

## Awards...



### ERT RECOGNIZED FOR INNOVATION IN HEALTH TECHNOLOGY

ERT, a global data and technology company that minimizes uncertainty and risk in clinical trials, has been named one of the 50 most successful and innovative technology companies of the Pittsburgh region by the Pittsburgh Technology Council.

### GREENPHIRE NAMED TO PHILADELPHIA BUSINESS JOURNAL'S BEST PLACES TO WORK

Greenphire, a global leader in financial software for clinical trials, has been selected as a 2019 Best Place to Work by the Philadelphia Business Journal. The company, which has been honored with this prestigious award four times, is deeply dedicated to company culture and employee development.

### ICON NAMED TO FORBES BEST EMPLOYERS IN AMERICA FOR WOMEN

ICON, a global provider of drug and device development and commercialization services to the pharmaceutical, biotechnology and medical device industries, has been recognized in the Forbes 2019 List of America's Best Employers for Women. Forbes collaborated with market research firm Statista to identify the top companies liked most by female employees based on various workplace criteria, including diversity, pay equity, family support, and parental leave.

### KLICK RECOGNIZED AS BEST WORKPLACES FOR INNOVATORS

Klick has been named to Fast Company's first-ever list of Best Workplaces for Innovators, honoring businesses and organizations that demonstrate a deep commitment to encouraging innovation at all levels. Developed in collaboration with Accenture, the 2019 Best Workplaces for Innovators showcases 50 winners from a variety of industries, including biotech, consumer packaged goods, financial services, cybersecurity, and engineering.

### MCCANN HEALTH MOST AWARDED NETWORK

McCann Health was named Most Awarded Network for a second year in a row, McCann Health India was named Best Communications Agency with Alok Saini named Best Creative, Eli Lilly/McCann Health New York was named the Bravest Client at the 2019 Creative Floor Healthcare Awards.

## Alnylam Launches ANIMATED VIDEO SERIES FOR KIDS WITH PH1



**The PH1 of a Kind video series is intended to help children with PH1, an ultra-rare genetic disease, feel that while they have PH1, it doesn't define them — that they're special because of who they are.**

In September, Alnylam launched PH1 of a Kind, a new animated video series for children living with primary hyperoxaluria type 1 (PH1). The four-part video series stars Isabelle, Luuk, Asha, and Will — kids from around the world who have been diagnosed with PH1 as they experience a range of situations

and cope with emotions as a result of their condition. PH1 of a Kind is being developed in partnership with the Oxalosis & Hyperoxaluria Foundation (OHF), and is geared toward children of elementary school age. The series is also meant to be a resource for their families, friends, and communities.



Laurie Cooke

## HBA Recognizes TOP COMPANIES

The Healthcare Businesswomen's Association (HBA) recognizes Eli Lilly and Company, EMD Serono, and W2O with its 2019 ACE Awards for exemplary workplace initiatives that are working to close the gender gap and accelerate gender parity in the healthcare and life-sciences industry.

"EMD Serono's Women in Leadership, Lilly's Women in Leadership at Lilly, and W2O's Your Fourth

Trimester, are the result of industry influencers who get it, and their initiatives demonstrate that gender parity is not just good for women, it's good for business and the patients and clients we serve," says Laurie Cooke, president and CEO, HBA. "We're proud to spotlight these successful programs that offer best practices and practical examples for other organizations to replicate."

The awards will be presented November 12 at the 2019 HBA Annual Conference in San Diego.



### NEWS

#### DR. DANIEL KRAFT HEADS EXPONENTIAL MEDICINE CONFERENCE

Daniel Kraft, M.D., heads the Exponential



Dr. Daniel Kraft

Medicine conference, a program exploring the convergence of technology and the potential impact on health and medicine. "It's an intense four days of immersion in future-

looking topics, hands-on experience, in-depth, high-energy discussions with remarkable and inspiring people," Dr. Kraft says.

The conference — Nov. 4 - Nov. 7 in San Diego — can be accessed via free livestreaming at ExponentialMedicine.com, or follow on Twitter @ExponentialMed, and the #xMed hashtag.

Dr. Kraft is a PharmaVOICE 100 — 2013.

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Dr. Divakar Ramakrishnan

## Lilly Launches OPEN INNOVATION CHALLENGE FOR IBD

Eli Lilly and Company is launching an open innovation challenge to encourage individuals and teams across the U.S. to identify and submit pioneering digital health solutions aimed at transforming inflammatory bowel disease (IBD) care.

The challenge, Transforming IBD Care: Better disease monitoring, management, and care for people with inflammatory bowel disease, focuses

on innovation in IBD monitoring, condition management, or care enhancements.

"Lilly is investing in digital solutions that can help empower people with chronic conditions, such as IBD, to better manage their own health," says Divakar Ramakrishnan, Ph.D., chief digital officer at Lilly. "Innovation is happening everywhere, and this challenge is aimed at identifying bold ideas outside our walls and collaborating on ways to potentially deliver new solutions."

## PhRMA NAMES COO



Lori Reilly

The Pharmaceutical Research and Manufacturers of America (PhRMA) has named Lori M. Reilly, Esq., as its first chief operating officer (COO). Ms. Reilly has been at PhRMA for almost 20 years, most recently serving as executive VP of

policy, research and membership.

In this newly created role, Ms. Reilly will provide executive level management, leadership, and strategic direction to PhRMA and oversee the association's federal, state, and international government affairs and alliance development.

"Lori's extensive experience on Capitol Hill and working within PhRMA enables her to provide the strategic leadership we need to build upon our successful advocacy on behalf of patients," says PhRMA President and CEO Stephen J. Uhl. "Since joining PhRMA, I've been focused on developing and advocating for solutions that would lower medicine costs for patients, and I have tremendous confidence in Lori's ability to help advance practical reforms that achieve this goal."

Ms. Reilly has a long record of working with members of Congress on a bipartisan basis and collaborating with stakeholders across the health-care industry. Last year, she was named by The Hill as a top lobbyist.

## Ashley Tisdale JOINS ALLERGAN'S WOMEN WHO KNOW CAMPAIGN

Allergan has a partnership with actress, musician and producer Ashley Tisdale, bringing awareness to the digital-first Women Who Know campaign that inspires women who are writing their own futures to take charge of their decisions when it comes to reproductive health and contraceptive options. As ambassador for the Women Who Know campaign, Ms. Tisdale calls on women who may be seeking to prevent pregnancy for a variety of reasons, whether it be work, education, travel before starting a family or a mom who isn't quite ready to further expand her family. This campaign acts as a resource for these women as they seek information about their options.



Ashley Tisdale

PHARMAVOICE.COM

**2019 PHARMAVOICE 100 EDITOR'S TAKE VIDEOS:**

**Jason Casarella**, Executive VP Business Development & Marketing, Advanced Clinical

**Bruce Hellman**, CEO & Co-Founder, uMotif

**Peyton Howell**, Chief Commercial and Strategy Officer, Parexel

**Craig Lipset**, former Head of Clinical Innovation at Pfizer

**Sheila Mahoney-Jewels**, CEO & Co-Founder, LifeSciHub

**PODCASTS:**

- » **Agency CEO Insights with Andrew Schirmer**  
Sponsored by: Ogilvy

**WEBINARS:**

- » **Pharma's Digital Disruptor: How virtual trials are transforming the clinical research experience**  
Sponsored by: IQVIA
- » **Digital Health: Disruptive Technology or Just a Disruption?**  
Sponsored by: Manatt, Phelps & Phillips LLP
- » **Best Practices for Launching a Successful and Compliant Clinical Nurse Educator Program**  
Sponsored by: VMS Biomarketing

## Pharma's IMAGE

The pharmaceutical industry's U.S. image has fallen to a new low. The pharmaceutical industry is now the most poorly regarded industry in Americans' eyes, ranking last on a list of 25 industries that Gallup tests annually. Americans are more than twice as likely to rate the pharmaceutical industry negatively (58%) as positively (27%), giving it a net-positive score of -31. The restaurant industry is rated most positively.

The new low in the pharmaceutical industry's U.S. image comes amid a range of criticisms of industry norms, from generating the highest drug costs in the world to spending massive amounts in lobbying politicians to the industry's role in the U.S. opioid crisis. These data are from Gallup's annual Work and Education poll in August.

# WHAT

1.7 million visits  
to the ER each year  
for asthma attacks



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**20** Celebrating  
20 Years



# MATTERS

Millions of health care professionals that know exactly how to treat her asthma so she can attack the next wave



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