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Their word...



DENISE MYSHKO
Managing Editor



The industry is developing and advancing preventive and life-saving gene therapies and personalized medicines; success depends on how well stakeholders' needs are met.

ROBIN ROBINSON
Senior Editor



From behavioral science to data science, the industry is finding new ways to innovate in the ever-evolving digitalized world.

KIM RIBBINK
Features Editor



In an industry replete with innovative thinkers and people committed to saving lives, the "what ifs" posed in this issue will no doubt quickly become reality.

Imagining what's next...

By 2020, it's estimated that 1.7 megabytes of data will be created every second for every person on earth; 90% of the world's data has been created in the last two years; healthcare data is doubling every 18 months; 5 billion people around the world lack access to surgeons; 50% of pre-clinical studies can't be reproduced; a trillion sensors are currently in use ... the numbers are staggering. And yet, human labor is finite. These are some of the statistics that led us to take a different approach to this year's



special Year in Preview issue. We posed 20 aspirational questions to our community of thought leaders with the goal to curate their thinking about 20 trends — from molecule to market and beyond — that are at the forefront of conversations taking place across the industry every day.

As the leading strategic futurist Nancy Giordano asks: "how do you build a path forward for something that is happening in real time?" This is the challenge that healthcare leaders across the spectrum face every day. Not only must you be prepared to manage technology that is constantly evolving, information and data creation that continues to increase at rates unprecedented in human existence, and cultural shifts that are creating vast opportunities as well as illuminating vast gaps, you need to be thinking exponentially to adopt to a future state that moves from sick care to health care.

The future is both fantastic in terms of what's possible to impact billions of people in the next decade and a bit frightening for all of the same reasons. The industry will struggle with a multitude of ethical challenges, including science being pushed beyond current boundaries, cybersecurity, and data ownership. But most experts believe the pros of exponential medical advancements outweigh the cons.

We will continue to see start-up companies shatter the status quo as well as nonhealthcare companies disrupt the market in innovative ways.

In putting together the responses from more than 140 thought leaders to our 20 aspirational questions, it became apparent that there were definite overlaps between the different topics, highlighting the need for better and more collaborative thinking. It's near impossible to have a silo-mindset in today's life-sciences ecosystem and expect to be successful in the future. It's evident that the future lies in bringing together the strength of diverse talent pools and new ways of thinking to solve some of the biggest healthcare challenges facing us today and in the future.

As we close out 2019, we want to thank those willing to face the what ifs of tomorrow for this special issue as well as all of you — readers, thought leaders, advertisers, and community members — who continue to share our journey of exploring the topics and trends that impact the life-sciences industry.

Taren Grom
Editor

January 2020

- ▶ Small Pharma Innovation
- ▶ Medical Storytelling
- ▶ Antisense and RNAi Therapies
- ▶ Data Ownership
- ▶ Biotech CEOs
- ▶ Showcase: Virtual Health
- ▶ Showcase: High-Science Brands

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