

PharmaVOICE THE NEXT FRONTIER

► *With Industry Dive acquiring PharmaVOICE, Taren Grom, Editor of PharmaVOICE, sat down with Davide Savenije, Editor-in-Chief of Industry Dive, to discuss what's coming in 2022, and what you, our community, can expect with the relaunch in January.*

PV: After 20-plus years as a print publication, what is the vision to transform PharmaVOICE to a daily newsletter publication?

SAVENIJE: The core idea is to bring PharmaVOICE's mission and the community into the modern, digital media environment of today and tomorrow. As a company that has been working in media for many years, we've seen the slow decline of print publications, but the core of what PharmaVOICE does in terms of bringing the community of leaders in the life sciences together and sharing their voices, perspectives, and ideas in a meaningful discourse is still really valuable to the life sciences. The newsletter email is just a new way of delivering great content in a variety of formats to readers. This model allows us to have a regular touch point every business day on the most important conversations, perspectives, and insights that our readers should be aware of.

While the print magazine won't be part of the publication going forward into 2022, readers should expect the same level of engagement from the visionaries, the leaders, and the innovators in the life sciences that they have come to rely on over the years. These leaders will continue to share their perspectives, their ideas, their strategies, and their commentary on what's going on in the industry, but delivered in different digital formats. We will be publishing profiles and interviews with the people who are making breakthroughs, covering market trends, highlighting companies that are influencing change, as well as continuing to publish the multiple perspective feature articles that have been the hallmark of PharmaVOICE.

We are continuing the popular Woman of the Week — WoW — podcast featuring women leaders from across the industry. And we look forward to continuing the PharmaVOICE 100 and building on that brand. We will also be doing virtual forums and fireside chats. The newsletter email is just a new way of delivering great content in a variety of formats to readers. This model allows us to have a regular touch point every business day on the most important conversations, perspectives, and insights that our readers should be aware of.

PV: How does PharmaVOICE complement Industry Dive's respected suite of healthcare and life sciences Dive publications?

SAVENIJE: Our Healthcare Dive, MedTech Dive, and BioPharma Dive publications go deep in reporting and analysis of daily news and longer-term trends. Where PharmaVOICE fills a gap, both in terms of our publications, and maybe more importantly in the life sciences market itself, is its community and voices, perspectives, and ideas on the bigger picture trends, challenges, and opportunities; market dynamics; and business strategies that are shaping the future of the life sciences.



Davide Savenije

While each of the Dive publications is squarely focused on biotech/pharma, medical technology and devices, and healthcare in hospitals and payers, PharmaVOICE takes a broader view of these sectors. Most importantly, in terms of the value it provides, PharmaVOICE is a forum for the voices, perspectives, and ideas of the individuals who are making important breakthroughs and shaping market dynamics and trends. We want to build on what PharmaVOICE has accomplished and its core mission and identity.

Industry Dive is really smart about design and technology, so we will be redesigning the logo, the website, and building a new email product for the publication. Pharmavoices.com is still the place where readers can find all of the latest information. And if you are already signed up to receive PharmaVOICE emails, starting in January you will receive the content that we're producing on a daily basis in your in-box. If you have questions about your subscription or would like to provide feedback, we'd love to hear from you. Email us at audience@industrydive.com. **PV**

Editor's Note: I have transitioned over to Industry Dive, and am excited to remain part of PharmaVOICE in my new role as Editor-in-Chief Emeritus, Special Projects, including the WoW (woman of the week) podcast series, the PharmaVOICE 100, and virtual events. In addition, Robin Robinson will be Lead Editor of PharmaVOICE, expanding her role from Senior Editor, and Kim Ribbink and Carolyn Gretton will continue to lend their considerable talents to the new daily newsletter publication.

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Thank you!

For Being Here.

Pharma **VOICE**