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Transforming for the Future

By definition transformation means a thorough or dramatic change in form or appearance. Our thought leaders in this month's cover story believe such a reshaping is necessary for the industry to have success in the future as biopharma companies must meet the business challenges of a more complex operating, regulatory, and reimbursement environment.

One of the major issues that the industry continues to contend with is that of cost versus value. With some estimates tipping the price tag of what it takes to develop a product at more than \$2.6 billion — a number that is expected to continue to balloon in coming years — this clearly points to an unsustainable model. There are numerous hypotheses as to the model that transformation will take — collaboration, innovation, disruption, or a combination of such — and will likely bring together traditional and nontraditional life-sciences companies.



While many are quick to name digital companies such as Google, Apple, and Amazon as disruptors of the healthcare industry, John Nosta, president of NostaLab, says there is still plenty of innovation happening within the traditionally defined life-sciences arena.

"At the heart of this whole era of exponential change and innovation, we still have to recognize that pharmaceutical companies are a bastion of innovation that are living in the context of profound societal and global change, and that it's going to be a long journey," Mr. Nosta says.

Mr. Nosta says he believes pharma will keep being pharma, and continue to do business just as it always has, but in the future it will do business using more technology.

As we prepare for the 2018 DIA Annual Meeting later this month in Boston (stop by PharmaVOICE's booth #2424 to say hello) we look forward to learning more about the transformative technologies that are currently being employed in the clinical trial space.

We further explore trial technology solution trends in this month's Clinical Trial Solutions Showcase featuring several of the industry's leading clinical trial transformers — Advanced Clinical, Cognizant, DrugDev, ERT, ICON, KellyOCG, Medical Research Network, Medidata, Oracle, Saama Technologies, Synteract, and UBC — that explore a rapidly changing and growing area of opportunity.

We hope you will join us September 13 in New York City at the Alexandria Center for Life Science, when Mr. Nosta along with a stellar panel — Sharon Callahan, CEO, TBWA\WorldHealth, PharmaVOICE 100 — 2017, Patrick Lindsay, president, UBC, PharmaVOICE 100 — 2007, Ben Wiegand, Ph.D., Global Head, World Without Disease Accelerator, Janssen Pharmaceutical Companies of Johnson & Johnson, PharmaVOICE 100 — 2018, and Wendy White, chief patient officer, Vitrisa Therapeutics, PharmaVOICE Red Jacket — 2017 — will explore industry transformation in more detail.

Taren Grom
Editor

Their word...

DENISE MYSHKO
Managing Editor



The ability to collaborate internally and externally is a critical skill for

R&D leaders now and in the future.

ROBIN ROBINSON
Senior Editor



The industry needs to incorporate technology solutions into its processes to create a sustainable

future.

KIM RIBBINK
Features Editor



Regenerative medicine has gone beyond a concept to being a clinical reality in many

areas of therapy.



Coming in
JULY/AUGUST 2018

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. Also featured are our RedJacket honorees. Join us Sept. 13, 2018, in New York City to celebrate their success.

Don't miss this issue to see who is on the list!