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Happy New Decade!

HAPPY NEW YEAR TO ALL FROM EVERYBODY AT PHARMAVOICE.

We wish you a year of health, peace, and prosperity.

As we ring in 2011, it's not just a new year and a new decade, but PharmaVOICE is celebrating its 10th Anniversary! Time certainly does fly when having fun (and working hard). We thought this would be a good time to re-evaluate, re-examine, and once again raise the bar. We will be putting into action new initiatives for our print vehicles, new feature articles and departments, and an updated layout — all of which will keep us on the cutting-edge of the industry as it continues to evolve.



We want to thank all of you who have been loyal supporters and contributors over the past decade, and we sincerely hope you will stay with us as we continue to drive our mission: providing actionable insights on the issues of today and identifying the trends that will help you shape the industry's future.

It is through your active involvement — Read. Think. Participate. — that we are able to sustain the broadest editorial coverage (and circulation) in the industry, touching all of the major intersection points along the healthcare continuum. We remain committed to breaking down industry silos, bringing forth best practices for cross-functional efficiency, identifying the challenges and solutions that executives face in their day-to-day operations, and outlining the strategies necessary for success.

We also remain dedicated to producing the best read, designed, and received print publications in the industry. At the same time, we recognize that there is a need to deliver key information in different formats to satisfy the learning objectives of our readers, advertisers, and online members. We were the first publication in the industry to launch an online version, but we didn't stop there. Starting with the very first digital edition of PharmaVOICE in 2009, we have been providing you with exclusive bonus content that complements the printed publication. By giving you more than just a mirror-image of the print magazine, we are able to incorporate a multitude of online enhancements, such as links to advertisers' websites; topic-related podcasts, whitepapers, surveys, and Web seminars; and expanded reports and charts. And starting this month, we are going even further, by introducing QR codes. This technology, which is becoming commonplace in consumer media and yet is still relatively new to the pharma space, will allow you to download content directly from your smartphone. (See the related article in this issue for more details.)

By now, it should be fairly obvious that we strive to push the envelope and be innovators in delivering multimedia, integrated solutions. During 2011, we will be revealing other cutting-edge additions to our established products and services, all of which will continue to position PharmaVOICE as the one integrated source to help you meet your day-to-day and long-term objectives and informational needs.

Cheers, 

Taren Grom
Editor

 tgrom@pharmavoiced.com

Their Word...

DENISE MYSHKO
Managing Editor



Just as we have blood drawn today to check our cholesterol, our children will have their genome sequenced to determine their predisposition to disease.

ROBIN ROBINSON
Senior Editor



While many give millennials in the workplace a bad rap, with proper care they can be high achievers.

KIM RIBBINK
Features Editor



Pharmaceutical companies must develop market access strategies to keep pace with Brazil's 10% AGR.

CAROLYN GRETTON
Contributing Editor



Pharmaceutical companies are increasingly adopting online gaming to deliver health information to patients.

COMING in February

- > CRO & Sponsors — A True Paradigm Shift
- > The New Creative — Digital
- > Emerging Market — China
- > Showcase Feature — Patient Recruitment