

Awards...



ISCDD AWARD WINNER



Jay D. Kranzler, M.D., Ph.D., chairman emeritus of Cypress Bioscience, has received the 2011 ISCDD Award for Innovation. The International Society for CNS Drug Development (ISCDD) is a nonprofit independent society focused on addressing scientific challenges in CNS drug development.

Healthcare Providers Say PHARMA PROVIDES VALUE



John Castellani

Almost **8** out of **10** physicians view pharmaceutical companies and their sales reps as useful sources of information on medicines, according to a survey from KRC Research.

PhRMA President and CEO John Castellani said of the survey

findings: "What is clear from the results of the survey is that physicians review and integrate information from many sources to stay informed about medicines. This helps them make the most informed treatment decisions possible."

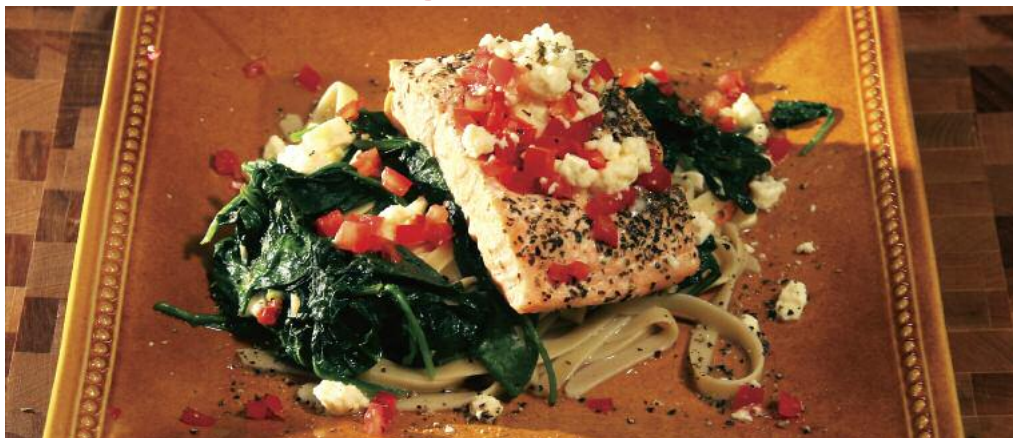
The survey, which was supported by PhRMA, found that:

- » **90%** of physicians say interactions with reps allow them to learn about new indications for approved medicines, potential side effects, and emerging benefits and risks of medicines.
- » **84%** of physicians said rep interactions allow them the opportunity to provide feedback to a company about their experiences with a specific medicine.

Prescription drug spending in 2009 totaled about \$250 billion, of which \$78 billion (or about 31%) was spent by the federal government, according to the Government Accounting Office.



INDUSTRY at Large ▼



The partnership includes a video series in which Food University chef personalities Sara Moulton and Curtis Aikens provide cooking demonstrations and offer simple tips and recipes for making healthy, well-balanced meals, including Salmon Florentine.

Crestor is COOKING

AstraZeneca has launched a partnership with Food University — a culinary education and entertainment platform — to educate people about the importance of maintaining a healthy diet as one way to help manage cholesterol. In support of its cholesterol-lowering medication Crestor, the AstraZeneca partnership with Food University aims to empower people to take control of their health by showing how even small changes, like incorporating more low-cholesterol foods into their diet, can make a big difference.

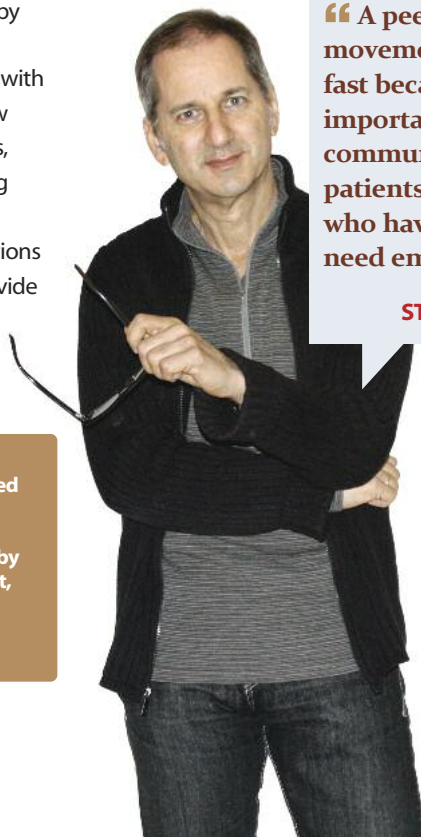


America's biopharmaceutical research companies invested a record \$67.4 billion last year in R&D, an increase of \$1.5 billion.

Quote of the Month...

“A peer-to-peer healthcare movement is gaining ground fast because it is an extremely important part of the communication landscape for patients, especially for those who have a chronic disease and need emotional support.”

STEVE ROTHMAN / Cell Division



PharmaVOICE.com

PODCASTS

Improving Safety, Security, and Speed Using Voice Biometrics
Thought Leader: Rich Scarbath, Angel

The Undercalculated Costs Driving Today's Clinical Trials
Thought Leaders: Ian Hunter and Christine Milligan, Fisher Clinical Services

WHITE PAPERS

Using Voice Biometrics in the Pharmaceutical World
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Asia-Pacific Reimbursement Markets
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Unveiling the Potential of the CEE Market
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