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Are You Ready for 2013?

YOU MAY NOT NEED TO DIG OUT THE CRYSTAL BALL TO PREDICT THAT IN 2013 ONE OF THE DRIVING TRENDS IS GOING TO BE OUTCOMES.

How important will real-world evidence be to demonstrate a product's value? Well, according to a PwC recent survey for its "From Vision to Decision Pharma 2020" report, four-fifths of the U.S. health insurers polled now require evidence of cost-savings or a clear clinical benefit to include new products in their formularies, 16% have also entered into outcomes-based contracts with pharma companies, and another 33% expect to do so within three years.



PwC analysts identify outcomes as a key "lever" for the industry to use to demonstrate the worth of its products with real-world evidence

showing lower mortality and morbidity rates or savings in total healthcare costs. But pulling the outcomes lever will require major changes, and it's no surprise that the three functions they say will be particularly affected will be: R&D, health economics, and marketing and sales. Three areas that basically cover the entire continuum affecting most business functions, strategies, and roles.

In addition to value-based purchasing based on outcomes, PwC outlines several other trends that will shape the new healthcare environment between now and 2020, including economic volatility; a focus on key mature markets and growth markets; an aging global population, 7.6% to 9.4% of which are 65 and older; an obesity epidemic; social media; a specialist-medicine business model; treatments for rare/acute diseases; and products marketed to healthcare payers.

PwC is not alone in tapping outcomes as a key driver. Analysts at IDC Health Insights also say health organizations will need to become agile businesses that deliver high-quality patient outcomes at a reduced cost. With a perspective toward the technology angle, IDC offers its top 10 predictions for 2013:

- No. 1. Health Reform: status quo after the 2012 elections
- No. 2. Meaningful Use: a work in progress, but providers start to look ahead
- No. 3. 34 states will not have an operational HIE in 2013
- No. 4. ACOs will lay foundational groundwork before investing widely
- No. 5. Consumers begin to abandon PCs; embrace mobile for Internet use
- No. 6. The doctor will see you now online
- No. 7. Large payers become technology suppliers
- No. 8. Platform-as-a-service emerges as a viable infrastructure option
- No. 9. Translational research will break through to the clinic
- No. 10. Managing chaos and uncertainty will be the biggest challenge

In 2013, we will be covering these and other hot button issues of the times to help you navigate a successful course.

Regards,

Taren Grom
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Their Word...

DENISE MYSHKO

Managing Editor



Changes to Medicare through health reform could have far reaching efforts leading to a shift in pharma's customers.

ROBIN ROBINSON

Senior Editor



Now more than ever, the industry faces the challenge of demonstrating that its products improve health outcomes; therefore it needs to take greater efforts to supply and support tools that help track outcomes and improve care.

KIM RIBBINK

Features Editor



Smaller emerging markets are becoming more interesting to pharma companies because of their largely untapped potential from a commercial and clinical standpoint.

COMING in February 2013

- > Gamification
- > Creating a Creative Impact
- > Connecting the Cloud to Clinical Processes
- > Patient Communities: The New Focus Groups
- > GCP/GMP Standards
- > CEO Corner: Specialty Pharma
- > Saudi Arabia
- > Twitter as a Marketing Tactic
- > Showcase Feature — Outsourcing
- > Sector Update — Specialty Pharma