

## Milestones

### ■ 20 YEARS OF DISCOVERY

Pharmaceutical Research and Manufacturers of America (PhRMA) has marked the 20th anniversary of the Discoverers Award, the highest honor given by PhRMA to scientists who helped discover breakthrough medicines for patients suffering from disease. PhRMA presented the Discoverers Award to three then SmithKline Beecham — a GlaxoSmithKline heritage company — scientists who helped research and develop the prescription drug Coreg. In addition, PhRMA presented the Clinical Trial Exceptional Service Award to the three physicians who were instrumental in the clinical-trial process for Coreg, as well as to Lacey Angioletti who, as a then 21-year old patient, participated in the clinical trials that were critical to the development of this life-saving treatment.

### ■ MACHINERY MILESTONE

Founded in 1983, Uhlmann Packaging Systems LP is

celebrating 25 years of service to the North American pharmaceutical industry. With products that include blister machines, cartoning systems, line-monitoring and control systems, and downstream packaging machinery, Uhlmann provides sales support, service technicians, on-site training, parts inventory, tool manufacturing and rebuilt machinery, and on-site engineering for line integrations.

### ■ A QUARTER CENTURY OF SERVICE

SK&A is celebrating its 25th anniversary as a provider of healthcare information solutions and research.

SK&A researches, formats, and maintains contact and profiling information for more than 2 million healthcare providers, including 830,000 prescribers.

*If your company or organization is celebrating a major anniversary, please send your information to: [feedback@pharmavoice.com](mailto:feedback@pharmavoice.com), subject line Milestones.*

## FALLING SALES

# U.S. Prescription Sales: \$286.5 Billion

IMS Health reports that overall sales growth in the U.S. prescription market moderated at 3.8% in 2007, compared with growth of more than 8% in 2006. Total U.S. prescription sales in 2007 were \$286.5 billion.

IMS analysts attribute the slowdown in sales growth to the loss of exclusivity of branded medicines representing \$17 billion in sales in 2008; the fewest new product approvals, which resulted in the fewest new drug launches in 30 years; the leveling of year-over-year growth from the Medicare Part D program; and the impact of safety issues, including a significant number of “black box” warnings and product withdrawals, as well as safety concerns raised by the FDA for products in the erythropoietins, diabetes and antidepressant therapy classes.



Total U.S. dispensed prescription volume grew 2.8% compared with 4.6% in 2006. Overall, the top five therapeutic categories in terms of prescriptions in 2007 were: antidepressants, lipid regulators, codeine and combination pain medications, ace inhibitors, and beta blockers.

### 2007 TOP THERAPEUTIC CLASSES BY U.S. SALES

Rank	Therapeutic Class	2007 Total Dollars (U.S. billions)
1	Lipid regulators	\$18.4
2	Proton pump inhibitors	\$14.1
3	Antipsychotics	\$13.1
4	Antidepressants	\$11.9
5	Seizure disorders	\$10.2
6	Erythropoietins	\$8.6
7	Antineomonal antibiotics	\$6.8
8	Angiotensin II antagonists	\$6.6
9	Antiinflammatories, biological response modifiers	\$5.3
10	Bisphosphonates	\$4.6
<b>Total Sales</b>		<b>\$286.5</b>

Source: IMS Health, Norwalk, Conn.

“In 2007, the U.S. pharmaceutical market experienced its lowest growth rate since 1961,” says Murray Aitken, senior VP, healthcare insight, IMS. “The moderating growth trend that began in 2001 resumed last year following the one-time impact on market growth in 2006 from the implementation of Medicare Part D. Last year, we saw a continuing shift away from primary-care classes to biotech and specialist-driven therapies, which grew at a 9% and 10% pace, respectively. Among the leading therapy classes, oncology drugs continued their rapid growth, at 14%, the result of innovative new medicines, expanded indications and accelerated uptake of products to fill unmet needs.”

With prescription sales of \$18.4 billion, lipid regulators continued to be the largest therapy class in the United States, despite a 15.4% year-over-year sales decline. Proton pump inhibitors ranked second, with prescription sales of \$14.1 billion and growth of 2.8%. Antipsychotics replaced antidepressants as the third-largest therapeutic class in 2007, with prescription sales growth of 12.1% to \$13.1 billion.

## SEARCH ENGINE TERMS

### Top 5 in Q4

“While medical professionals can access much of the same information offline, they are choosing to leverage technology to access medical literature in a more convenient and timely manner,” says Cyndy Finnie, senior product manager for SearchMedica. “Many factors can motivate medical professionals to conduct a search, including the desire to stay informed about new developments or learn more about high profile topics.”

### THE TOP FIVE Q4 GENERAL MEDICINE-RELATED SEARCHES BY MEDICAL PROFESSIONALS WERE:

1. Hypertension
2. Osteoporosis
3. Diabetes
4. MRSA
5. Hypothyroidism



# COVER NEW GROUND

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ACHIEVE BEYOND EXPECTATIONS  
PUBLICIS SELLING SOLUTIONS

HBA 2008 HONOREES

Sibley, Kanavy, Camille Talley



Charlotte Sibley



Leonard Kanavy



Anne Camille Talley

**Charlotte Sibley**, senior VP, leadership development, Shire Pharmaceuticals, has been named as Woman of the Year by the Healthcare Businesswomen's Association (HBA). Ms. Sibley has devoted the majority of her career to cultivating and mentoring professional talent

for several leading companies.

"This award is testament to the commitment of the HBA to developing talent, inspiring leadership, and encouraging all professional women to serve as role models and mentors for others who aspire to learn and excel," Ms. Sibley says.

Genentech's **Leonard Kanavy**, VP, commercial operations, has been named as 2008 Honorable Mentor. The HBA created the Honorable Mentor Award in 2001 to recognize one individual each year who demonstrates long-term support of the advancement of women in the healthcare industry; has a personal dedication to developing, mentoring, and promoting women in the industry; and who has been supportive of the HBA.

Each year, the HBA honors a volunteer who stands apart as an exemplary role model and who has demonstrated a long-term commitment to furthering the organization's goals. **Anne Camille Talley**, an HBA volunteer for more than 10 years, and a past HBA board member, has been named the 2008 Star Volunteer. Ms. Camille Talley is a leading industry consultant and currently works with Health Leaders Consultancy.

All three will be honored, along with a distinguished group of Rising Stars (see related article in the May issue of PharmaVOICE) at the 19th annual HBA Woman of the Year luncheon, May 8, 2008, at the New York Hilton.

SOURCE: HBA, FAIRFIELD, N.J.



TUNING IN...

Podcasts and WebSeminars

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SOURCE: PHARMAVOICE, TITUSVILLE, FL.

A BITTERSWEET PILL

Prescription Drugs Valued, But Cost Too Much

A recent poll, conducted jointly by USA Today and public opinion researchers at the Kaiser Family Foundation and the Harvard School of Public Health, found

that Americans greatly value prescription drugs' potential benefits for their families, but most believe they cost too much money and many struggle to pay for needed medicines.

Americans love the products that pharmaceutical companies produce, but they are less favorable toward the companies themselves, mainly because they feel they are getting ripped off by high prices driven by high drug company profits.

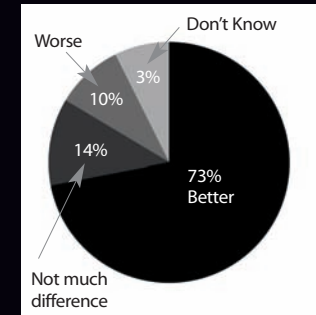
While a plurality (47%) of the public says they have a favorable view of pharmaceutical companies, more than four in 10 (44%) have an unfavorable view of these companies, outranked only by health insurance companies (54%) and oil companies (63%).

Nearly three-quarters (73%) say prescription drugs developed over the past 20 years have made the lives of people in the U.S. better (including 52% who say "a lot" better), and nearly two-thirds (63%) say the same about their own and their family members' lives. Very few say prescription drugs have made Americans' lives (10%) or their own lives (4%) worse.

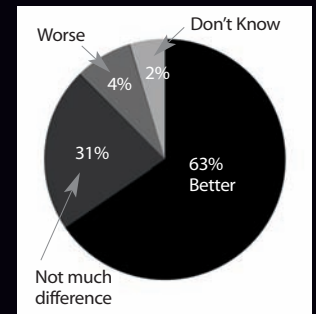
Among those with a favorable opinion of drug companies, when asked why their opinion is favorable, about two-thirds (64%) mention the quality and/or

MOST THINK PRESCRIPTION DRUGS IMPROVE PEOPLE'S LIVES

Do you think prescription drugs developed over the past 20 years have generally made the lives of people in the US better, worse or haven't they made much difference?



Do you think prescription drugs developed over the past 20 years have generally made your own life and your family members' lives better, worse or haven't they made much difference?



importance of the products and research provided by the industry. But people don't necessarily see drug companies standing out from other types of companies because of the work that they do. Just about a quarter (26%) of the public believes that, by researching and developing new drugs, pharmaceutical companies make more of a contribution to society than most other companies, while more than half (56%) say their contribution is about the same.

On the other hand, the high cost of drugs and high profits made by drug companies are Americans' biggest beef with the pharmaceutical industry.

USA TODAY/KAISER FAMILY FOUNDATION/HARVARD SCHOOL OF PUBLIC HEALTH