

## Awards...



### FORMER PHARMA LEADER HONORED BY AZ BIO

The Arizona Bioindustry Association has honored Dr. George Poste of Arizona State University with the AZBio Pioneer Award for Lifetime Achievement. From 1992 to 1999, he was chief science and technology officer and president, research and development of SmithKline Beecham, where he was associated with the registration of 31 drug, vaccine, and diagnostic products. Dr. Poste's award was designed from analysis of his own DNA and was created by genetic artist Darrin Grandmason.



### CYTORI HONORED FOR WORK IN CELL THERAPY

Cytori Therapeutics received the Frost & Sullivan 2016 Technology Innovation Award in recognition of advancements made in the field of regenerative medicine for more than a decade. The company's pioneering platform has become the leading technology to enable the research and practice of cellular therapies that harness the potential of stem and regenerative cells from adipose tissue.

### PPD WINS AWARD FOR ETMF

Pharmaceutical Product Development (PPD) won the 2016 OpenText Elite Award for the Most Innovative Project in the Health Sciences Sector. The award, presented at OpenText's annual Enterprise World conference, recognizes PPD's use of OpenText in developing electronic trial master files (eTMFs) for use in clinical trials.

PPD was also named best contract research organization (CRO) in the Triangle Business Journal's 2016 Life Sciences Awards.

### RHO RECOGNIZED FOR EXEMPLARY WORKPLACE PRACTICES

Rho, a full-service CRO, was recently honored with a 2016 When Work Works Award for its use of effective workplace strategies to increase business and employee success. This is the fourth year Rho has been honored with the award. The award, administered by the Families and Work Institute and the Society for Human Resource Management, recognizes employers of all sizes and types in North Carolina and across the country.



## Industry at Large BMS EMPLOYEES CYCLE COAST TO COAST TO RAISE MONEY FOR CANCER RESEARCH



For the third consecutive year, teams of Bristol-Myers Squibb employees will cycle across the U.S. in the Coast 2 Coast 4 Cancer Ride to raise donations in support of Stand Up To Cancer's efforts to accelerate research.

The first of six teams of Bristol-Myers Squibb oncology employees set out in September from Cannon Beach on the Oregon coast on the first leg of the 2016 Coast 2 Coast 4 Cancer Ride, a 21-day cycling ride that brings together 80 riders to cover about

2,800 miles on a mission for cancer patients by raising money for Stand Up To Cancer's innovative cancer research programs. BMS is matching funds raised dollar-for-dollar up to \$500,000, to support Stand Up To Cancer. Last year's ride raised \$841,000.

## Former Pharma Executive WRITES SUSPENSE NOVEL



Dr. Bill Powers

A former pharmaceutical research and development executive for 26 years, Bill Powers, Ph.D., rose to the position of VP of global preclinical development, and he led groups of scientists in the United States, Europe and Asia. Now he adds novelist to his CV.

Dr. Powers' background in toxicology and pharmaceuticals has imbued his fiction with impressive realism, which is evident in his debut novel, *The Pharma House*. The book was a finalist in the Medical Thriller category of the 2014 National Indie Excellence Award. His second and most recent title, *The Torch is Passed — A Harding Family Story*, explores the unsolved murder scene that tests family bonds.

It is available in both paperback and e-book formats via Amazon and Barnes and Noble.



THE BIOPHARMACEUTICAL INDUSTRY SUPPORTED ALMOST 854,000 DIRECT JOBS, ANOTHER 3.5 MILLION JOBS, AND MORE THAN \$1.2 TRILLION IN ECONOMIC OUTPUT IN THE UNITED STATES IN 2014.

Source: PhRMA and TEconomy Partners

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## Novo Nordisk and JDRF Use Book Series to EDUCATE CHILDREN WITH DIABETES

Novo Nordisk and JDRF have launched a book series designed to guide children and their caregivers through the different ages and stages of life with type 1 diabetes. The six-part book series, titled *My Life, My Diabetes, My Way*, includes booklets for small children (ages 2-6), tweens (ages 7-11), teens (ages 12-16), and young adults (ages 17-24), as well as a book for caregivers and a general diabetes informational book. Each booklet contains age-appropriate educational information and activities.



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### PODCAST

» **The Election's Impact on Pharma: Preparing for Potential Scenarios**  
**Provided by:** Manatt Health

### WEBINAR

» **Best Practices for your Next Tracking Study**  
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### WHITE PAPERS

» **Social Media in Life Sciences: Adoption and Trends Benchmarking Report**  
**Provided by:** C3i Healthcare Connections

» **The ACA's Section 1332 Waivers: Will We See More State Innovation in Health Care Reform?**  
**Provided by:** Manatt Health

» **Clinical Trial Knowledge Platform: The Road To Compliance**  
**Provided by:** myClin

### Medical Cost Growth Rate for 2017 is Projected to be Flat

- ▶ The healthcare growth rate is projected to be 6.5% for next year, the same as 2016.
- ▶ Making care more convenient for consumers has led to higher utilization; 88% of consumers said they are likely to seek treatment at retail clinics.
- ▶ Pent-up demand for behavioral health increasing near-term spend. Between 2005 and 2013, the share of employer health spending related to mental health rose from 5.2% to 6.2%.
- ▶ More aggressive network strategies are expected; 43% of employers are considering implementing high-performance networks in 2016, up from 37% the prior year.
- ▶ Reflecting the demand for value, the future of PBM contracting points toward paying for results and cures, not fee-for-service, around drug costs.
- ▶ Although specialty drug costs outpace traditional drug spending trends, the cost of these new cures will not be a key driver of spend in 2017.

Source: PwC's Health Research Institute (HRI)

## Guidemark Health Partners with PROJECT MAÑANA

Guidemark Health, a full-service healthcare communications agency, has launched Sow Seeds of Mañana, a partnership with Project Mañana International, a nonprofit organization dedicated to providing nutrition and education support to at-risk, impoverished children within the Dominican Republic.

As the first initiative of an ongoing partnership, a team of leaders from Guidemark Health will visit the Dominican Republic to help build a sustainable organic vegetable garden for the children and families of the San Pablo community. Guidemark Health will also help to paint a mural within Project Mañana's school that illustrates the benefits of eating healthy.



## Lilly Sends Volunteer Teams to THAILAND AND GHANA

Through Connecting Hearts Abroad, one of Lilly's flagship volunteer programs, employees volunteer for two weeks in low- and middle-income countries across Africa, Asia, and Latin America, collaborating with local partners to better understand the challenges faced by these communities, including access to quality care. Already, teams have volunteered in Thailand and Ghana, working with local hospitals. Nine more teams of Lilly volunteers will deploy throughout 2016 to serve with local partners in impoverished communities across four continents.