

What's New



NEW HEALTHCARE-RELATED
PRODUCTS, SERVICES,
AND COMPANIES

Digitas Health LifeBrands Announces PARTNERSHIP WITH DREAMIT

► *Trending now:* Agency connects with global accelerator to drive business velocity.

DIGITAS HEALTH LIFEBRANDS, a leading digital agency, has formed a strategic partnership with Dreamit, a top 10 global accelerator, aimed at driving business velocity and innovation in the healthcare sector. By collaborating with Dreamit, Digitas Health is joining a select group of healthcare heavyweights that comprise Dreamit's First Customer Network, including Penn Medicine, Independence Blue Cross, Becton Dickinson, Merck, and Xerox Healthcare.

This relationship formalizes a way for Digitas Health to help high-potential startups accepted to Dreamit's healthcare industry vertical, with branding efforts needed to more effectively enter the market. It will also open doors for Dreamit Health startups to access some of the agency's large corporate partners, while providing the agency with access to fast-moving innovators.

Having the capability to better articulate their brand stories will help these forward-thinking companies improve their prospects for raising additional capital, and increases their chances for success. In the new partnership, Digitas Health will be integral in helping Dreamit's later-stage start-ups improve how their brands resonate within the industry with their intended consumers and healthcare professional customers. Executives and teams throughout Digitas Health will provide startups with insights on positioning themselves with health and wellness customers, work with them to define and refine their brand identities, and help them further develop their marketing plans.

"Partnerability is the new capability for marketers," said Richard Schwartz, senior VP, marketing and connected health partnerships, Digitas Health LifeBrands. "This is an ideal way for us to bring the right innovators to the right manufacturers in the earlier stages, as well as to meet our future



Richard Schwartz

Biogen Launches Hemophilia-Focused Company

Biogen has announced that Bioverativ will be the name of the stand-alone, publicly-traded global biotechnology company that it expects to launch in early 2017. Bioverativ will be focused on the discovery, research, development, and commercialization of treatments for hemophilia and other blood disorders.

"As an independent and focused company, we believe that Bioverativ will be uniquely positioned to drive progress and advance the standard of care for people living with hemophilia," says John Cox, CEO of Bioverativ, and Biogen's former executive VP, pharmaceutical operations and technology. "Working closely with the hemophilia community, we hope to transform lives by accelerating innovation for people and caregivers living with hemophilia."

Bioverativ will continue commercialization of Eloctate and Alprolix, indicated for the treatment

of hemophilia A and B, respectively, under Biogen's existing collaboration agreement with Swedish Orphan Biovitrum. After the spin-off, Bioverativ expects to continue development of these products, including conducting studies to explore the potential benefits of Fc fusion technology on long-term joint health, immunogenicity and immune tolerance induction in hemophilia patients who develop inhibitors.

Bioverativ will also focus on advancing pipeline programs that address areas of unmet need in hemophilia and other blood disorders, including programs studying longer-acting factor therapies that use XTEN technology, a non-factor bi-specific antibody program to treat patients with hemophilia A and patients with inhibitors, and gene therapy programs for hemophilia A and B, as well as ongoing research relating to sickle cell disease.

Biogen announced its intent to spin-off its hemophilia business in May 2016. The spin-off is planned to be completed in early 2017. **PV**

Around the Globe

ASTELLAS LAUNCHES NEW LATIN AMERICA AFFILIATE IN COLOMBIA

Astellas has established Astellas Farma Colombia, a new affiliate with headquarters in Bogota. Colombia joins Astellas Farma Brasil as the company's second affiliate in Latin America. Sandra Cifuentes has been appointed GM, AFC. She will be based in Bogota and report to Percival Barretto-Ko, senior VP, international operations.

BLUE LATITUDE HEALTH EXPANDS TO US

Blue Latitude Health (BLH), a U.K.-based privately owned creative marketing consultancy specializing in healthcare, has opened a new office in New York. Initially, BLH will offer its strategic consultancy services, with the intention that its full-service offering, from insight, strategy, customer experience, and creative services, will be available to U.S. clients in the near future.

PFIZER OPENS WORLD-CLASS GLOBAL BIOTECHNOLOGY CENTER IN CHINA

Pfizer is investing about \$350 million in the development of a state-of-the-art Global Biotechnology Center in the Hangzhou Economic Development Area (HEDA) in China. This facility is Pfizer's third biotechnology center globally and the first in Asia. It will ensure the local production of biosimilar medicines that will benefit patients both in China and throughout the world.

This Global Biotechnology Center includes an advanced modular facility by GE Healthcare. The center is expected to be completed in 2018.

PROVECTUS BIOPHARMACEUTICALS ESTABLISHES AUSTRALIAN SUBSIDIARY

Provectus Biopharmaceuticals, a clinical-stage oncology and dermatology biopharmaceutical company, has formed an Australian subsidiary, Provectus Biopharmaceuticals Australia Pty Ltd. In addition, the company opened a Sydney office in New South Wales.

Partnerships in Clinical Trials US

October 5-7, 2016
Boston, MA

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NEW ALLIANCES, CULTIVATING EXISTING RELATIONSHIPS,
LEVERAGING YOUR DATA AND DISCOVERING
NEW TECHNOLOGIES

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PCT 2016 is back this fall in Boston with the cutting-edge and comprehensive content you trust, a new intimate format, and reenergized networking. But you have to be there to experience it all for yourself.

HOT TOPICS TO BE COVERED IN 2016 INCLUDE:

- Innovations in Clinical R&D
- Innovative Outsourcing Strategies and Models- Small Biotech's/Small-Mid Sized Pharma/ Medical Devices
- Risk-Based Approaches in Clinical Development
- Successful Interactions with Regulatory Agencies & Expedited Drug Review/Approval
- Implementing Disruptive Technologies for Clinical Development

Join us for **New Case Studies, Provocative Industry Discussions, Strategic Networking and Actionable Takeaways:**

NEW FOR 2016!

- **NEW! OUTSIDE-INDUSTRY KEYNOTES**
on outsourcing, data analytics, customer service and innovation for fresh insights and best practices to apply to your trials
- **NEW! Spotlight Presentation**
– R&D Challenges in Finding a Cure: Lessons Learned from Running a Clinical Trial for ZIKA
- **NEW! INNOVATION PRESENTATIONS**
– Rapid Fire pitches on cutting-edge innovation and tech to make your trials more cost effective and efficient, 10 minutes at a time
- **NEW! PARTNERING DISCUSSIONS** – Find like-minded peers and technologists during focused, niche round table discussions to help you overcome specific challenges in your trials
- **BACK BY POPULAR DEMAND: WALL STREET KEYNOTE** – Looking for Sustainable Business Models in Pharma: The impact of M&A and other Risk-Sharing Trends on Clinical Development

PCT 2016 STATS:

50+

Sessions focused on innovation, technology, small and mid-size pharma, biotech, and more.

1,100

Clinical Trials Stakeholders from pharma, biotech, CROs, sites, and more.

100+

Influential Thought Leaders and expert speakers.

Register online at :
www.partnershipsclinicaltrialsusa.com
Or call us at : 888.670.8200