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.

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

To view G&A's awardwinning 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 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.

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 drugmakers 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 chargebacks, 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.

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.



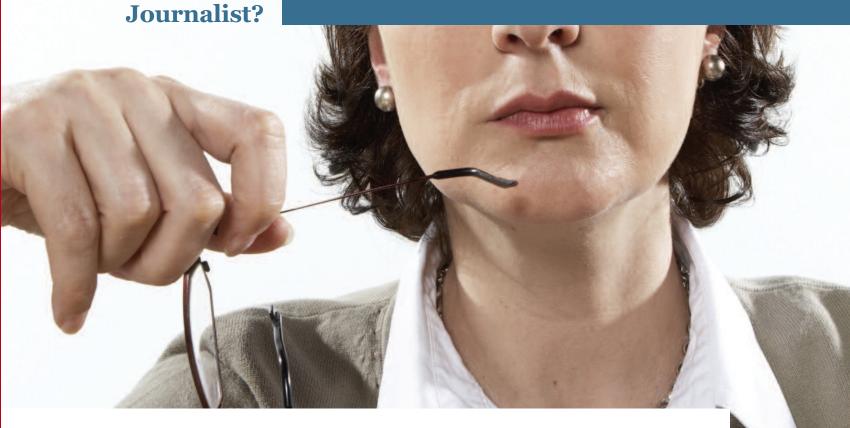
In an exclusive PharmaVOICE Podcast, Mr. Holstein and Mr. Michaelson tackle the topic of Leveraging Digital Technology in Pharmaceutical Marketing: A New Agency Model.

Podcast link: www.pharmavoice.com/podcasts



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