

Awards...



BIOPEN AND ROCHE RECOGNIZED BY DOW JONES

Biogen has been named the biotechnology industry leader on the Dow Jones Sustainability World Index (DJSI World) for the second year in a row, after becoming the first U.S.-based biotech company to make the list in 2013. The company was also named to the Dow Jones Sustainability Index North America for the sixth consecutive year.

For the seventh consecutive year, Roche has been recognized as the Group Leader in sustainability within the Pharmaceuticals, Biotechnology & Life Sciences Industry.

MERCK AND QUINTILES WIN SCRS AWARDS

The Society for Clinical Research Sites, a global trade organization of clinical research sites, has awarded Merck as the winning sponsor of the 2015 Eagle Award, and Quintiles was named as the winning CRO. Since 2009, the Eagle Award annually has recognized the sponsor and CRO organizations that are dedicated to creating positive relationships with sites, as voted on by the sites. Winners are judged according to their outstanding leadership, professionalism, integrity, passion and dedication to advancing the clinical research profession through a strong site partnership.

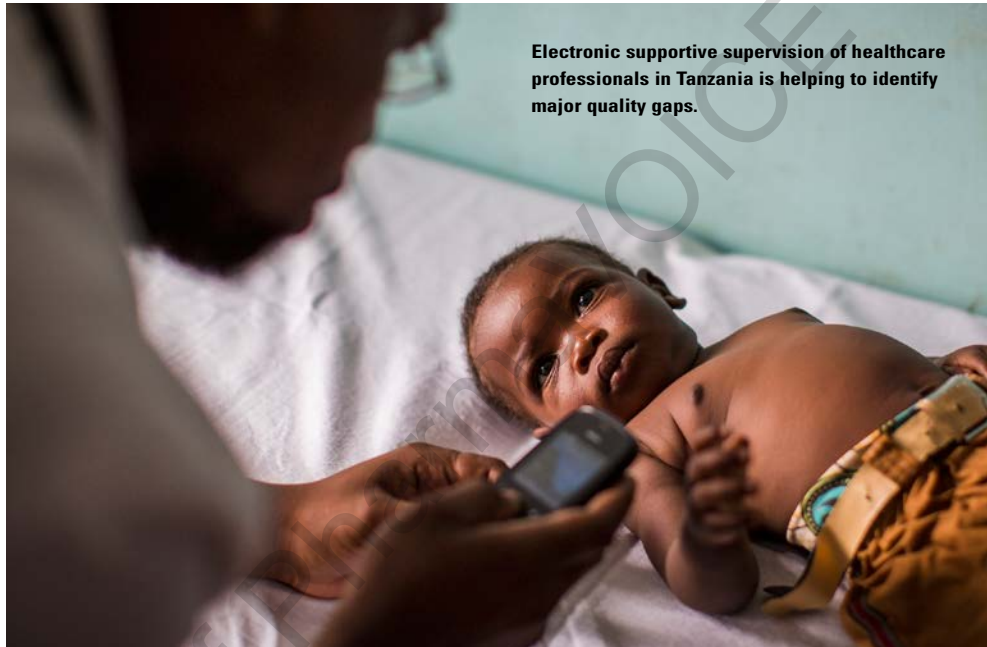
NUCLEUS MEDICAL MEDIA WINS W3 AWARD

Nucleus Medical Media has received a Silver W3 Award for its role in the production of the Health Journey Support website, created for AstraZeneca US. The W3 Awards seek to honor outstanding websites, Web marketing, Web video, mobile sites and apps, and social content created by some of the best interactive agencies, designers, and creators. The Health Journey Support website features videos created by Nucleus that educate patients about chronic health conditions.

QUINTILES RECOGNIZED FOR PHASE IV SERVICES

Quintiles has been named the market leader in Phase IV services for the third year in a row, by Industry Standard Research (ISR). Quintiles was selected as the preferred provider among biopharmaceutical companies for Phase IV services based on a survey of 110 global biopharmaceutical representatives. Quintiles was highlighted as a leader across a number of key service quality metrics, including its service breadth, global footprint, and technology.

Industry at Large NOVARTIS LAUNCHES NOVARTIS ACCESS IN LOWER-INCOME COUNTRIES



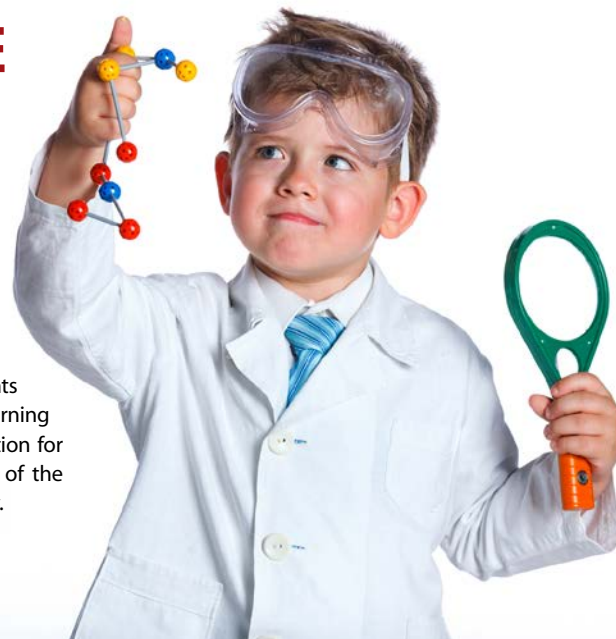
Electronic supportive supervision of healthcare professionals in Tanzania is helping to identify major quality gaps.

Novartis has launched Novartis Access, a portfolio of 15 medicines to treat chronic diseases in low- and low-middle-income countries. The portfolio addresses cardiovascular diseases, diabetes, respiratory illnesses, and breast cancer. The portfolio is already available in Kenya and will soon be available in Ethiopia and Vietnam. Over the coming years, Novartis plans to roll out Novartis Access to 30 countries, depending on demand.

This follows another program to support telemedicine in low-income countries. The Novartis Foundation and its partners provide support for nine sponsored healthcare delivery models and disease elimination programs in low- and middle-income countries. One such project is a telemedicine pilot in rural Ghana, which demonstrated a positive impact and improved primary health services as reported by nurses, midwives, and patients.

Bayer Pledges HANDS-ON SCIENCE LEARNING

Bayer has made a five-year commitment to provide 1 million hands-on science learning experiences for children by 2020, timed to the 20th anniversary of the Making Science Make Sense program, Bayer's company-wide initiative that advances science literacy across the United States. Teachers and parents agree that more hands-on, experiential learning must be adopted to improve science education for future generations, according to the results of the 2015 Bayer Facts of Science Education Survey.



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WE BELIEVE...

a transformation must occur to make our communications more effective—a change in focus from selling features/benefits to creating a positive Customer Experience (CX) that produces better health outcomes and greater business results.

INFUSED
with
COURAGE

IMPACT MOMENT #201

Impact moments happen when emotional connections occur; when our target audience is so receptive to our marketing and sales communications, they want more; when hemophilia B patients told our client, “you get me”.

A series of “key impact moments” creates a positive Customer Experience (CX) that allows us to deliver brand value, influence decisions, and positively affect behavior.

ENGAGE with PulseCX to map the customer journey and identify key moments of impact.

CREATE the most effective marketing and sales communications.

GO to www.PulseCX.com.

Actual hemophilia B patient



Pfizer Chronicles the Lives of WOMEN WITH METASTATIC BREAST CANCER



Pfizer, in partnership with five leading breast cancer advocacy organizations, has launched the next chapter of the Breast Cancer: A Story Half Told initiative, launched in 2014 to identify gaps in knowledge surrounding metastatic breast cancer (MBC), the most advanced form of breast cancer. Research

conducted as part of this initiative revealed that the majority of Americans (60%) reported they know little to nothing about MBC. The new chapter aims to address this lack of understanding through the perspectives of women living with MBC, as chronicled by prominent photographers.

Prescription Drug Price Inflation

	Price Inflation	Utilization
Prescription drugs	9.8%	1.4%
Hospitals	6.8%	1.4%
Doctors	3.5%	2.0%

Source: Segal Group

PHARMAVOICE.COM

ON DEMAND WEBINAR:

» **Reporting vs. Analytics: Changing Your Clinical Research Paradigm Through Actionable Insights**

Sponsored by: ERT

WHITE PAPERS:

» **Unique Patient Challenges and Support Solutions in Rare Disease**
Provided by: Atlantis Healthcare

» **10 Key Benefits of Electronic Data Capture**

Provided by: Clinovo

» **Pharmacovigilance & Risk Management for Biosimilars: Unique Challenges & Possible Solutions**

Provided by: Sciformix Corp.

VIDEOS:

» **Bringing it all Together — Two Minutes with Luke VanHengel**

Provided by: PAREXEL

» **PharmaVOICE 100 Celebration — Executive Panel Discussion**

Provided by: PharmaVOICE

Sponsored by: Bench International

» **Johnson & Johnson PharmaVOICE 100 Celebration featuring Alex Gorsky, CEO of Johnson & Johnson**

Sponsored by: Johnson & Johnson

Emerging Markets IMPORTANT FOR PHARMA GROWTH

Emerging markets have now overtaken the EU5 economies (Germany, France, Italy, the UK, and Spain) in pharmaceutical spending, with a total market size of \$281 billion compared with the EU5's \$196 billion in 2014, according to McKinsey. As developed economies continue to constrain or cut healthcare funding, governments in many emerging markets are making healthcare a priority. They are investing in infrastructure, funding services, encouraging the development of a domestic industry, and expanding health insurance to a broader population.

As a result, emerging markets will be an important contributor to pharma sales growth over the next few years. Between 2015 and 2020, they are expected to account for \$90 billion in sales growth, of which about 40% will come from innovative drugs. Much of this growth is likely to be driven by Brazil, Russia, India, China, Mexico, and Turkey (the BRIC-MT countries).



PharmaVOICE 100 Celebration

As part of the inaugural PharmaVOICE 100 Celebration, we are proud to provide a generous donation to Reach Out and Read, whose thousands of doctors and nurses promote early literacy and school readiness to young children and their families in all 50 states. Each year, medical providers at more than 5,000 Reach Out and Read program sites nationwide distribute 6.5 million books to children and invaluable literacy advice to parents.

For more information, visit reachoutandread.org.

ONE SIZE DOES NOT FIT ALL.

Your clinical research program is different – because it's yours. To make the most of it, you need a CRO who brings more to the table than a predetermined process. You need a partner who starts by understanding your situation and learning about your exact specifications – experienced professionals who customize engagements so the services you get are perfectly matched to your vision and goals. That's our approach. Let's talk about yours.



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