

Milestones...

» **Criterion** is celebrating its 20th anniversary of providing global clinical trial and support services to sponsors.

“Criterion offers turnkey services, with global locations, transparent processes, and the ability to adapt to the conditions of each clinical study based on the management of real-time information available each day,” says John

John Hudak

Hudak, founder and president, about his company’s history and its future.



» **The Pharmaceutical Marketing Research Group (PMRG)** marks its 50th anniversary with a year of events and initiatives. To commemorate the milestone in a style suited to the digital era, PMRG has initiated “50 Years in 50 Weeks,” a community-generated online look at its legacy of growth, evolution, and leadership.

The 1,000+-member organization also has an exciting agenda for its upcoming annual conference March 27-29 in Phoenix, including discussion around the implications of the results of PMRG’s first state-of-the-industry (SOI) survey, an analysis of where the industry stands today, and where it’s poised to go in the future.

INDUSTRY at Large ▼



“While the economy appears to be getting stronger, we are still seeing record numbers of patients enrolling in our prescription savings programs and they are staying in the programs longer,” says Rich Fante, President, AstraZeneca U.S. and Regional VP, North America

AstraZeneca Provides **FREE MEDICATION**

In **2010** AstraZeneca provided **\$947 million** in savings to the more than **545,000** patients in the United States



who participated in its AZ&Me prescription savings programs. Through these programs that provide medicines at no cost to eligible participants, AstraZeneca saved patients a total of **\$2.3 billion** on **10.6 million** prescriptions since the economic downturn took hold in **2008**.

Participation in the AZ&Me prescription savings programs has steadily increased over the last three years. In **2010**, patients filled **4.1 million** prescriptions through the programs, a **7%** increase over **2009** and an increase of **34%** since **2008**.

Quote of the Month...

“The shift to a wellness-based and consumer-driven healthcare management and delivery model is one of the most important developments in modern history.”

RON HELM / Pacific Biomarkers



PharmaVOICE.com

PODCASTS

Best Practices for Your CRO Partnerships

Thought Leader: Colin Terry, Aptuit

Building a Communications Bridge: A Best Practice for Conducting Clinical Trials in India

Thought Leaders: Dr. Edward J. Brennan Jr. and Dr. James A. Bannon, IndiPharm

Why ISMPP? Leadership, Value, and Best Practices for Medical Publication Professionals

Thought Leaders: Julia Ralston, MedErgy HealthGroup and President ISMPP; and Kimberly Goldin, ISMPP

WHITEPAPERS

Maximizing the Success of Your CRO Partnerships

Sponsored by: Aptuit

Increasing Planning Efficiency in Clinical Development

Sponsored by: ClearTrial

Patient-Centered Wellness: Promoting Savings, Accountability and Health

Sponsored by: Cognizant

No More Product Losers! Strategic Lessons Learned

Sponsored by: Snowfish

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Online CONSUMERS

Consumers are three and a half times more likely to go to media and third-party information websites for information about treatments and conditions than to any other source. Only **11%** said they would go to a pharma company for health information, according to PricewaterhouseCoopers.

Patent CLIFF

By **2016** medicines that generate sales of **\$133 billion** for their manufacturers in the U.S. alone will be exposed to generics, including drugs worth **\$33.2 billion** in **2011** that will lose patent protection in **2012**, more than double this year's figure, according to EvaluatePharma Ltd.

Patent Expiry Risk Over Next 3 Years

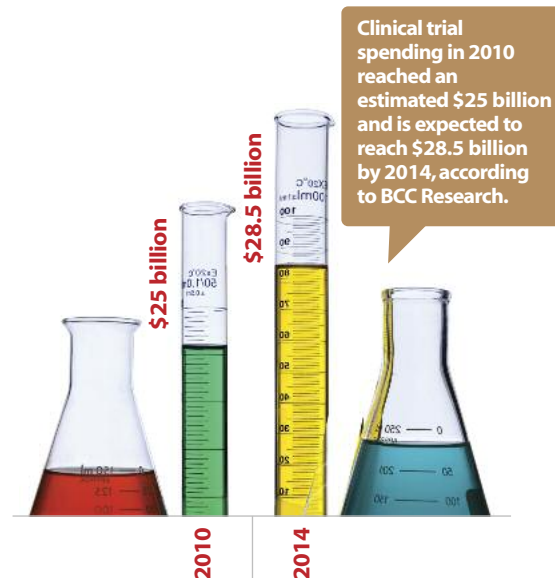
Company	2010 sales (\$ in billions)	% of portfolio at risk within 3 years
Pfizer	\$53.6	68%
Lilly	\$20.8	66%
BMS	\$15.6	58%
J&J	\$24.3	52%
AZ	\$31.7	50%
Amgen	\$14.6	50%
Merck	\$41.1	43%
Sanofi-Aventis	\$39.9	40%
Novartis	\$45.0	40%
GSK	\$39.6	33%
Abbott	\$19.4	25%
Roche	\$36.2	19%



61% of U.S. companies in a recent Logarithmic Impact survey said their No. 1 reason for having a social media strategy was lead generation.

M&A TRENDS

In **2010**, total M&A transaction value increased by **81%** over **2009**, reaching **\$11.62 billion** in **2010**. Total transaction volume also increased, with a **13%** gain over **2009**, from **199** in **2009** to **224** in **2010**, according to Berkery Noyes.



Clinical trial spending in 2010 reached an estimated \$25 billion and is expected to reach \$28.5 billion by 2014, according to BCC Research.

Drug Delivery MARKET ON THE RISE

The top **10** drug delivery technologies market is expected to grow from **\$77 billion** in **2009** to **\$156 billion** in **2015**, with controlled-release technologies accounting for the largest share of **\$20 billion** in revenue in **2010**. According to MarketsandMarkets, prominent industry participants include Elan, Biovail, Alkermes, Nektar.

inVentiv Goes on SHOPPING SPREE

inVentiv Health has acquired Campbell Alliance, a management consulting firm, and signed an agreement to purchase i3 from Ingenix. Paul Meister, executive chairman of inVentiv Health Inc., has assumed the CEO position.



Paul Meister

inVentiv will realign its organization under three self-standing operating segments: Clinical, Consulting, and Commercial.

Going VIRTUAL

More life-sciences companies these days are adopting virtual events and environments as part of their training and marketing strategies. Virtual events provide a rich, interactive online space conducive to learning, teaching, training, collaborating, and networking.

The Virtual Events for Pharma **2011**: How to Create Impact and Maintain Compliance is being brought to you by Unisfair, Cramer, and PharmaVOICE: **March 23, 2011, 12:30 ET.**

Join PharmaVOICE by registering at <http://bit.ly/VEPharma2011>

HBA WOMAN OF THE YEAR

The Healthcare Businesswomen's Association (HBA) has named Freda Lewis-Hall, M.D., chief medical officer of Pfizer, **2011** Woman of the Year. In her **30-year** career, Dr. Lewis-Hall has held leadership roles in direct patient care, academics, media, government, and pharmaceuticals.

In addition, the HBA named Ian Clark, Genentech's CEO and head of North American commercial operations, as **2011** Honorable Mentor for his dedication to enhancing and accelerating the stature and accomplishments of women in healthcare.

Daria Blackwell, healthcare marketing consultant and former managing partner of advertising agency Sudler & Hennessey, has been named the **2011** Star Volunteer.

Dr. Lewis-Hall, Mr. Clark, and Ms. Blackwell will be recognized at the **22nd** annual "Woman of the Year" (WOTY) Luncheon on Thursday, **May 5, 2011**.



Dr. Freda Lewis-Hall



Ian Clark



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