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What's Next ...

Over the past several months, I, like everyone else, have wondered what's next? What's next if there's not a vaccine approved soon? And, even if a vaccine is approved, how does that play out? What happens if there's a next wave of COVID-19 that coincides with flu season? The what ifs are endless.



All we know for now is that life will not return to normal. Major organizations have instituted work from anywhere policies. Those that haven't are grappling with how to reopen given their employees' state of mind. Schools in much of the country are not reopening or opening with hybrid schedules, or in some cases reopened and closed again, which puts additional pressure on working parents to balance it all, not to mention the stress of uncertainty.

This month's cover story, as well as other stories throughout the issue, touches on the impact that COVID-19 has had on drug discovery through to commercialization.

As the industry looks toward what next steps need to be taken in order to effectively discover, develop, and commercialize products during and post-COVID-19, one thing becomes clear, digital health, which has been inching its way toward broader adoption, is about to boom. From pharma R&D to marketing and sales strategies to physician telehealth visits, technology is evolving and being adopted at unprecedented rates.

According to a recent report from Reuters Events & EY, it is a very safe bet to predict increasing use of digital for a post-COVID pharma. The report, Beyond COVID-19: Pharma Reimagined, states that an overwhelming majority — 85.2% — of respondents anticipate higher levels of investment into digital over the next six to 12 months, with many — 82.8% — anticipating sustained investment over 24 months.

As Craig Lipset, founder, Clinical Innovation Partners, says: "We have a chance to institutionalize change because people are seeing that the perceived barriers — technical, operational, user acceptance — from the site to the patient perspective, and most importantly to the regulators, have all been shattered."

Mr. Lipset, who is a PharmaVOICE 100 Red Jacket honoree, will join 19 fellow honorees on Sept. 10, during the PharmaVOICE 100 24-Hour Celebration Marathon, which literally kicks off at midnight on Thursday and is jam-packed for the next 24 hours with Executive Panels, Think Tanks, videos, games, prizes, and surprises. During the Red Jacket Super Panel, our experts will explore "What's Next" across a wide range of topics. We hope you will join us for this panel as well as for the other great content throughout the day — you just might run into someone you know while zooming in and out, engaging in real-time networking with other attendees as well as the panelists. Watch for the PV Guide coming your way!

Taren Grom
Editor

Their word...

ROBIN ROBINSON

Senior Editor



The pandemic has worked as a catalyst for accelerating lagging trends; the new normal will include more digital marketing tools and virtual sales calls.

KIM RIBBINK

Features Editor



With just 12% of U.S. adults having proficient health literacy, pharmaceutical companies are dedicating more resources to communicate clearly with patients.

CAROLYN GRETTON

Features Editor



Pharma R&D is in the midst of a juggling act. Companies are working to develop vaccines, tests, and treatments for COVID-19 while simultaneously seeking to advance their non-COVID-related pipelines.

Coming in OCTOBER

- ▶ Creative Executions
- ▶ The Salesforce of the Future
- ▶ Patient Recruitment/Sites
- ▶ Innovators and Disrupters
- ▶ Chief Diversity Officers
- ▶ Commercial Influencers
- ▶ Showcases:
 - Artificial Intelligence
 - Patient Solutions