

**UPCOMING VIRTUAL EVENTS:**

- » **June 10 — Next Gen Commercial Models in Oncology**  
**Sponsored by:** EVERSANA
- » **June 15 — Real Chemistry Think Tank**  
**Sponsored by:** Real Chemistry
- » **June 17 — Engage, Inform, and Perform: How to Leverage Medical Content that Shifts Physician Sentiment**  
**Sponsored by:** MedThink
- » **June 21 — PharmaVOICE DIA Super Panel: A Tech-Enabled Clinical Future**  
**Sponsored by:** Advanced Clinical, Calyx, ClinOne, IQVIA, Parexel, PRA Health Sciences, Real Chemistry, and Saama Technologies
- » **June 22 — How AI Can Unlock New Value in Patient Support Programs**  
**Sponsored by:** Incedo
- » **June 24 — Field Reimbursement Strategies: Opportunities to Create Paths for Patient Access**  
**Sponsored by:** Cardinal Health
- » **June 29 — Digital Health Solutions and SaMD: Pharma's Steps for Success**  
**Sponsored by:** S3 Connected Health
- » **June 30 — Embracing Digital Disruption in a Post-COVID World**  
**Sponsored by:** Mobiquity

**CONTRIBUTED ARTICLES:**

- » **Interview with David Barthel, CEO of Health Logic Interactive**  
**Provided by:** Sheeva Azma, Fancy Comma
- » **Support Mental Health Research**  
**Provided by:** The STARR Coalition

**PODCAST:**

- » **Navigating the New Era of KOL Engagement and Activation**  
**Sponsored by:** Healthcare Research and Analytics

**THERAPEUTIC DIGEST:**

- » **June: Cardiology**  
**Provided by:** ThinkGen

**WHITE PAPER:**

- » **The New Standard: Virtual Study Training in Clinical Trials**  
**Provided by:** WCG

## Yankees Legend Bernie Williams RAISES AWARENESS OF IPF WITH BOEHRINGER CHALLENGE



Hosted by pharmaceutical company Boehringer Ingelheim, the Breathless Ballad Challenge invites amateur songwriters to submit original song lyrics inspired by a loved one. New York

Yankees legend and Latin Grammy-nominee Bernie Williams has teamed up with award-winning actress, musician, and TV producer Queen Latifah, music duo The Bacon Brothers, singer and composer Paul Shaffer, and other notable judges to vote on lyrics submitted by the public for the Breathless Ballad Challenge. The challenge was launched as a lyric competition to raise awareness of idiopathic pulmonary fibrosis (IPF) — one of the most common forms of interstitial lung disease, which took Bernie's father's life. As part of the initiative, fans were encouraged to write and submit original lyrics inspired by a hero in their lives to accompany Bernie Williams' instrumental song, "Para Don Berna," which he wrote to honor his father's memory.

In other company news, to commemorate BI's 50-year anniversary in the United States, the Boehringer Ingelheim Cares Foundation, an independent



nonprofit organization dedicated to improving the health and lives of people and animals, has committed up to \$450,000 in employee-directed funds to strengthen communities and address unmet needs. The company's approximately 8,500 active U.S. employees have been encouraged to direct a one-time \$50 donation from BI Cares to one of the more than 40 eligible nonprofit causes in its Matching Gifts Program. To help even more people and animals in need, five U.S. employees will each have the opportunity to direct an additional \$5,000 BI Cares donation to a nonprofit cause within the program that they feel passionate about.

The eligible nonprofit causes are working both locally and nationally to address unmet needs by improving access to healthcare, enhancing science, technology, engineering, and math education, strengthening the human-animal bond, and providing essential support to those impacted by the COVID-19 pandemic.

## 20 Biotech Companies MAKE FORTUNE'S BEST WORKPLACES IN HEALTHCARE & BIOPHARMA LIST

To determine the 2021 Fortune's Best Workplaces in Health Care & Biopharma list, Great Place to Work analyzed anonymous survey feedback representing more than 825,000 employees working in the healthcare and biopharma industries in the United States. Dedication, sacrifice, and support are traits that this year's best workplaces in healthcare and biopharma share. During the COVID-19 pandemic, they have cared for their own people, who in turn have served the sick and sought new treatments on the front lines. These organizations also navigated the racial justice uprising and economic downturn, strengthening their inclusive cultures in the process.

These are the 20 companies on Fortune's list:

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|--|--|
| <ul style="list-style-type: none"> <li><b>1 Horizon Therapeutics</b></li> <li><b>2 Genentech</b></li> <li><b>3 AbbVie</b></li> </ul> | <ul style="list-style-type: none"> <li><b>4 Neurocrine Biosciences</b></li> <li><b>5 United Therapeutics Corp.</b></li> <li><b>6 10x Genomics</b></li> <li><b>7 Otsuka America Pharmaceutical Inc.</b></li> <li><b>8 Revance Therapeutics Inc.</b></li> <li><b>9 Merck &amp; Co. Inc.</b></li> <li><b>10 Harmony Biosciences</b></li> <li><b>11 Entasis Therapeutics</b></li> <li><b>12 Takeda Pharmaceutical</b></li> <li><b>13 Novo Nordisk Inc.</b></li> <li><b>14 Dermavant Sciences</b></li> <li><b>15 Honeybee Health</b></li> <li><b>16 Alector</b></li> <li><b>17 Cabaletta Bio</b></li> <li><b>18 Lundbeck</b></li> <li><b>19 Vetoquinol USA</b></li> <li><b>20 Boston Pharmaceuticals</b></li> </ul> |
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### RHONDA HENRY NAMED PRESIDENT OF EMMES BIOPHARMA GROUP



Rhonda Henry

2020 PharmaVOICE 100 honoree Rhonda Henry has been hired as president of Emmes BioPharma, a global, full-service clinical research organization (CRO)

dedicated to supporting the advancement of public health and biopharmaceutical innovation.

Ms. Henry joins Emmes with 30 years of clinical research experience. Most recently, she was VP of patient solutions at PPD. One of the largest clinical research companies in the world, PPD has about 24,000 employees working in 46 countries. She began her career there as a clinical research associate in 1991 and gained increasing responsibilities in a number of management positions, including as director of hematology/oncology.



Julie Kampf

### JBK ASSOCIATES INTERNATIONAL 19 YEARS YOUNG

2009 and 2013 PharmaVOICE 100 honoree Julie Kampf and her talent solutions firm,

JBK Associates International, are celebrating 19 year of business. As CEO, Julie Kampf founded the firm in 2003 to raise the bar in executive search and has built a team distinguished by more than 150 years of combined executive search and human resources experience, a dedication to service, and an unparalleled commitment to DEI. Award-winning and certified woman-owned, JBK has earned an international reputation for innovation and diversity within the executive recruitment industry.

### DR. AMY BUCHER JOINS LIRIO TO LEAD BEHAVIORAL DESIGN

2019 PharmaVOICE 100 honoree Amy Bucher, Ph.D., has joined Lirio as VP of behavioral design. Dr. Bucher joins Lirio, a behavior



Dr. Amy Bucher

change AI platform, from Mad\*Pow, a technology user experience design agency, where she was the VP of behavior change design.

Lirio's Precision

Nudging solution improves health outcomes through AI-powered behavior change, and Dr. Bucher will lead Lirio's behavioral design team in the development of innovative, scalable approaches to behavior change. She will extend Lirio's Precision Nudging capabilities and advance client-facing discovery, design, and implementation services.

In 2020, Rosenfeld Media published Dr. Bucher's book *Engaged: Designing for Behavior Change*, which offers designers practical tips for incorporating principles of behavioral science into their engagement strategies. The book was named a Kirkus Favorite Indie Book of 2020.



Mike Rea

### MIKE REA LAUNCHES NEW COMPANY: PROTODIGM

PharmaVOICE 100 Red Jacket honoree Mike Rea has launched Protodigm, a first-of-its-kind contract

life-sciences skunkworks company. Mr. Rea is also founder and CEO of IDEA Pharma. Protodigm offers its clients research, innovation, and a universe of possibilities in which a drug could be brought to market.

"Protodigm gives pharma clients a novel approach to drug development by exploring all options and building cases of evidence while steering clear of risks," Mr. Rea says. "We're using a skunkworks approach to test and define what's approvable, what a drug might do, and what the market might want to do with it."

Mr. Rea is also the creator of IDEA Pharma's annual pharmaceutical innovation index, the top spot highly coveted by major pharmaceutical companies.

## eClinical Solutions Market WORTH \$12.98 BILLION BY 2026

According to a new study published by Polaris Market Research, the global eClinical solutions market is anticipated to reach more than \$12.98 billion by 2026. In 2017, the CTMS segment dominated the global market, in terms of revenue. In 2017, North America accounted for the majority share in the global eClinical solutions market.

Government organizations across the globe have implemented stringent guidelines to obtain error-free authentic clinical data due to the burgeoning amount of clinical data research. eClinical data software facilitates processing of real-time data entries. Moreover, the need to process massive amount of data in the least possible time increases the adoption of these solutions.

Among end users, the CROs segment is expected to grow at the fastest rate due to the ongoing trend of outsourcing clinical research operations to these third-party organizations to save time and cost. As most of the drugs that have cleared Phase III clinical trials can be marketed under FDA norms with proper recommendations and guidelines through a new drug application (NDA), a majority of the drugs across the globe are in this phase of clinical research. Hence, most of the clinical data management systems were used for conducting Phase III clinical trials.



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## Abbott Seeks Better Treatment Options FOR AFIB PATIENTS

Abbott has launched a first-of-its-kind trial focused on improving the treatment for people simultaneously battling both atrial fibrillation (AFib) and heart failure. The trial aims to provide new insights into more effective treatment for patients with AFib and heart failure, a complex combination that has presented significant challenges to physicians.

The new TAP-CHF trial (Evaluating the Treatment of Atrial Fibrillation in Preserved Cardiac Function Heart Failure) aims to discover better management options for patients with AFib and heart failure with preserved ejection fraction (HFpEF) — a type of heart failure in which the heart cannot relax and fill with blood effectively prior to pumping.

The TAP-CHF trial will manage patients in two phases to better help physicians understand the impact of monitoring fluctuations in pulmonary pressure.

Abbott expects the TAP-CHF trial to enroll up to 100 patients at 10 trial sites in the United States. At the end of the trial, outcomes of patients who had their heart failure management guided by data from the CardioMEMS HF System will be compared with those who received standard of care (medicine) for their heart failure to determine which patient group had better outcomes based on recurrence of AFib, hospitalization, or death. The trial will also provide insights into the effect of catheter ablation in patients with HFpEF.

## Prime Therapeutics ADVANCES DIVERSITY AND INCLUSION EFFORTS IN THE WORKPLACE



Ken Paulus

Prime Therapeutics' President and CEO Ken Paulus is joining more than 2,000 other CEOs by signing the CEO Action for Diversity & Inclusion pledge. It is the largest CEO-driven business commitment to advance diversity and inclusion (D&I) in the workplace.

"By signing the CEO Action for Diversity and Inclusion pledge, we are committing to promote D&I efforts at work and in the community," Mr. Paulus says. "Fostering a diverse and inclusive workplace creates greater innovation and collaboration,

which makes us a stronger company and empowers us to better serve our clients and members."

The CEO Action for Diversity & Inclusion commitment is driven by a realization that addressing D&I is a societal issue, not a competitive issue. The pledge acknowledges that executives play a key role in positive change. Companies from 85 different industries have taken part in the pledge, and signees are given unique perspective on developing a safe and comfortable work environment for all employees.

## Ivy Cohen Corporate Communications CELEBRATES 20TH ANNIVERSARY



In May, Ivy Cohen Corporate Communications (ICCC), celebrated its 20th anniversary. Launched in 2001 with the belief that a higher level of experience and personal attention from leadership was a formula that was badly needed in the industry, ICCC advises on and executes brand building, public relations, and strategic communications — both external and internal — for clients from the Fortune 100 to startups and many growing and pioneering businesses.

"It has been a wonderful and intense 20 years," Ms. Cohen says. "Bringing higher-level experience grounded in a deep knowledge of organizational operations and financing gives me and my team the ability to deliver the strongest strategy and stories possible for our clients."

ICCC has particular expertise in healthcare, education, technology, and international shipping and logistics sectors.

## NGS Market to Reach \$24.24 BILLION



According to a Next-Generation Sequencing Global Forecast to 2026 report, the NGS market is projected to reach \$24.24 billion by 2026 from \$10.29 billion in 2021, at a CAGR of 18.7%. Market growth is largely driven by the advancements in NGS platforms, declining costs of genome sequencing, improving regulatory and reimbursement scenarios for NGS-based diagnostic tests, and the growing incidence of cancer and the increasing applications of NGS in cancer research. On the other hand, end-user budget constraints in developing countries are expected to restrain the growth of this market to a certain extent.

The Asia-Pacific market is projected to grow at the highest CAGR during the forecast period, mainly due to the increasing number of NGS-based research projects, the growing number of cancer cases, and rising awareness about precision medicine. North America accounted for the largest share of the next-generation sequencing market. Factors such as the availability of research funding and the development of NGS data analysis solutions are the major factors driving the market growth.

WOW  
WOMAN OF THE WEEK  
PODCAST SERIES

MAY

**Shiri Diskin, Ph.D.**, VP, Head of Medical Writing, Bioforum: The Data Masters

**Belinda Termeer**, President and Co-Founder, Termeer Foundation

**Nancy Di Dia**, Chief Diversity and Inclusion Officer; Diversity, Inclusion, Culture, and Equity Officer, Boehringer Ingelheim

**Katrina Rice**, Chief Delivery Officer, Data Services, eClinical Solutions

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