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The State of the Industry

MANY COMPANIES ARE AT A CROSSROADS, ACCORDING TO CEGEDIM RELATIONSHIP MANAGEMENT.



Cegedim Relationship Management recently engaged key decision makers from leading global life-sciences enterprises to address some critical questions: how has the recent transformational process shaped their perceptions and business operations? What targeted changes are manifesting themselves at current companies? Who are the groups that are driving these changes? How do companies measure themselves with regard to the innovation journey? What are their perspectives on next generation trends, including social media, mobility, and multichannel engagement strategies, and how are they impacting their business model?

The pain points causing the highest incidence of insomnia in respondents are the changing commercial business model (61%) and the impact of regulatory reform (57%) — ranked as the first, second, or third place concern for almost six out of 10 respondents (59%).

The changing commercial business model is being impacted by a number of factors, one of which is specialty drugs. According to EvaluatePharma, in 2018, six of the 10 best-selling drugs by revenue are projected to be specialty drugs, compared with three drugs in 2010 and five in 2012. Specialty drugs, which are defined as being typically high-cost, scientifically engineered drugs used to treat complex, chronic conditions that require special storage, handling, and administration, and involve a significant degree of patient education, monitoring, and management. This month's forum looks at this complex market in terms of reimbursement, marketing, and sales.

On a step below in terms of significance, pipeline growth and generic competition are keeping up almost half of Cegedim's respondents (45%). Areas that serve as a seemingly tertiary concern are the shift to patient centricity (30%), market access (21%), patient adherence (16%), and big data (15%).

In terms of next-generation trending, Cegedim reports that LinkedIn, Google+, and Facebook are the channels of choice for both professional and personal use. Although not widely budgeted for, social media's purpose is primarily devoted to marketing and public relations.

Surprisingly, or maybe not, most companies surveyed dedicate less than 5% of their sales and marketing budget to social media as a way to reach their target audience. This month's article on the App Revolution reports that of the more than 1,500 mobile apps that have been produced by biotechnology, pharmaceutical, and medical device companies, fewer than 10% are for patients living with chronic diseases, while a majority target physicians. According to our experts, this is a gap that needs to be addressed.

For more information on these hot topics or to access the full Cegedim Relationship Management 2013 Global Life Sciences Insights Report, please visit cegedimrm.com/Docs_Reports/CRM/2013-Cegedim-Global-Life-Sciences-Insights-Survey-Report.pdf.

Regards,

Taren Grom
Editor



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Their Word...

DENISE MYSHKO
Managing Editor



The voice of the patient is critical for developing drugs for rare diseases.

ROBIN ROBINSON
Senior Editor



Surviving the emerging complexities and challenges of today's specialty market will require not only a new commercial model but also a new mindset.

KIM RIBBINK
Features Editor



Highly developed with world-class institutions and infrastructure, Singapore is attractive to the industry across manufacturing, regional and global hubs, R&D, and biotechnology.

COMING in March 2014 Special Issue

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- > Mobile Technology
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- > Innovator's corner
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