

## Awards...



### » CEPHALON WINS PRSA AWARDS



Cephalon swept the 2010 PRSA Philadelphia Pepperpot Awards. The company won best in show and first place for When Good Medicines

Become Bad Drugs, an educational program on the responsible use of medicines. The agency partner is Vox Medica.

### » CRF HEALTH WINS AT CLIO



CRF Health's ad campaign, No One Gets You Closer, which focuses on the collection of clean patient data

for use in clinical trials, recently received awards at both the Clio Healthcare Awards and the Rx Awards.

### » NATREL WINS RX CLUB AWARD

Natrel Communications has been awarded an Rx Club Award of Excellence for Global Branding Guidelines developed for the CSL Behring brand, Hizentra.

## INDUSTRY at Large ▼



An \$1.8 million grant will enable Teach For America to recruit and train more math and science graduates to join the teaching corps.

### Supporting Science EDUCATION

Teach For America and the Amgen Foundation have renewed their partnership to advance math and science education in America's underserved public schools. The Amgen Foundation pledged **\$1.8 million** bringing the total support to more than **\$7 million** since **2004**. Each year, the Amgen Foundation supports **100** new Amgen Fellows, selected from the top incoming Teach For America corps members with undergraduate degrees in math or science.

### Lucky 14

Ohio is the latest chapter to join the Healthcare Businesswomen's Association's ranks. HBA CEO Laurie Cooke looks forward to the chapter's promising future.



### Quote of the Month...

“We're active partners in supporting the improvement of health and health awareness education throughout China, even in remote provinces.”

JOE JIMENEZ / Novartis



## PharmaVOICE.com

### PODCASTS

#### Best Practices for Your CRO Partnerships

Thought Leader: Colin Terry, Aptuit

#### A New Wellness-Centric Ecosystem

Thought Leaders: Dr. Elby Nash and Nagaraja Srivatsan, Cognizant

#### CEE: The Other Growth Opportunity

Thought Leader: Pali F. Kollath DVM, Kantar

#### How Integrated Solutions Can Optimize Clinical Research

Thought Leader: James DeSanti, PharmaVigilant

#### Redefining CRM

Thought Leaders: Katie Mihelich and Danielle Jamil, Siren

### WHITEPAPERS

#### Maximizing the Success of Your CRO Partnerships

Sponsored by: Aptuit

#### Cancer Treatment in China: Implications and Opportunities for Pharma

Sponsored by: Kantar

#### CEE: The Other Growth Opportunity

Sponsored by: Kantar

#### 3 Critical Elements of CRM in Rare Disorder Marketing

Sponsored by: Siren

### Smarty APPS...

Pri-Med reports mobile adoption among young doctors, under the age of **35**, exceeds their older counterparts, **55** and older, by more than two times.



### E-Promotion on THE E-RISE

According to SDI, industrywide, more than **3.4 million** e-promotional activities took place and **\$396 million** was spent on e-promotion during the first nine months of **2010**. More than **150** drugs were marketed using online details and events for the first time in **2010**.

## Milestones...

» **BioClinica**, a global provider of clinical trial management services, is celebrating 20 years of experience, leadership, and growth. Among its many milestones during its 20th anniversary, BioClinica launched Trident IWR in October; released a new version of Optimizer; acquired TranSenda International LLC; launched a new version of WebSend; and launched Trial Blazers.

» **Williams-Labadie**, part of **Publicis Healthcare Communications Group** (PHCG) celebrated its 20th anniversary. "While we're happy to celebrate 20 years in the healthcare advertising and communications business, we're even more



excited about the potential new media, digital communications, and analytics that we will be providing to our clients over the next 20 years," says Peter Labadie, managing director.

*Editor's Note: Stay tuned for PharmaVOICE's 10th Anniversary special March issue.*

## Question of the Month...

### BIOSIMILARS ON THE HORIZON

The Patient Protection and Affordable Care Act contains provisions that establish an abbreviated approval pathway for generic versions of biological medicines. And the FDA is moving forward; in November it held a public hearing to obtain input on specific issues and challenges.

*PharmaVOICE wants to know what sponsors and CROs are doing to adapt to the recent ruling.*

▼ *Send your responses to [feedback@pharmavoice.com](mailto:feedback@pharmavoice.com). And we will feature your comments and insights in a future issue.*

## Poll...

*Safety is a priority for the development of all medicines, but some say biologics raise safety considerations beyond those of chemical drugs. Do you believe biosimilars pose patient safety concerns?*

**YES / NO / MAYBE**

▼ *Reply to [feedback@pharmavoice.com](mailto:feedback@pharmavoice.com) with your response.*



## Disruptive Technology, DISRUPTIVE TIMES

Unsys predicts that in the next year, there will be up to six disruptive technology trends that will reshape the IT industry. One of these is cloud computing, which is expected to accelerate from pilots to production, with private clouds leading the way.

This, Unsys says, will be a key stepping stone to broader use of public cloud environments over the next two to three years.

## Pharma Saves GREEN BY GOING GREEN

According to Industrial Information Resources' Pharmaceutical Tracker, there are currently **162** life-sciences projects in North America valued at more than **\$13.8 billion** using LEED construction practices.

Although universities and other institutions garner a large portion of this segment, pharmaceutical

companies are also well represented.

For example, Gilead Sciences is expanding and renovating its Foster City, Calif., site with more than **1 million** square feet of LEED-Silver space.



**Tufts CSDD says the cost of developing a new drug is higher than ever — about \$1.3 billion.**



## Top INNOVATORS

IDEA Pharma's annual Productive Innovation Index (PII) ranks the Top **13** global pharma companies for commercial added value across their portfolios from **2005 to 2010**.

RANKING	COMPANY
1.	Johnson & Johnson
2.	Amgen
3.	Lilly
4.	Roche/Genentech
5.	Sanofi-Aventis
6.	Novartis
7.	Pfizer
8.	Abbott
9.	Merck & Co.
10.	GlaxoSmithKline
11.	Bayer
12.	AstraZeneca
13.	Bristol-Myers Squibb