

Volume 20 • Number 6

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Printed in the U.S.A.

Volume Twenty, 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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Raising the bar ...

Last month, I noted that the life-sciences industry has the opportunity to be extraordinary amidst the continuing global pandemic. As we continue to mourn the mounting losses attributed to this global crisis, I am heartened to see how people from companies of all sizes and types are rallying to innovate cures and vaccines, carve out new opportunities to benefit patients, and come together as partners in unprecedented ways.

The June issue, which typically addresses the topics and trends that are top of mind of attendees at the annual Drug Information Association (DIA) meeting, is more dialed-in this year than ever, as this community pivots in near unison to seize the opportunities for sustainable change within the clinical trial ecosystem. Executives across the spectrum, from big pharma to biotech to hospital systems to CROs to technology companies and more, weigh in on the impact that COVID-19 has had on their operations, the larger clinical world, and what the lasting impact will be. Dr. Jeremy Chadwick, head of global development office, Takeda Pharmaceutical Company Ltd., sums up it up perfectly: "If somebody had said to me back in December 2019 that in May 2020 we would be having significant discussions around the acceleration of virtual trials, digital, and telehealth, and sharing data at this level, I would have said impossible. Yet, in five months the industry — 20-plus biopharma, big pharma biotech, CROs, and VCs, companies working closely with FDA as part of a COVID-19 R&D group — has come together to achieve the impossible. This is very exciting."

Dr. Don Deieso, executive chairman and CEO, WCG, believes that while many of the impacts engendered by the pandemic are yet to be fully contemplated, there are some signs of lasting changes that are evident today. And with respect to technology and its supporting role in remote trial conduct, the pandemic, in many ways, has been a wake-up call to many biopharmaceutical companies that have long been resistant to adopting new technology-based solutions. "There is no putting the genie back into the bottle when we move to recovery," he says. "There are too many advantages that have become evident, including easier participant enrollment, improved investigator efficiency, and lower trial costs." (We encourage you to visit our digital edition for additional insights.)

As we move to recovery, we will continue to be excited to learn about the advances being made on behalf of patients around the world. And we look forward to connecting with our partners and friends virtually at this year's reimagined DIA conference; please visit us in our virtual booth. Kicking off our DIA experience this year, PharmaVOICE is hosting the first-ever 20-20 Interactive Super Panel — The Pulse of the Industry. Joining me are 19 of the industry's top thought leaders who will weigh in on the current and future state of clinical trials and drug development. Join us on June 12 at 1 pm. Registration is free: <https://www.pharmavoic.com/webinx/2020-dia-interactive-super-panel>.

We want to again extend our heartfelt thanks to all of the unsung heroes who continue to put themselves on the front lines to keep the industry and the world moving.

Taren Grom
Editor

Their word...

ROBIN ROBINSON

Senior Editor



Behavioral science studies what people feel, more than what they do. This knowledge allows marketers to be more effective in driving patient and physician behavior.

KIM RIBBINK

Features Editor



Machine learning can unlock potential new uses for drugs, guide and speed up discovery, and change how industry approaches patients and physicians.

CAROLYN GRETTON

Contributing Editor



The pandemic has made it clear that employing such virtual methods as telehealth and remote monitoring is not only doable but preferable in many clinical situations.

July/August PharmaVOICE 100

Who will you know on the list?

Tune in on August 1 when the full list of commanders & chiefs, entrepreneurs, change agents, innovators, creatives, technologists, and mentors is revealed.