

Volume 21 • Number 10

**PUBLISHER** Lisa Banket

**EDITOR** Taren Grom

**CREATIVE DIRECTOR** Marah Walsh

**SENIOR EDITORS**

Robin Robinson

Kim Ribbink

**FEATURES EDITOR**

Carolyn Gretton

**DESIGN ASSOCIATE**

Ariel Medel

**NATIONAL ACCOUNT MANAGER**

Suzanne Besse

**NATIONAL ACCOUNT REPRESENTATIVE**

Amy Bishop

**WEBCAST NETWORK PRODUCER**

Daniel Limbach

**CIRCULATION ASSISTANT**

Kathy Deuliis

Copyright 2021

by PharmaLinx LLC, Titusville, NJ

Printed in the U.S.A.

Volume Twenty One, Number Ten

PharmaVOICE (ISSN: 1932961X) is published monthly except joint issues in July/Aug. and Nov./Dec., by PharmaLinx LLC, P.O. Box 327, Titusville, NJ 08560. Periodicals postage paid at Titusville, NJ 08560 and additional mailing offices.

**Postmaster:** Send address changes to PharmaVOICE, P.O. Box 292345, Kettering, OH 45429-0345.

**PharmaVoice Coverage and Distribution:**

Domestic subscriptions are available at \$190 for one year (10 issues). Foreign subscriptions: 10 issues US\$360. Contact PharmaVoice at P.O. Box 327, Titusville, NJ 08560. Call us at 609.730.0196 or FAX your order to 609.730.0197.

**Contributions:** PharmaVOICE is not responsible for unsolicited contributions of any type. Unless otherwise agreed in writing, PharmaVoice retains all rights on material published in PharmaVoice for a period of six months after publication and reprint rights after that period expires. E-mail: tgrom@pharmavoiced.com.

**Change of address:** Please allow six weeks for a change of address. Send your new address along with your subscription label to PharmaVoice, P.O. Box 292345, Kettering, OH 45429-0345. Call us at 800.607.4410 or FAX your change to 937.890.0221. E-mail: mwvalsh@pharmavoiced.com.

**IMPORTANT NOTICE:** The post office will not forward copies of this magazine. PharmaVoice is not responsible for replacing undelivered copies due to lack of or late notification of address change.

**Advertising in PharmaVOICE:** To advertise in PharmaVOICE please contact our Advertising Department at P.O. Box 327, Titusville, NJ 08560, or telephone us at 609.730.0196. E-mail: lbanket@pharmavoiced.com.

**Letters...**

Send your letters to feedback@pharmavoiced.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.

## Gratitude

A simple thank you feels entirely inadequate to express our gratitude to you — our thought leaders, partners, and readers — for trusting us to be your forum for the exchange of ideas, perspectives, and insights over the past 20-plus years.

Thank you to the more than 20,000 of you who have raised your voices on the important trends of the day. We've covered a lot of ground over the past two decades. We've witnessed the explosion of digital everything, mind-bending breakthroughs in science, the birth of whole new industry sectors, and, most recently, a global collaboration bar none, to bring lifesaving vaccines to the world. You all have pushed the industry forward in the pursuit of improving the lives of patients everywhere. And along the way, you connected with each other, forming new relationships and developing your own think tanks — just amazing.

Thank you to our advertisers who believed in our mission from day one. We know you had options as to where to put your advertising dollars, and we are eternally grateful for your trust. One of our greatest joys is that so many of you have become friends. We have delighted in your successes and the growth of your organizations. Thank you as well to our conference partners — we are proud to have been associated with so many future-facing events over the years.

Thank you readers. Thank you for your loyalty. Thank you for being part of the journey. You are the reason we do what we do.

The concept of PharmaVOICE, literally born at a kitchen table, was simple: to convene thought leaders from across industry sectors and functional areas of expertise — from molecule to market — to address the challenges, opportunities, and breakthroughs in the life sciences. Some folks thought we were crazy — another trade magazine, ughh. At the time, some folks thought there's no way a virtual company can survive. Some folks said the magazine's too slick. Some folks said the publication is too clinical. Some folks asked "what does life sciences even mean?" We thank these folks as well. Pushback is good; it lights a fire, it creates urgency and a desire to go further. The end result has been the creation of one of the most robust communities of passionate, thoughtful, innovative, and smart leaders to be found anywhere.

This "Last Magazine" is a small celebration of our community. More than 80 of you shared your reflections over the past 20 years, short-term strategic areas of focus, next frontiers to be explored, and the biggest opportunities that await you and your companies in the year and years ahead. And while this may be the last print magazine, we are excited and proud to join the Industry Dive family of renowned digital publications. Industry Dive is committed to maintaining the mission and vision of PharmaVOICE as a digital daily newsletter, which will allow us to connect with you more frequently, as well as growing many of our existing products such as the PharmaVOICE 100 and WoW podcasts. We look forward to continuing to bring you the newsmakers, the trendsetters, and the change makers whose insights you have come to count on. For more on what's to come, turn to the Last Word in this issue.

Thank you team PharmaVOICE, a small but mighty group of committed professionals who don't know the word can't — most will never know the full impact you have had — but we do.

Finally, on behalf of Lisa, Marah, and the entire PharmaVOICE family, I wish all of you a healthy and successful future filled with ideas and innovation. Thank you.



Throwback to the first issue in 2001 — thanks for the memories.

### Their word...

**ROBIN ROBINSON**

Senior Editor



*All good things must come to an end, but the adventure isn't over. Looking forward to the new iteration of PharmaVOICE and being part of the team creating a daily version of PharmaVOICE.*

**KIM RIBBINK**

Senior Editor



*For the past 20 years, it has been my privilege to write for and about an incredible community*

*of scientists, marketers, leaders, technologists, change agents — really just people who care about people. Thank you for the memories.*

**CAROLYN GRETTON**

Features Editor



*It's been a privilege to bear witness to the technological advances of the past two decades. One example*

*is the widespread adoption of EHRs, which has helped to head off redundancies and mistakes in healthcare, reducing costs and improving quality of care.*

## Coming in 2022

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 inbox. 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.

PharmaLinx LLC. Rights do not include promotional use.

