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## Letters ...

Send your letters to feedback@pharmavoiced.com. Please include your name, title, company, and business phone number. Letters chosen for publication may be edited for length and clarity. All submissions become the property of PharmaLinX LLC.

## Imagine if...

When we introduced the PharmaVOICE 100 most inspiring people in the life-sciences industry 15 years ago it began a movement. We sought to capture that intangible measure of a person's influence: inspiration. And we thought who better to identify these individuals than you, our readers. For 15 years, you have put thoughtful consideration into distinguishing the individuals who are leading the charge in



terms of inspired creativity, breakthrough science, leadership excellence, patient advocacy, mentorship and sponsorship, technology development, and so on — in short the men and women who are driving change and redefining the landscape of the life-sciences ecosystem.

Each year you have consistently raised the bar, submitting exponentially more and more highly qualified and inspirational candidates for inclusion. Our only regret is that we have to winnow the field down to 100. After reviewing the business bona fides of each person, which would certainly qualify them for almost any top-list based on their business merits, we go back to the intangible that started the movement: those personal accounts of inspiration. We sincerely thank those of you who took the time to put forward substantive and personal narratives on behalf of this year's PharmaVOICE 100 and for making our job of selecting just 100 individuals ever more difficult.

Since that inaugural issue, the PharmaVOICE 100 profiles have evolved considerably to fully capture our honorees' innovative spirit, originality, and imagination. What has not changed is our recognition of individuals spanning all sectors of the life-sciences industry — from academia to nonprofit organizations to big pharma to emerging biotech companies to all sorts of innovative companies that provide molecule-to-market services in support of moving the needle to benefit patients around the world. The result is a dynamic mix of people across a range of disciplines who are making meaningful contributions in their fields of influence.

Their powerful stories just scratch the surface in terms of their enduring impact on their peers, colleagues, companies, communities, the industry at large, and most importantly, patients.

In recognition of this milestone year, we asked all of our honorees to imagine what the future of healthcare could or should be. Their answers are poignant, thought-provoking, and encourage us to think beyond what might be possible to embody a healthier, more holistic approach to healthcare and treating patients. Hopefully, their vision for what's possible sparks you to think differently about what's on the horizon.

We want to also thank our advertisers for their support of this special issue, which allows us to bring these 100 amazing stories to life. We hope you will join us in celebrating this year's esteemed group of individuals, as well as our previous PharmaVOICE 100 honorees and Red Jacket award winners, on September 12 in New York at the fifth annual Celebration. For more information about this must-attend event, please go to [www.pharmavoiced.com/pharmavoiced-100-celebration-schedule-of-events](http://www.pharmavoiced.com/pharmavoiced-100-celebration-schedule-of-events).

Taren Grom  
Editor

## Their word...

**DENISE MYSHKO**  
Managing Editor



*The PharmaVOICE 100 are an inspiring group of leaders creating innovative therapies for the patients who need them.*

**ROBIN ROBINSON**  
Senior Editor



*This year's PharmaVOICE 100 represent some of the top of the crop as innovators, patient advocates, researchers, and CEOs in the life-sciences industry.*

**KIM RIBBINK**  
Features Editor



*Imagining bolder achievements, better health access, and better outcomes resonates across this year's PharmaVOICE 100.*

## Coming in SEPTEMBER

- ▶ Agency: CEO Roundtable
- ▶ Health Technology: The Merging Disciplines of Healthcare and Technology
- ▶ Translational Science
- ▶ Blockchain
- ▶ Showcases: Big Data Marketing