

## Awards...



### CSL HONORED FOR WORK IN RARE DISEASES

CSL Behring is the recipient of a 2012 European Organization for Rare Diseases Award for its work in developing and manufacturing therapies used to treat rare and serious medical conditions. One of the primary criteria for the award is a demonstrated commitment to providing access to therapies for people with rare diseases.

### PFIZER CSO HONORED FOR NEUROCHEMISTRY RESEARCH

Pfizer's Chief Scientific Officer for Neuroscience Research Unit, Dr. Michael Ehlers, was honored with the Thudichum Medal by the Biochemical Society. The award recognizes eminent scientists who have made outstanding contributions to neurochemistry and related subjects. Dr. Ehlers was recognized for his work on membrane trafficking and receptor dynamics at glutamate synapses, processes crucial for learning, memory, and cognition.



Dr. Michael Ehlers

## INDUSTRY at Large ▼



Kimberly Park, Partner, Janssen Healthcare Innovation says the Janssen Connected Care Challenge aims to inspire entrepreneurs to develop effective, scalable solutions that can make a meaningful impact in patients' lives.

### Janssen Aims to Spur INNOVATION IN PATIENT CARE

Janssen Healthcare Innovation, a team within Janssen Research & Development, is sponsoring the Janssen Connected Care Challenge, which seeks technology solutions to improve the coordination of care for patients as they are being discharged from the hospital.

Janssen Healthcare Innovation will award a total of **\$250,000** to support further development of the top three ideas that improve healthcare outcomes.

Submissions will be reviewed by a panel of distinguished visionaries and practitioners in the areas of innovation, technology, care transitions, and healthcare.

### Johnson & Johnson NAMES NEW CEO

Alex Gorsky becomes CEO of Johnson & Johnson **April 26, 2012**. Mr. Gorsky, 51, currently vice chairman of the company's executive committee, succeeds Bill Weldon, who has served as chairman and CEO of J&J since **2002**. Mr. Gorsky began his J&J career in **1988** as a sales representative with Janssen Pharmaceutica. He has an MBA from the Wharton School of the University of Pennsylvania.



Alex Gorsky

## Milestones...

### Quintiles Celebrates 30TH ANNIVERSARY



Dr. Dennis Gillings

In 2012, **Quintiles** marks the 30-year anniversary of the company's incorporation, transforming from a small statistical consulting firm housed in a university campus trailer to a biopharmaceutical services company with 25,000 employees and offices in 60-plus countries. Quintiles was incorporated on February 26, 1982, formalizing the work founders Dennis Gillings, Ph.D., and Gary Koch, Ph.D., had been performing since 1974 at the University of North Carolina (UNC) in Chapel Hill.

### Quote of the Month...

“ Any time a company engages with patients directly and understands their needs more concretely, it has the opportunity to deliver better value. ”

**BEN HEYWOOD**  
PatientsLikeMe



## PharmaVOICE.com

### PODCASTS

**Insights from the Field: Tele-Sales Solutions Build Relationships Between the Brand and HCPs**  
**Thought Leader:** Lou Shapiro, PhoneScreen, an AMAC company

**Patient Access to Investigational Drugs: Removing Barriers**  
**Thought Leader:** Simon Estcourt, Idis

**2012 DIA Preview**  
**Thought Leader:** Craig Lipset, Pfizer, and DIA Program Chair

### WHITE PAPERS

**Seize the Moment: Tele-Sales Solutions Deliver Impact and Flexibility**  
**Sponsored by:** Phonscreen, an AMAC company

**Providing Pre-Approval Access Globally**  
**Sponsored by:** Idis

A photograph of three healthcare professionals in a clinical setting. A male doctor in a white coat and stethoscope is on the left, looking at a document. A female doctor in a white coat and stethoscope is in the center, looking at the document. A female professional in a white shirt and dark blazer is on the right, also looking at the document. They are all focused on the document in front of them.

# In **THE NEW** HEALTH, better outcomes begin with better education.

And that begins with a more knowledgeable healthcare provider and a well-informed patient. Innovex now Quintiles, the industry leader, pioneered the role of Clinical Educators and continues to help patient, physicians and other stakeholders better understand health and treatments — improving outcomes, adherence and maximizing your brand value.

To learn more about customized Quintiles Health Management Solutions, visit [quintiles.com/clinicaleducators](http://quintiles.com/clinicaleducators) or call +1 866.267.4479

 **QUINTILES®**  
*Navigating the new health*