience.

46% of online consumers are more likely to take care of their health when they have a positive experience with their healthcare provider.



Consumers value treatments coupled with customer experiences.

21% of online consumers say having a pharma company that improves my overall experience as patient is just as valuable to me as a drug that works well.



And those who value experience will pay more for treatments that provide support

40% of consumers who value experience as much as drug effectiveness say they would pay more for a drug or health procedure if they knew it came with extra support and services to help manage their health

Source: Decision Resources Group

Reframing the adherence challenge

Jennifer Sigaud, MD of Atlantis Healthcare, US, says it's time to think differently



In my 20+ year career, there have been tremendous advancements in the world of healthcare, including new and better medications. Yet one problem continues to plague marketers, HCPs and other healthcare stakeholders: treatment adherence. It's the albatross of our industry, and doesn't discriminate across conditions, populations or demographics.

There are many new, hi-tech ways to educate doctors, patients and caregivers – yet, remarkably, there is no straight line to ensuring patients follow prescribed treatment, whether it's taking medication or also changing diet and other lifestyle factors or behaviors.

Why? Behavior change is hard. Everyone knows that a nutritious diet, regular exercise and a full night's sleep are important aspects of a healthy lifestyle. Yet, how many of us struggle with these simple lifestyle changes? Just because we know some things are good for us, it doesn't mean it's easy to act on them. Did you get 8 hours of sleep last night?

Education is not enough. If it were, adherence wouldn't be a problem.

There's an opportunity to look at this differently. You can't fix something unless you understand how it works. Likewise, you can't change individual behaviors unless you understand what's driving those behaviors. Health psychology allows us to look at the issues around adherence through a completely different lens, taking a step back to understand beliefs behind behaviors in order to design interventions that work to truly support each patient.

I've learned a few basic tenets from working with health psychologists around the world to develop successful treatment adherence and self-management programs:

1 Education is not enough

If it were, adherence might not be as big of a problem. Many nonadherent individuals are intentionally not following their prescribed treatment. Health psychology frameworks give us the tools to understand the reasons why people are nonadherent, and to develop successful programs to address those individual barriers.

2 One size can't fit all

Just as we are all unique individuals, we also approach healthcare in personal ways. Two people with the same condition, on the same medication, will have different reasons for being nonadherent. Patient #1 may not like the side effects from her medication, and Patient #2 may think she doesn't really need the pills because she feels fine. What good would a support message around side effects be for Patient #2? Adherence support needs to be personalized to resonate with each patient.

3 Reminding isn't always the answer

Since nonadherence is often an intentional behavior, health psychologists will tell you that

reminders have limited success. Even among those who truly do forget, once you take away the reminders, they can lapse back into old behaviors. Sustained improvements in self-management need interventions that drive fundamental changes in how an individual thinks about his/her condition and the prescribed treatment.

4 It's not only about the patient

Although every patient support program needs to be patient-centric, successful programs must also acknowledge the patient's entire ecosystem.

For conditions like Alzheimer's disease, caregivers must be supported to take care of their own

health so they can be effective in providing care. Across any chronic condition, thought needs to be applied to extending the support across the patient's world.

5 Motivational interviewing isn't the behavior change Holy Grail

I sigh every time I hear people equate "behavior change" with "motivational interviewing." The fact is that motivational interviewing is just one of dozens of behavior change techniques used by health psychologists. Just like one support program can't be used to address all patient needs, one BCT might not be suitable for different patient populations.

Why should we care about treatment adherence?

The obvious answer is that we have to assume health outcomes will be better for patients who are adherent to their prescribed treatment. We hope their quality of life will improve as a result of their treatment. But there's the financial factor also – how much is lost in medicines waste? How much will nonadherence continue to cost the healthcare system in hospital readmissions and complications from disease?

It's time for a change. Pharma marketers need to walk away from old-school approaches to adherence, and embrace a smarter path that provides them with the insights and information to support patients and drive long-term change.

Jennifer Sigaud is Managing Director, Atlantis Healthcare, US. She has 20+ years of experience in healthcare education and communications, leading the development of strategic patient support and self-management initiatives that leverage patient and clinical insights.