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Their word...

DENISE MYSHKO

Managing Editor



This year's honorees are a unique group: talented, accomplished men and women who are leading the industry to create innovative new therapies.

ROBIN ROBINSON

Senior Editor



From CEOs to scientists or entrepreneurs to patient advocates, these PV100 honorees are transforming life sciences as we know it, and inspiring others to do the same.

KIM RIBBINK

Features Editor



The 2017 PharmaVOICE 100 honorees continue to inspire with their commitment to helping the industry continue to thrive and innovate.

Storied Careers

This is my favorite issue of the year — nothing against the other great issues we put out every month. But there is something particularly special about showcasing 100 men and women who have dedicated their lives to the life-sciences industry. They could be using their talents in myriad other ways and in many other industries, but they chose to work in a field that has purpose and meaning to millions of individuals around the world. Their dedication to improving the lives of diagnosed patients and the overall wellness of those of us yet to be afflicted by a chronic disease is awe-inspiring.

Through their efforts, we can expect to see marked improvement in clinical trial efficiency, timelines, cost, and patient-specificity through the implementation of new technologies and data gathering and analytics. Because of new collaboration models, we can envision a time in which patients are more closely connected to their healthcare providers as well as the support services offered by pharmaceutical companies and their partners in the continuum of care. We will continue to see patients being placed squarely in the center of their own care through the ongoing efforts of the individuals who are working tirelessly to improve their quality of life.



There are 100 great personal stories in this issue. Stories that detail how some honorees overcame tremendous odds to achieve their goals. Stories of personal and meaningful connections to healthcare crises in their families that led them to their chosen profession. Stories that tap into these intellectually curious individuals who are on a mission to do good work. Every year, the inspirational stories of the PharmaVOICE 100, as well as our Red Jacket honorees, reaffirm what's good about our industry, which is particularly important in the current climate.

What also makes this issue unique is that in addition to some very well-known names throughout the healthcare ecosystem, we are showcasing some of the unsung heroes as well, men and women who don't occupy a seat in the C-suite. What they have in common is their commitment to making a difference in the lives of patients as well as their employees, colleagues, companies, and communities.

This year, we received a record number of submissions from an ever-growing and diverse range of companies representing an ever-widening of what healthcare and the life sciences represent in the global economy. We thank those of you who took the time to put forward nominations and for making our job of selecting just 100 individuals even more difficult. Join us in congratulating these dedicated company leaders, entrepreneurs, change agents, researchers and scientists, clinical experts, innovators, collaborators, marketers and creative experts, patient advocates, mentors, and technologists who are dedicated to innovation, transformation, and collaboration.

We hope you enjoy their stories. And we hope you will join us in celebrating this year's esteemed group of individuals as well as our previous honorees September 14 in New York at the third PharmaVOICE 100 Celebration event. For more information, please go to www.pharmavoiced.com/pharmavoiced-100-celebration-schedule-of-events.

Taren Grom
Editor

Coming in SEPTEMBER

- ▶ The Future of Healthcare Advertising from the Agency C-Suite
- ▶ Patient Engagement — New Strategies for a New Era
- ▶ Patient-Centered Clinical Trials
- ▶ Rare Disease: Patient Communities
- ▶ Showcase Features: Data Management Marketing