

Awards

CHANDLER CHICCO NAMED AGENCY OF THE DECADE

Chandler Chicco, part of inVentiv Health, was named Healthcare Agency of the Decade by The Holmes Report, an online publication that reports public relations industry news. The report notes that

over the past decade, Chandler Chicco became a benchmark for quality in healthcare communications. The agency has built a roster that includes almost every major pharmaceutical company in the world, has grown its European operations, and has won > awards in the United States and Europe for its creative and strategic programming.

HBA's 2010 Woman of the Year, Star Volunteer, and Honorable Mentor



Deirdre Connelly



Deirdre P. Connelly, president of North America Pharmaceuticals at GlaxoSmithKline, has been named 2010 Woman of the Year by the Healthcare Businesswomen's Association.

Recognized for three consecutive years by Fortune magazine as one of the 50 most powerful women in business, Ms. Connelly is a respected leader in healthcare whose intense commitment to the patient has long driven her to foster innovation within the industry.

Charlene Prounis, managing partner of Flashpoint Medica, has been named 2010 Star Volunteer. Ms. Prounis has been active with the HBA for more than a dozen years and served as president on both the corporate and chapter level, first in 1998 as president of the HBA and again in 2004, as president of the Metro chapter.

HBA also named Mark Swindell, president, Pfizer Vaccines, as 2010 Honorable Mentor. With more than 25 years of experience, Mr. Swindell has held leadership positions of increasing responsibility during his career at Wyeth, now



Charlene Prounis

part of Pfizer. (Editor's Note: See the Last Word in this issue to read Mr. Swindell's insights on the vaccine arena.)

Ms. Connelly, Ms. Prounis, and Mr. Swindell, and more than 90 of the industry's Rising Stars will be honored at the HBA's annual Woman of the Year Luncheon, Thursday, May 6, at the Hilton New York.

Mark Swindell

Mega Mergers

Mergers to Contribute 63% of Big Pharma Sales Growth

Large-scale merger activity remains an integral strategy of big pharma and will contribute nearly two-thirds of peer-set sales growth during the period **1995 to 2014**. Analysis by Datamonitor of the **22** largest big pharma merger events since **1995** demonstrates that there are two distinct acquisition types: the purchase of smaller target companies with the primary strategic motive of extracting future sales growth and the purchase of larger companies with the primary strategic motive of gaining an immediate increase

in scale. Other key findings from the analysis include:

- Big pharma sales stood at **\$84 billion in 1995** and based on organic growth only are forecast to increase to **\$195 billion by 2014** (an absolute increase of more than **\$111 billion**).
- But the contribution of merger activity is forecast to lift **2014 sales to \$381 billion**, via an additional sales increase of **\$186 billion**.
- Mega-merger has also played a crucial role in allowing big pharma to maintain its share of the total prescription pharmaceutical market, thereby retaining the competitive advantages of relative scale enjoyed by players within this peer set.

SOURCE: DATAMONITOR

INTERNET SALES

Web Sites Selling Prescriptions Not in Compliance

More than **5,000** Internet drug outlets have been found to be out of compliance with U.S. pharmacy laws and practice standards to protect the public health, according to the National Association of Boards of Pharmacy (NABP).

Of the **5,231** Internet drug outlets NABP had assessed since the May **2008** launch of its Internet drug outlet review program, **5,008 (96%)** of the sites were found to be out of compliance with basic criteria for legitimate pharmacy practice and were posted as not recommended.

Of the **5,008** sites listed as not recommended:

- More than **75% (4,029)** dispense drugs without a valid prescription.
- More than half (**2,762**) accept a brief online questionnaire in place of a prescription.
- Almost **25% (1,327)** post a physical address located outside of the United States.
- Almost half (**2,436**) do not provide any physical address. According to the WHO, more than 50% of medicines purchased over the Internet from sites that conceal their physical address are counterfeit.
- Almost half (**2,216**) offer foreign or unapproved drugs.
- Almost **20% (956)** do not have secure sites that protect patients' personal and financial information.

SOURCE: NATIONAL ASSOCIATION OF BOARDS OF PHARMACY

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