

Honors and Awards

G&A RECEIVES RECOGNITION

The Rx Club presented Goble & Associates (G&A) with nine Awards of Excellence for a variety of ad campaigns, sales aids, launch campaigns, patient education brochures, and Web sites.

In addition, G&A received two Gold and five Silver Awards from The Davey Awards.

To view G&A's award-winning campaigns, visit goble-assoc.com.

NAVICOR WINS 10 DAVEY AWARDS

The Navicor Group, an inVentiv Health Company and a healthcare advertising agency specializing in oncology and immunology, was honored with three Gold Davey Awards for its self-promotional work.

The agency also received seven Silver Davey Awards for a variety of campaigns.

For more information about Navicor's winning creative campaigns, visit navicorgroup.com.

To view all of the 2009 Davey Award winners, visit daveyawards.com/winners.

Agency Merger: Rosetta Acquires Wishbone



Rosetta, an independent digital marketing agency, has acquired Wishbone, a full-service professional healthcare marketing agency. Wishbone will retain its name and its management team and will continue to operate from its offices in New York. Wishbone will be a separate professionally focused group within Rosetta's overall healthcare business.

"Major changes in the healthcare industry are affecting sales and marketing," says Kurt Holstein, Rosetta's co-founder and president. "These changes include a decreasing reliance on face-to-face detailing via professional salesforces and an increasing use of digitally-enabled communication channels between the brand and healthcare professionals."

Wishbone Founder and CEO Steven Michaelson says Rosetta and Wishbone bring highly complementary strengths to the table that will result in a new kind of agency that's equipped to help clients prevail in the challenging times ahead.

In an exclusive PharmaVOICE Podcast, Mr. Holstein and Mr. Michaelson tackle the topic of Leveraging Digital Technology in Pharmaceutical Marketing: A New Agency Model.

 **Podcast link:** www.pharmavoice.com/podcasts



FUTURE OUTLOOK

2010 Predictions for the Life Sciences

Despite the recessionary period, the life-sciences industry can be expected to remain one of the major bright spots highlighting technological innovation and business opportunity in the United States, according to a recent IDC Health Insights report, U.S. Life Science 2010 Top 10 Predictions.

Companies are taking steps to better position themselves for the future through corporate M&A, increased outsourcing, and streamlined focus on pipeline development. IDC Health Insights' 10 Predictions for 2010 include:

- **No. 1:** The shift toward industry globalization will reengage to pre-recession levels and expand as a major industry trend.
- **No. 2:** Life-sciences companies will redefine core competencies, with increased outsourcing of major facets of their business, including clinical trials, manufacturing, drug safety, and discovery research.
- **No. 3:** Value in drug access and pricing access and pricing equation will begin to significantly impact drug-makers in the United States in 2010.
- **No. 4:** Corporate M&A will continue unabated with an expanded focus on the acquisition of smaller biotechnology companies.
- **No. 5:** Major pharmaceutical companies will move significant amounts of their discovery research IT infrastructure to cloud solutions.
- **No. 6:** Vaccine research will see major advances in applicable therapeutic areas, approved production methods, and the use of adjuvants.
- **No. 7:** Pharmaceutical IT spending on aggregate promotional spend compliance will surge as regulations place strict guidelines on what is considered acceptable sales and marketing practice.
- **No. 8:** Mass reevaluations of installed software for charge-backs, rebates, and contract management capabilities will begin to feed a surge in system purchases for pharma companies.
- **No. 9:** RFID adoption growth will go flat and evaluations of the technology will decline.
- **No. 10:** Pharma companies will begin to allot significant funds for social media marketing during late 2010 after the FDA releases initial compliance guidelines.





**KOL?
Patient?
Payer?
Investor?
Journalist?**

Opinions matter.

When it comes to health products, everyone seems to have an opinion.

Payers influence analysts. Reporters make physicians think. And patient concerns can stop you in your tracks. Whether it's making the science accessible, empathizing with patient needs, or addressing the economic realities, leading brands trust Makovsky to connect with the people who matter. And that's a fact.

Call Gil Bashe 212.508.9672 or Kristie Kuhl, JD 212.508.9642.

www.makovsky.com/health



MAKOVSKY + COMPANY
public relations • health policy