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Cheers!

TIME FLIES WHEN ONE IS HAVING FUN. And the last 10 years have been extremely fun and extremely rewarding. It's been great getting to know so many of you throughout the life-sciences industry. Back in 2001, the term life-sciences was not common, in fact many questioned us as to what it meant. We believed, and still maintain, that the "pharmaceutical" industry was much larger than had been previously categorized and encompasses companies of all sizes and shapes that make up the continuum of patient care. (The challenge was that Life-SciencesVOICE just didn't fit on the cover.)



Then as now, we also believed that the industry was more than pills and bottles and the real heroes were those who continually strive to improve the quality of life for those who are most in need; it's been a great pleasure to feature more than 10,000 of you in the pages of PharmaVOICE in the past 10 years.

This month we take a rare look back at the game changers that have shaped the industry for the past decade, and at the same time we look to the future to understand what new paradigms will influence all aspects of healthcare. As always, we thank the thought leaders featured in this issue who took the time to provide us with their valuable insights and predictions.

Here are a few top line results that Booz Allen identified as "market truths" that will continue to play out in the next several years: more than 70% of product launches in recent years missed their initial analyst sales forecasts; tenders and contracts represent more than a quarter of the global pharmaceutical market, and their share is growing; between 2010 and 2013, half of the growth in healthcare will come from the "E7" countries (Brazil, China, India, Indonesia, Mexico, Russia, and Turkey); the rate of new drug discovery in the period from 2000 to 2010 was so low that the head of a major pharmaceutical company dubbed it the "lost decade;" the cost of development from protocol design to patient enrollment continues to skyrocket — in industry-sponsored clinical trials in the U.S., for example, on average only 14 patients are enrolled for every 100 patients screened; and although income growth has been buoyed by multiple cost reduction initiatives, the sector's return on invested capital continues to decline.

We invite you to dive into this month's issue, which explores these market trends as well as many others. We also invite you to share with us what you believe the biggest game changer has been or what you think will be the most important trend in the coming years. E-mail me at tgrom@pharmavoiced.com. I would love to hear from you.

On behalf of my two co-founding partners — Lisa Banket and Marah Walsh — as well as our talented and dedicated team, we want to sincerely thank all of you who have generously supported us along our journey. And we look forward to bringing you in-depth and thoughtful commentary for another 10 years.

Thank you,

Taren Grom
Editor

tgrom@pharmavoiced.com

Their Word...

DENISE MYSHKO
Managing Editor



Technology is one of the top drivers of change in the life sciences.

ROBIN ROBINSON
Senior Editor



Sanofi-Aventis, Merck, and Lilly are all featured in the social media column this month. Who says pharma isn't using social media?

KIM RIBBINK
Features Editor



There are numerous collaborations between global pharma companies and India-based companies.

CAROLYN GRETTON
Contributing Editor



The next generation of pharma advertising will likely feature a blend of new and traditional media formats shaped to fit the customized, interactive nature of 21st century communications.

COMING in April

- > Late-Phase Trials
- > Lead Generation and Advertising
- > Emerging Market — Russia
- > Showcase Features —
Sales Training
IRBs