

Awards...



» LILLY RECOGNIZED FOR FIFTH STRAIGHT YEAR BY NAFE

Lilly has been named to the NAFE Top 50 Companies for Executive Women list for 2013. Compiled by the National Association for Female Executives (NAFE), the list recognizes organizations whose policies and practices encourage women's advancement and whose numbers at the highest levels of leadership demonstrate that commitment.

» PHYSICIANS INTERACTIVE CEO RECEIVES AWARD

CEO and Vice Chairman Donato Tramuto of Physicians Interactive (PI), a provider of online, point-of-care and mobile resources and solutions for clinicians, has been awarded the H.I.T. Men & Women award at the 2013 Healthcare Information and Management Systems Society annual event. He won the award for his leadership in helping PI and Health eVillages advance the use of healthcare technology in ways that better connect life-sciences companies and healthcare professionals, while also saving lives and empowering clinicians to raise the quality of care in challenged global regions.



Donato Tramuto

INDUSTRY at Large ▼



Shire's The Diabetic You mobile bus tour featured interactive activities related to the management and treatment of complications of diabetes, including cooking demonstrations.

Shire Raises Awareness of DIABETES AND ITS COMPLICATIONS

Shire's Regenerative Medicine business, its community education program HealTogether, and celebrity chef Charles Mattocks made their way around the country this spring for The Diabetic You Mobile Tour. The multi-city tour featured an array of experts traveling in a brightly colored recreational vehicle equipped for cooking demonstrations and information stations. The tour was designed to provide visitors with easy access to resources to help

understand the complications of diabetes. Shire partnered with Charles Mattocks, author of *Eat Cheap but Eat Well* and a frequent speaker on the topic of diabetes.

"By partnering with Charles Mattocks, we are bringing information and access to experts directly to the people who need it most," says Matthew Pauls, senior VP of global commercial operations for Shire Regenerative Medicine. "Our goal is to increase awareness about the management and treatment of these issues."

Rise in Drug Costs to HOSPITALS, CLINICS SLOWING

Even though costs for medications will continue to rise in 2013 by as much as 4% in some settings, the increase is projected to be less than in previous years, according to a report by the American Society of Health-System Pharmacists (ASHP). The increasing availability of less-expensive generic products is a primary factor reducing drug expenditures.

The authors attribute this slowing to modest increases in expenditures for new products (3.3%) and pricing of existing products (5.9%), coupled with a marked decline in overall volume and mix (less than 8.4%).

Retail pharmacies, mail-order pharmacies, and clinics accounted for the majority of prescription expenditures. Oncology medications and biologics continue to be large and important expenditures for hospitals and clinics.

▼ For more information, visit ashp.org.

Dramatic Shift in the PHYSICIAN-PATIENT CONVERSATION

Today's patients are more informed, more proactive, and more in control than ever, which has made the doctor-patient conversation challenging for physicians, according to results of a research study conducted by Topin & Associates. The Clipboard Conversation study reveals that because the age-old doctor-patient relationship is changing dramatically, the marketing of healthcare brands needs to change as well.

"Specialists find themselves answering more questions, countering misleading information patients find online, and even justifying their treatment recommendations," says Al Topin, president of Topin & Associates.

The exam room conversation between a doctor and a patient — where everything from initial symptoms to therapy and compliance is discussed — is a vital part of the treatment process. The

difference is that now the patient is no longer passively listening. Topin's study shows today's patients are more opinionated and demanding of their physician's time.

The Clipboard Conversation study combined insights from an advisory panel with a quantitative study issued to patients.

The Clipboard Conversation study revealed a number of findings useful to brand marketers:

- » Physicians feel unequipped to provide the level of information, time, and attention patients need today.
- » Patients want physicians to spend more time with them and feel negatively when they are not able to get more time.
- » Patients are comfortable bringing disease or drug information they've found online to their doctor appointments.
- » Patients' trust in physicians is no longer a given; they are not compelled to follow physician advice.

Milestones...

Acurian Celebrates

15 YEARS

Acurian is celebrating its 15th anniversary. The company, which started as a data/information company in the dotcom era, has evolved into a provider of global patient enrollment and retention solutions.

"Over the last 15 years, Acurian has grown into the company more clinical trial sponsors turn to with their patient enrollment and engagement challenges," says Rick Malcolm, Acurian's CEO.

Fingerprint Celebrates

5 YEARS

Fingerprint has released a newly designed logo to celebrate its 5th anniversary this month.

The new logo features a custom typeface in a rich eggplant color with bright orange paint swooshes dotting each "i." Designing the new logo was an exciting part of a larger effort to refresh the company's brand after five years.

Rebranding included changing the company's name from the formal FingerPaint Marketing to the more colloquial Fingerprint.

"As we prepare to celebrate five incredible years and move into our new office in the heart of downtown Saratoga Springs, we decided it was a great time to rebrand," says Fingerprint's Ed Mitzen.

Handwritten Scripts Still

OUTPACE E-PRESCRIBING

While e-prescribing holds great promise, physician preference for pad and pen remains strong, according to MediScripts. According to the most recent prescribing data, **4.02** billion prescriptions were dispensed in **2011**. Of that, physicians wrote **570** million e-prescriptions, compared with **916** million prescriptions issued from MediScripts-physician subscribers alone.

"More than **50%** of U.S.-based physicians utilize e-prescribing technology, yet data show that among physicians, a majority are also writing prescriptions on a pad," says Erez Lapsker, CEO of MediScripts.

▼ For more information, visit mediscripts.com.

Biopharmaceutical Industry FACING R&D TALENT GAP

A talent gap in the scientific workforce has biopharmaceutical companies searching outside for fresh skills and alternate approaches to R&D staffing, according to PwC's Health Research Institute (HRI). New R&D organizational models based on partnerships, alliances, and even crowd sourcing are changing talent needs, challenging traditional talent management strategies and redefining the role of human resources (HR) in R&D productivity.

The knowledge-intensive pharmaceutical industry had the highest reported difficulty in hiring top talent of the **19** industries featured in PwC's **2012** Global CEO Survey. Other findings:

- » **52%** of industry executives report that hiring has become increasingly difficult and only **28%** feel very confident they will have access to top talent.
- » Nearly three-quarters (**72%**) of executives said their organizations are looking to increase R&D capacity over the next **12** months, and **6** in **10** intend to increase investments over the next three years to create a more skilled workforce.

▼ For more information, visit pwc.com/hri.

HBA Honors INDUSTRY LEADERS

Bridgette Heller, executive VP at Merck and president of Merck Consumer Care, has been named The Healthcare Businesswomen's Association (HBA) 2013 Woman of the Year.



Ms. Heller is lauded as being an inspiring leader who motivates others with her passion and conviction about understanding and meeting the needs of consumers. She has a strong track record leading mature businesses, driving entrepreneurial ventures and supporting diversity, including opportunities for women.

Before joining Merck in 2010, Ms. Heller was president of Johnson & Johnson's Baby Global Business Unit.



Kevin Rigby

Kevin Rigby, VP of public affairs at Novartis Pharmaceuticals Corp. and U.S. country head of public affairs, has been named HBA's 2013 Honorable Mentor. He serves on Novartis' country executive committee and as

PODCASTS

Transitioning Clinical Trial Patients to Commercial Supply via Managed Access Programs

Thought Leaders: Dr. Suzanne Gagnon, Idis; Dr. Karen Searle, Eisai Global Clinical Development; and Dr. Michelle Gee, Eisai Global Clinical Development

What Do Mick Jagger, Diabetes, Heart Disease, and Cancer Have in Common?

Thought Leader: Melissa Hammond, Snowfish

WHITE PAPERS

e-Promotion Resonates with Next-Generation Physicians

Sponsored by: Encuity Research

Penetrating the Universal Emerging Market: Answers to 10 Key Questions on Developing and Marketing Therapies for the Aging Population

Sponsored by: Snowfish

Continuing Access Post-Clinical Trial (Case Study)

Sponsored by: Idis

president of the Novartis Patient Assistance Foundation. Created in 2001, the Honorable Mentor award recognizes one individual who demonstrates long-term support for 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's goals.



Eve Dryer

The HBA has awarded Eve Dryer the 2013 STAR (Strategic Transformation Achievement Recognition) award. The HBA annually honors one STAR who stands apart as a truly engaging volunteer and who has demonstrated a long-term commitment to furthering the advancement and impact of women in healthcare worldwide. For almost 10 years, Ms. Dryer has worked extensively in the managed marketed arena, serving as a senior communications consultant. In 1998, she founded Vox Medica Health Care Public Relations, now part of Vox Medica and worked as partner and owner through 2012. Ms. Dryer has been an HBA volunteer for almost 20 years.

The 24th annual WOTY event will be held May 9, 2013, at the Hilton in New York.