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On Tap for 2017

As this issue was going to press, the next president of the United States was still being hotly contested. But no matter if the blue states or red states prevail, the state of the pharmaceutical industry will be impacted. According to a Smith Hanley Associates report, polls found that high drug costs are the No. 1 healthcare priority of Americans, eclipsing Obamacare, even among Republicans and independents. Further, a tracking poll by the Kaiser Family Foundation found that almost two-thirds of Americans supported "government action to lower prescription drug prices."



In response to this public pressure, both presidential candidates' platforms include initiatives that will significantly affect the pharmaceutical industry no matter who is elected. While it may not be apparent from the seemingly never-ending rhetoric of this political season, both candidates are espousing several similar changes that will impact the business of pharma, including increased price transparency, changes to Medicare, and changes to the restrictions on foreign and generic drug importation.

In the coming months and years to come, change is coming. Novartis CEO Joe Jimenez summed up the state of the pharma union quite concisely: "We believe that, no matter which candidate wins, we will see a more difficult pricing environment in the U.S. We all have to plan for new pricing models in the U.S. that could help us ensure the sustainability of the system as the population ages."

The election is not the only market driver that we expect will have a significant impact on the industry in 2017 and beyond. PharmaVOICE is once again excited to share the top 10 trends that are anticipated to affect both near-term and long-term business strategies. These top 10 trends are presented in alpha order by subject, and are not intended to be a ranking as we believe each trend carries significant weight in terms of disruption of the status quo. Interestingly, as we delved into this issue we found a couple of common threads that weave these trends together. Without doubt it's technology — in all forms — that is the biggest common denominator. From smart technologies to health bots to gene editing tools, to new ways to engage workforce talent, technological disruption is the new normal. The question is: can pharma keep up?

More than 150 thought leaders featured in this special issue not only answer this question but provide their insights on our 10 trends: the Cancer Moonshot, Combination Products, Gene Editing, Health Bots, the Industrial Internet, Precision Medicine, Smart Technologies, Talent War, Triple Aim, and Virtual Reality.

We also recognize that this short list is in no way exhaustive and that there are other mega and micro trends that will continue to emerge in the days and months ahead. We encourage you to send us your thoughts for inclusion in a future issue. Please shoot me an email at tgrom@pharmavoiced.com.

Finally, wishing you a happy and prosperous 2017, and get ready for a wild ride.

Taren Grom
Editor

Their word...

DENISE MYSHKO

Managing Editor



Newer gene editing tools are leading to excitement about the possibilities for treating diseases in the future.

ROBIN ROBINSON

Senior Editor



Health bots, smart technology, and virtual reality are just a few of the tools shaping a new future in innovation for the life-sciences industry.

KIM RIBBINK

Features Editor



Smart technology, digitization, along with some exciting new scientific advances, have been the hallmark of 2016.

Coming in JANUARY 2017

- Follow the Money: Where VCs are Putting Their Money
- Content Marketing Trends
- Organs on Chips
- Global Expedited Review
- Disease State: HIV
- Rare Diseases: R&D
- Showcase: Social Media