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## Letters...

Send your letters to [feedback@pharmavoicel.com](mailto:feedback@pharmavoicel.com). Please include your name, title, company, and business phone number. Letters chosen for publication may be edited for length and clarity. All submissions become the property of PharmaLinX LLC.

## Creating Value

As we look forward to 2016, there are any number of trends that will impact the life-sciences industry from molecule to market. For our special Year in Preview issue, we have compiled insights from more than 120 industry experts — who represent all areas of the industry — on 10 trends that we believe will impact areas from R&D to commercialization.

As you read this issue, you will no doubt see that the underlying theme is centered around value — value calculations based on outcomes, pricing, R&D, patient adherence, and so on will continue to drive the industry. And this shift to value is critical for patient engagement, the supply chain, M&A, etc.



PwC analysts say the environment in which pharmaceutical and life-sciences companies operate is increasingly challenging and the global need for innovative, cost-effective medicines continues to rise. Therefore, regulators, payers, healthcare providers, and patients are demanding greater value for money, proven effectiveness of products, and more transparency and access to information.

In the years to come, analysts say a focus on customer experience and engagement will become an increasingly larger portion of the value proposition for products and brands. To provide this value, the industry will need to up its game in terms of relationships, communication, and developing strategies that address the needs and expectations of today's patients, as well as caregivers, providers, and payers.

According to Astellas' Jim Robinson the focus on payers will continue as they want to know more about the value of the pharmaceutical products that they are allowing access to and it's not just about the cost they are seeking data.

And as the era of patient-centricity continues to evolve, adding value beyond the pill becomes even more important. Jay Bolling of PulseCX says if the industry wants to engage target audiences it must move away from pushing brand features and benefits and create immersive customer experiences.

And those customer experiences, says Baxalta's Brian Goff, can be based on data, as the industry is learning more and more about how much patients value individualized support that can help reduce the burden of the disease on their daily lives.

It's the relevancy of the connection points along the patient journey that will create value beyond the efficacy and safety of the treatment says Jim McDonough from Frontline Medical Communications.

And the value being created by pharmaceutical companies needs to be visible. Mark Timney of Purdue Pharma says it is critical for the industry to focus on and communicate the very real value that companies create for their patients and society.

As we look forward to seeing what unfolds in the coming year, PharmaVOICE also looks forward to its 15th anniversary and sharing a fun retrospective of some of the driving trends that have shaped the industry. Thanks for sharing the journey.

Taren Grom  
Editor

## Their word...

**DENISE MYSHKO**

Managing Editor



*Progress in technology, coupled with medical and scientific advances, is going to disrupt*

*the healthcare environment, bringing new tools and breakthroughs to patients.*



**ROBIN ROBINSON**

Senior Editor

*2016 will shine the light on increasing*

*use of patient engagement strategies, a long-term approach to mobile, and new insights driven by big data analytics.*



**KIM RIBBINK**

Features Editor

*As the world starts to emerge*

*from economic downturn and other challenges, the pharma industry is recognizing more opportunities in established and new markets.*

## January 2016

- The CNS Market: The Decade Ahead
- Sales Reps: From Mass Market to Target Market
- The Agency C-Suite: Trend Setting for 2016
- Technology-Driven Drug Development
- Pricing
- Alzheimer's Update
- Brazil
- Showcase: Social Media