

## Awards...



### » ANTI-ABUSE CAP WINS AWARD

The Locking Cap was honored as one of the "Top 5 Technologies to Reduce Prescription Drug Abuse" by the Center for Lawful Access and Abuse Deterrence (CLAAD). The Locking Cap is a

four-digit combination-locking lid for prescription medication bottles.

For 2013, the cap is being redesigned with eye-catching packaging that is sharp, clear, and informative. The display unit was also revised to match the new label, and includes an engaging QR code on the front.



## People Want More Investment IN CANCER TREATMENTS

The public is generally satisfied with cancer research progress over the past 20 years. But they believe it takes too long for new cancer medicines to reach patients. This is the finding from a recent survey from the PACE Cancer Perception Index, which was commissioned by Lilly Oncology and conducted by GfK.

A near majority does not think a cancer diagnosis is a death sentence; the U.S. is most optimistic (65% strongly disagree or disagree). But myths about cancer remain.

For example, more than four out of 10 people worldwide believe that cancer is a single disease when in fact it is more than 200 different diseases with many different biologic, genetic, and environmental origins. Taking a dim view of the pharmaceutical industry, six in 10 of the respondents believe pharmaceutical companies are more interested in treating cancer than curing it.

▼ For more information, visit [multivu.com/mnr/60140-lilly-oncology-pace-cancer-perception-index](http://multivu.com/mnr/60140-lilly-oncology-pace-cancer-perception-index).

## Specialty Drug Costs ARE SPIRALING

Specialty drug spend will surpass traditional drug spend by 2018 for commercial plan sponsors, according to a recent drug trend study by Artemetrx. Specialty drugs already represent 30% of total drug spend after the specialty claims covered under the medical benefit are fully captured. This percentage is significantly higher than the 15% to 20% that is frequently reported for specialty as a percent of total drug spend.

Researchers forecast that total specialty drug spend will grow from \$290 per member, per year (PMPY), to \$845 PMPY by 2018 due to the strong specialty pipeline, price inflation, and expanded indications.

▼ For more information, visit [artemetrx.com](http://artemetrx.com).

## INDUSTRY at Large ▼



Football legend Jerome Bettis and cookbook author Robin Miller join forces with Sanofi for anaphylaxis awareness.

## Sanofi Launches Anaphylaxis AWARENESS CAMPAIGN

Jerome Bettis and Robin Miller are teaming up with Sanofi US to raise awareness of life-threatening allergic reactions (anaphylaxis). Mr. Bettis, former Pittsburgh Steelers running back, is allergic to shellfish, and Ms. Miller, a food writer, is allergic to eggs.

They are among the up to 6 million Americans who may be at risk for anaphylaxis, although the precise incidence is unknown and likely underreported. Food is the most common anaphylaxis trigger and accounts for 30% of all anaphylaxis fatalities. It is estimated that an ER visit caused by food-related anaphylaxis occurs in the United States about every 18 minutes.

## States Slow to MAKE REFORM CHANGES

Only 11 states and the District of Columbia have passed laws or issued regulations to implement the Affordable Care Act's major health insurance market reforms that go into effect in 2014, according to a Commonwealth Fund report; 39 states have not yet taken action. States that do not pass new legislation or issue new regulations may lack the authority and tools necessary to ensure that health insurance companies in their state are complying with the new rules. If states fail to ensure compliance with the rules, responsibility for enforcement could default to the government, say the authors of the report Katie Keith, Kevin Lucia, and Sabrina Corlette of Georgetown University.

▼ For more information, visit [commonwealthfund.org](http://commonwealthfund.org).

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## Milestones...


### Advanced Clinical CELEBRATES 25 YEARS



Leo Sheridan

Advanced Clinical, a provider of clinical research solutions, is celebrating its 25th year in business for the Advanced Group. Founded in 1988 by Leo Sheridan, the Advanced Group is a diversified professional services organization. Founder and CEO Leo

Sheridan says, "I am proud to say Advanced Clinical is a trusted partner in the clinical research field, and we continue striving to deliver the highest-quality solutions to our clients. It is gratifying to look at our past; I'm even more excited for our future."



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