

Awards...



Ogilvy Public Relations

Ogilvy HealthPR Wins Two Awards

Ogilvy HealthPR achieved double honors at this year's CommuniQué Awards. The agency received an award in the category of Excellence in Digital Communications — Prescription Products/Patient Health and was Highly Commended in the Excellence in Corporate Communications category.

Industry at Large



LILLY LAUNCHES DISNEY BOOK FOR CHILDREN AFFECTED BY DIABETES

Custom books for children and families with type 1 diabetes are available online from Lilly Diabetes and Disney. The digital books explore real-life challenges and stories of children with type 1 diabetes.

Lilly Diabetes has expanded its collection of resources for families of children with type 1 diabetes with the publication of Go, Team Coco! The story is the fourth Disney book in a series featuring Coco, a charismatic and fun-loving monkey who has type 1 diabetes. The book will be available immediately from most pediatric endocrinologists' offices in the United States.

This latest Team Coco book for young children in the Lilly Diabetes/Disney collection also includes Coco and Goofy's Goofy Day, Coco Goes Back to School, and Coco's First Sleepover. A series of chapter books for older children is also available. All the books are available free of charge through pediatric endocrinologists' offices, and most are also accessible digitally at T1EverydayMagic.com.

Most Reputable Companies in Healthcare



1. Shire Ltd.
2. Sanofi
3. Bayer
4. Boehringer Ingelheim
5. MEDITECH
6. Becton, Dickinson and Company
7. Perrigo
8. AbbVie
9. Roche
10. Boston Scientific

Source: Reputation Institute

PHARMA R&D PIPELINE VALUE
JUMPS 18% TO \$493 BILLION,
WHILE DRUG SALES ARE FORECAST
TO GROW ALMOST
5% ANNUALLY.

Source: Evaluate Ltd

FDA Approves First 3D-PRINTED DRUG

The FDA has approved Aprelia Pharmaceuticals' Spritam to treat seizures in adults and children with epilepsy. The product uses the company's ZipDose technology, which uses 3D-printing to produce a porous formulation that rapidly disintegrates with a sip of liquid.

"By combining 3D printing technology with a highly-prescribed epilepsy treatment, Spritam is designed to fill a need for patients who struggle with their current medication experience," says Don Wetherhold, CEO of Aprelia.

See the Innovator's issue, March 2015 issue, of PharmaVOICE for more information about Aprelia and the technology.



Don Wetherhold

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PATIENT VALUE PAYER

Payers and other stakeholders who influence utilization must be assured of a new pharmaceutical's clinical and economic value in addition to its safety and efficacy. HEOR experts apply evidence-based strategies to demonstrate value and support a product's differentiation within a crowded market. Securing successful coverage and formulary positioning takes retrospective database analysis and prospective studies. It takes strategic foresight and real-world evidence to establish a product's value for both payers and patients. It takes a committed commercialization partner. It takes AmerisourceBergen.



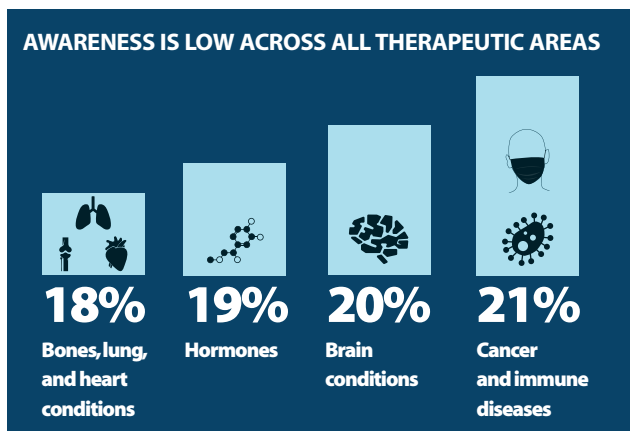
ItTakesAmerisourceBergen.com

Americans Face HIGH DRUG COSTS

The number of U.S. patients estimated to have annual medication costs greater than \$50,000 jumped 63% between 2013 and 2014, from 352,000 to 576,000 Americans, according to a recent report by Express Scripts. The population of patients estimated to be taking at least \$100,000 worth of medication nearly tripled in the same

time period, from 47,000 to 139,000 Americans. The majority of these patients take at least 10 medications, from at least four different prescribers. Baby boomers, ages 51-70, surpassed all other age groups as the highest-cost medication users, making up 58% of the population with annual drug costs exceeding \$100,000.

Patients Are Generally Not Aware of Available Pharma Services



* aggregated average across all services

Source: Accenture

19% Less than **one in five** people are aware of services available to them*



Roche Fosters INNOVATION

Roche welcomed 100 European university students from 34 countries studying science and art to the Salzburg Festival, the world's largest and most prestigious festival of music and drama. The annual Roche Continents week offers highly talented undergraduate and graduate students the opportunity to explore sources of inspiration at the intersection of science and music through structured workshops and challenges.

This year, students examined the common ground of creativity across the scientific and artistic fields under the instruction of accomplished music composers, photographers, musicians, and scientists of quantum physics, molecular biology, and medicinal chemistry. Roche Continents is a unique chance to learn about music as well as the creative processes within arts and science that drive innovation.

"Creativity in music, arts, and science has a lot in common," says Christoph Franz, Roche's chairman of the board of directors. "It needs people who are passionate, brave, and who are ready to travel unknown paths. No matter what profession we ultimately pursue in life, it is essential to know what motivates us to follow our passions."

PHARMAVOICE.COM

UPCOMING WEBINAR:

» **Script Abandonment: Untangling Influences Across the Patient Journey**

September 17, 2015

Sponsored by: Zitter Health Insights

EBOOK:

» **Blinding of Investigational Products — Part of the Clinical Supply Knowledge Share Series**

Provided by: Almac

WHITE PAPERS:

» **From Hospital to Home: The Changing Therapeutic Area of Oncology**

Provided by: Atlantis Healthcare

» **Data Capture via Mobile Electronic Clinical Outcome Assessments (eCOA)**

Provided by: Exco InTouch

» **4 Ways Pharma Can Build Trust and Loyalty: Patient Connections and Shared Values —**

A How-To Guide

Provided by: Health Perspectives Group

» **The Impact and Use of Social Media in Pharmacovigilance**

Provided by: Sciformix

» **Hiding in Plain Sight — Could Co-Pay Programs be the Solution for Better Outcomes?**

Provided by: TrialCard

» **Leveraging Patient Feedback Data to Support Effectiveness and Demonstrate Outcomes**

Provided by: TrialCard

» **Five Best Practices to Deliver Exceptional Multichannel Experiences**

Provided by: Veeva Systems

PODCASTS:

» **4 Ways Biopharma Can Build Trust and Loyalty: Patient Connections and Shared Values — A Panel Discussion**

Sponsored by: Health Perspectives Group

» **Specialized Online Medical Communities: Uncover Insights and Engage Targeted HCP Audiences**

Sponsored by: Skipta

» **Hiding in Plain Sight — Co-Pay as the Key to Patient Engagement**

Sponsored by: TrialCard

» **Patient Outcomes: How Do You Make Them Complement Your Brand's POA?**

Sponsored by: TrialCard

VIDEOS:

» **Bringing it all Together — Two Minutes with Ken Faulkner**

Provided by: PAREXEL Consulting

» **Bringing it all Together — Two Minutes with Ron Kraus**

Provided by: PAREXEL Consulting

More than the sum of our parts

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PharmaVOICE

READ. THINK. PARTICIPATE.

ONE SIZE DOES NOT FIT ALL.

Your clinical research program is different – because it's yours. To make the most of it, you need a CRO who brings more to the table than a predetermined process. You need a partner who starts by understanding your situation and learning about your exact specifications – experienced professionals who customize engagements so the services you get are perfectly matched to your vision and goals. That's our approach. Let's talk about yours.



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