

## Awards...



### » GSK MEDICAL OFFICER HONORED



Ellen Strahlman, M.D., senior VP and chief medical officer of GlaxoSmithKline, has been honored with a Visionary Award by the Foundation Fighting Blindness. She is being awarded for her dedication to eye health and advancing treatments to patients who need them. The foundation aims to drive the research that will lead to preventions, treatments, and cures for the more than 10 million Americans affected with retinitis pigmentosa, macular degeneration, Usher syndrome, and the entire spectrum of retinal degenerative diseases.

### » MERCK SCIENTISTS RECOGNIZED BY PHRMA

Two Merck research scientists, Nancy Thornberry and Ann Weber, Ph.D., received the Discoverers Award, the highest honor from PhRMA. They were recognized for their leadership in the discovery of Januvia, a treatment for type 2 diabetes.

### » KENDLE RECIEVES ACHIEVEMENT AWARD



Candace Kendle, Pharm.D., founder and chairman of Kendle, has received the inaugural Lifetime Achievement Award for Innovation from the Cincinnati USA Regional Chamber. The award celebrates innovative companies and people who show how new ideas can fuel the region's economic engine.

## Going BIOSIMILIAR

More than **30** branded biologics with sales of **\$51 billion** are set to lose patent exclusivity between **2011** and **2015**. As a result, Datamonitor says the global biosimilars market will grow from **\$243 million** in **2010** to **\$3.7 billion** in **2015**.

## INDUSTRY at Large ▼



In 2010, about 43 million children under the age of 5 were overweight, and recent research suggests an association between early nutrition and long-term obesity.

## Parents Need EDUCATION ABOUT NUTRITION

Almost half (**47%**) of healthcare professionals (HCPs) who responded to a global survey say most parents of the children they see do not fully understand the long-term impact of early nutrition. This is one of the findings from the Nourish (KNOWledge, UnderStanding & InsightS Into CHild Nutrition) survey, sponsored by Pfizer Nutrition.

HCPs reported that when it comes to feeding and nutrition, fewer than one-fifth (**17%**) of parents are very concerned about ensuring that their child is getting the right balance of nutrients that they need.

## PharmaVOICE.com

### PODCASTS

#### Clinical Supply Optimization: Challenges & Solutions

**Thought Leader:** Steven Yoder, Fisher Clinical Services

#### Networked Drug Development — Bringing Assets, Capital and Services Together

**Thought Leader:** Tim Dietlin, INC Research

### WEBSEMINAR

#### Galectin-3: Enabling a New Pharmaceutical Paradigm in the Treatment of Heart Failure

**Thought Leaders:** Bertram Pitt, M.D., University of Michigan School of Medicine, Div. of Cardiology; Rudolf de Boer, M.D., Ph.D., University Medical Center Groningen, Department of Cardiology; and Pieter Muntendam, M.D., BG Medicine  
**Sponsored by:** BG Medicine

### WHITE PAPERS

#### Maximizing Research Efficiency: The Role of Supply Optimization in Clinical Development

**Sponsored by:** Fisher Clinical Services

#### A Unique Services Model to Support Pharma's Changing Needs

**Sponsored by:** The Harte Group

#### Win With Networked Drug Development Alliances: New Strategies to Increase Productivity and Mitigate Risk

**Sponsored by:** INC Research

#### India: The Opportunity

**Sponsored by:** IndiPharm

#### The Power of Clinical Data Gap Analysis

**Sponsored by:** Snowfish

## Quote of the Month...

“Life-sciences companies need to recognize the dynamics of the changing ecosystem and discover what their proposition is for new stakeholders.”

**TERRY HISEY / Deloitte**



Global pharmaceutical sales grew by 3.2% to reach \$669 billion in 2010, compared with 3.5% in 2009, and 7.5% in 2008. Over the next seven years, the global market is expected to record a CAGR of 2.2%, reaching \$778 billion in 2017, according to Decision Resources.



### M&A has Failed TO BUILD VALUE

Burrill & Company suggests the recent M&A approach by big pharma has been a failure as these companies have seen the loss of **\$1 trillion** in value during the past decade.

### Biotech Drug APPROVALS DOUBLE

From **2000** to **2009**, **65** biopharmaceutical products received marketing approval from the FDA, up from **39** in the **1990s** and **13** in the **1980s**, according to TCSD.

### PV 100 MAKES TIME LIST

**2009** PharmaVOICE **100** honoree Kathy Giusti, founder and CEO of the Multiple Myeloma Research Foundation (MMRF) and the Multiple Myeloma Research Consortium (MMRC), has been named to TIME Magazine's list of the "**100** Most Influential People in the World."

The impact Ms. Giusti and the MMRF/MMRC have had on advances in multiple myeloma and cancer research is unparalleled and her unique ability to bring together experts across academic/industry lines to break down drug development barriers is well documented. This prestigious honor is one more testament to the novel drug development model she and her organization have implemented for cancer patients.



Ms. Giusti was also honored as the Healthcare Businesswomen's Association's Woman of the Year in **1998**.



### An Apple A DAY...

In **2010**, the number of visits to doctor's offices declined **4.2%**, according to the IMS Institute for Health, and the number of patients starting new treatments for chronic conditions declined by **3.4 million** last year.

### Healthcare Recycling COUNCIL IS FORMED

Eight companies across the healthcare, recycling, and waste management industries have formed a coalition seeking to enable sustainable, cost-effective recycling solutions for plastic products and materials used in the delivery of healthcare. The Healthcare Plastics Recycling Council (HPRC) is made up of members from Becton, Dickinson and Company, Cardinal Health, Engineered Plastics, DuPont, Hospira, Johnson & Johnson, Kimberly Clark, and Waste Management.

A record **\$67.4 billion** was spent last year on R&D, an increase of **\$1.5 billion** from 2009, according to PhRMA.



### In Memoriam...



Donna Beardsworth

**Donna Beardsworth**, age 54, the founder, president, and CEO of the contract research organization, Beardsworth Consulting Group Inc., passed away in March 2011.

Ms. Beardsworth is remembered as a visionary leader, a devoted clinician, and a mentor to many within the clinical research industry.

In recognition of her corporate stewardship and vision, Ms. Beardsworth had been honored with the Entrepreneur of the Year Award by the Hunterdon County Chamber of Commerce.

Michael O'Brien has been appointed president and CEO. Mr. O'Brien has been with the company for nine years.

### Pardon Us...

In the May 2011 Showcase Market Research Feature, we inadvertently swapped the photos of two of our Viewpoint thought leaders. We apologize for any inconvenience or confusion this error may have caused.

*The Internet is an ideal medium alternative media channel that offers multiple opportunities.*

**PETER SIMPSON**

Principal  
Segmedica



*I expect market researchers and economists to spend time studying access implications for issues from cost drivers to medication adherence.*

**JODY FISHER**

VP, Marketing  
SDI

