

Awards...



BIO-IT WORLD ANNOUNCES AWARD WINNERS

AbbVie and Novo Nordisk were honored by Bio-IT World at its 2019 Innovative Practices Awards. AbbVie was honored for co-developing a Web-based structural knowledge management solution called 3decision. It allows the company to transform a massive amount of data coming from in-house and public 3D structures and sequences, into applicable knowledge for drug discovery projects.

Novo Nordisk was honored for its program that analyzes three key real-world data sources and extracts well-structured data. Novo Nordisk migrated Linguamatics I2E and Tableau to its AWS cloud-based global big data and analytics platform. With the new system, Novo Nordisk has reduced manual work by FTEs, reduced vendor spend, automated the process of generating insights, and significantly broadened access to these insights across a global team.

BRISTOL-MYERS SQUIBB RECOGNIZED BY EPA

The U.S. Environmental Protection Agency has recognized Bristol-Myers Squibb with an Energy Star Partner of the Year Sustained Excellence Award for its outstanding contributions and leadership to improve the energy efficiency of facilities worldwide. Bristol-Myers Squibb has earned the Energy Star Partner of the Year award for the past five consecutive years.

FORBES NAMES BIOMARIN 4TH BEST MIDSIZE EMPLOYER IN AMERICA

BioMarin Pharmaceutical has been ranked fourth on Forbes magazine's 2019 list of America's Best Midsize Employers, increasing from 51st on last year's 2018 list. Forbes has previously recognized BioMarin on its most innovative companies and world's best employers list.

Merck Debuts Documentary A TOUCH OF SUGAR



Viola Davis in the studio recording her narration for Merck's type 2 diabetes documentary A Touch of Sugar.

Merck's documentary film, A Touch of Sugar, debuted during the Tribeca Film Festival in April as a part of the company's America's Diabetes Challenge: Get to Your Goals. Narrated by award-winning actress and documentary spokesperson Viola Davis, the film dives into the type 2 diabetes healthcare

epidemic that affects people in every community across the country, including the actress' own family. Launched in 2014, America's Diabetes Challenge is an educational program from Merck that urges people with type 2 diabetes to work with their doctor to set and reach their individual A1C goal.

Change Makers Across the ONCOLOGY COMMUNITY RECOGNIZED

The first Cancer Community (C2) Awards — a partnership between AstraZeneca and Scientific American Custom Media — has recognized individuals and organizations who have created positive change in cancer care.

The awards received more than 90 nominations in its inaugural year in four categories.

In the C2 Catalyst for Change category, Dr. Keith Winfrey, chief medical officer at New Orleans East Louisiana Community Health Center, won for his work boosting screening rates for colon cancer from 3% to 80% over the course of six years.

In the C2 Catalyst for Care, This year's winner was the Centers of Excellence Program from the GO2 Foundation for Lung Cancer. In the C2 Catalyst for Precision Medicine, winners celebrated this year included Barbara J. Gitlitz, M.D. and Geoffrey R. Oxnard,



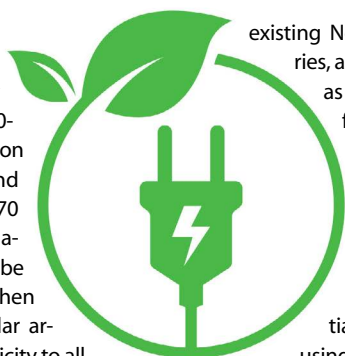
M.D., co-principal investigators of the Genomics of Young Lung Cancer Study (GoYLC), the first study of lung cancer in adolescents/young adults under the age of 40.

The winner of the President's Award — Ovarian Cancer Research Alliance's Survivors Teaching Students — brings ovarian cancer survivors and caregivers into medical education programs through a dedicated army of more than 900 survivor-volunteers.

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Novo Nordisk to power U.S. Operations WITH RENEWABLE ELECTRICITY

Beginning in early 2020, Novo Nordisk's global production will be completely powered by renewable electricity, with a 10-year goal of achieving zero carbon emissions from operations and transportation. This follows a \$70 million investment in a 105-megawatt solar energy installation to be built in Pender County, N.C. When completed, ground-mounted solar arrays will provide renewable electricity to all



existing Novo Nordisk U.S. offices, laboratories, and manufacturing facilities, as well as support the new manufacturing facility under construction in Clayton, N.C.

In 2015, Novo Nordisk made a commitment with The Climate Group and The Carbon Disclosure Project (CDP) by joining RE100, a collaborative, global initiative of businesses committed to using 100% renewable power.

Mallinckrodt Pharmaceuticals SUPPORTS FELLOWSHIP



The Association for Research in Vision and Ophthalmology (ARVO) announced the launch of a new fellowship for research on uveitis and other inflammatory eye conditions. The Mallinckrodt Uveitis Research Fellowship, funded by Mallinck-

rodt Pharmaceuticals, will support an early-career investigator with a one-year grant of \$45,000 in their endeavor to conduct innovative research. With the goal of uncovering the mechanisms behind conditions like uveitis, which accounts for up to 20% of legal blindness cases in the U.S., this fellowship will allow a promising ARVO-member researcher to explore causes and components of uveitis and similar disorders in novel ways.

Global Predictions

- ▶ Global spending on medicines reached \$1.2 trillion in 2018 and is set to exceed \$1.5 trillion by 2023.
- ▶ Net drug prices in the United States increased at an estimated 1.5% in 2018 and are expected to rise at 0%–3% over the next five years.
- ▶ The number of new products launched is expected to increase from an average of 46 in the past five years to 54 through 2023, and the average spending in developed markets on new brands is expected to rise slightly to \$45.8 billion in the next five years, but represent a smaller share of brand spending.
- ▶ The impact of losses of exclusivity globally is expected to be \$121 billion between 2019 and 2023, with the United States accounting for just fewer than 80% at \$95 billion.
- ▶ By 2023, biosimilar competition in the biologics market will be nearly three times larger than it is today, but the key events are under way from earlier patent expiries, except the expected 2023 entrance of biosimilars to adalimumab (Humira) in the United States.
- ▶ Specialty share of total medicine spending will reach 50% by 2023 in most develop markets as the majority of new medicines have been and will continue to be in specialty classes.

Source: IQVIA

Awards...



CRF BRACKET EXECUTIVES RECEIVE AWARDS

The International Society for CNS Drug Development (ISCDD), a nonprofit, independent society focused on improving CNS drug development, has awarded David Daniel, M.D., senior VP and chief medical officer, CRF Bracket, and Gary Sachs, M.D., clinical VP, CRF Bracket the ISCDD 2019 Scientific Leadership Awards. Dr. Daniel and Dr. Sachs were selected for the award based on their globally recognized leadership in establishing reliable methodologies to improve the conduct of clinical research and their unwavering commitment and passion to impact the care of patients.



ISCDD chairman, Dr. Ray Sanchez (center) with Dr. David Daniel and Dr. Gary Sachs.

GCI HEALTH NAMED BEST MIDSIZE AGENCY

GCI Health has been named Best Midsize Agency to Work For by The Holmes Report. This recognition is determined by a comprehensive survey of employees at agencies throughout North America.

MYRIAD GENETICS RECEIVES HONORS

Myriad Genetics has been named to Forbes' 2019 list of America's Best Midsize Employers for the third year in a row. Additionally, the company was recognized for the second year in a row in the Women Tech Council's 2019 Shatter List for actively employing measures to help break the glass ceiling for women in technology.

Awards...



OPTIMAL RESEARCH RECOGNIZED FOR VACCINES DEVELOPMENT

Optimal Research, a service of PPD's Accelerated Enrollment Solutions (AES) business unit, was named the top clinical trial network at the 12th annual Vaccine Industry Excellence (ViE) Awards during the 2019 World Vaccine Congress. The ViE awards celebrate the outstanding achievements of organizations and individuals setting high standards of excellence and advocacy in the vaccine industry.

PPD RECOGNIZED FOR COLLABORATION WITH SITES

Pharmaceutical Product Development (PPD) was named the winner of the CRO Quality Award from the Association of Clinical Research Professionals (ACRP) and The Avoca Group during the recent ACRP annual conference in Nashville.

Additionally, PPD has been named to Forbes magazine's 2019 list of America's Best Large Employers, marking the second consecutive year the company was selected. The recognition follows PPD's inclusion earlier this year on Forbes' list of America's Best Employers for Diversity.

SANOI NAMED ONE OF AMERICA'S BEST EMPLOYERS BY FORBES

Forbes has named Sanofi one of America's Best Employers. This is the first time Sanofi has appeared on the Forbes list. Sanofi strives to provide employees with comprehensive benefits and resources to help support their desire to thrive in every dimension of their lives including physical well-being, financial well-being, work-life balance, making a difference, and inclusion and diversity.

SYNEOS HEALTH WINS BEST CRO AWARD AT VIE

Syneos Health has been named the Best Contract Research Organization (CRO) at the Vaccine Industry Excellence (ViE) Awards. The awards recognize the efforts and achievements of companies and individuals in the vaccine industry during the previous year. The company accelerates vaccine study-start up timelines through the Syneos Health Catalyst Vaccine Network, an integrated team of high-performing sites and IRBs.

Syneos Health also was honored for the first ever Association for Clinical Research Professionals (ACRP) Challenge for Sponsors and CROs. The competition, which was conducted at the ACRP 2019 Annual Conference in Nashville, tested competitors' ability to create solutions for real-world scenarios in real time.

PharmaVOICE 100 NEWS

PFIZER'S DR. FREDA LEWIS-HALL RECEIVES LEADERSHIP AWARD



Dr. Freda Lewis-Hall

Freda Lewis-Hall, M.D., chief patient officer at Pfizer, has received the Leadership Award from the Association for Women in Science for fostering a high representation of women in leadership and supportive workplace policies. During her 35-year career, Dr. Lewis-Hall has been on the front lines of healthcare from the standpoints of a clinician, a researcher, and a leader in the biopharmaceuticals and life-sciences industries.

Dr. Lewis-Hall is a PharmaVOICE Red Jacket — 2015.

JOHANNA SKILLING JOINS BURSON COHN & WOLFE



Johanna Skilling

Johanna Skilling has joined Burson Cohn & Wolfe as executive VP of strategy and planning. In this new role, Ms. Skilling leads BCW's North America strategic planning team across all practices. She most recently served as Ogilvy Health North America's head of planning and is an NYU adjunct professor.

Ms. Skilling is a PharmaVOICE 100 — 2017.



APRIL

Dr. Deborah Dunsire, H. Lundbeck A/S
Liz Lewis, Takeda Pharmaceuticals
Dr. Gisela Schwab, Exelixis Inc.
Sheri Madrid, Advanced Clinical

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

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Disruptive Innovation Drives Positive Outcomes

Best Practices for Adopting the Shared Investigator Platform



Larissa Comis,
Product
Leader, Shared
Investigator
Platform,
Cognizant

The Cognizant Shared Investigator Platform - SIP - is the disruptive innovation our industry sorely needs to reduce the burden placed on sites conducting clinical trials. Stakeholders from across the industry have expressed that sentiment to me countless times since I joined Cognizant six months ago as the product lead for SIP.

The need for a technology platform that unifies all stakeholders is clearly demonstrated in the recent SIP adoption metrics:

- More than 23,000 site users are now registered in SIP across 80 countries, and growing by thousands per month
- Two more large pharmaceutical sponsors went live on SIP this year, bringing the total to six, with more in the queue for the second half of 2019
- SIP is now officially available to all biopharmaceutical sponsors
- Large academic research and site management organizations are committing to SIP, now that the platform allows them to easily manage their networks of investigators and sites

The speed and scale of change that disruptive innovations such as SIP brings to industry stakeholders is significant. Because companies of different sizes have varying appetites for change, SIP is now consumable in many ways, providing flexibility for sponsor adoption. SIP can be used as a stand-alone technology platform, driving efficiency across processes such as feasibility, site selection, and training; or it can be leveraged across the enterprise. In the latter

case, where SIP becomes integrated with other clinical systems such as CTMS and eTMF, organizational change management (OCM) is vital to drive the highest levels of efficiencies and time savings possible.

Our experience shows beginning with a formal OCM Plan and Strategy leads to the most successful global implementations of SIP. Building in a Discovery Phase of several months allows your SIP Change Management team to gather knowledge across the global enterprise, understand its relationships with sites and technology providers, and establish best practices to advise the OCM plan for implementation.

Important components include:

Communications Planning - a month-by-month plan to communicate to all impacted stakeholders, especially sites and site-facing staff

Stakeholder Engagement Plan - ensuring that the voice of all impacted stakeholders is incorporated into SIP implementation, through interviews and surveys

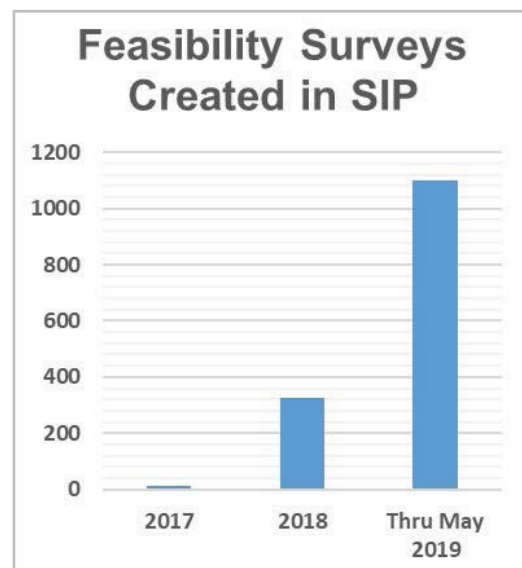
Readiness Assessment - developing a long-term assessment of sponsor users' readiness for SIP; measuring over time to gauge comfort and comprehension

Change Impact Analysis - analyzing all business processes impacted by SIP, understanding the changes to roles and risks created and developing action plans to mitigate risks

Project Metrics - measuring sponsor user adoption, training effectiveness, communications effectiveness

Benefits Realization - stemming from the business case for implementing SIP, developing a long-term plan and measuring the business benefits of adopting SIP (e.g. time between study startup milestones, financial savings)

Training Planning & Delivery - developing a training needs analysis, cur-



ricula and training plan to ensure that all roles impacted by SIP receive customized training for the skills and functions needed, delivered at the right time

To learn more about successful adoption of the Shared Investigator Platform, meet the SIP team in Booth 2221, and join my presentation with Summer Iverson of Pfizer on Monday, June 24, at DIA 2019. ●