



**GSW Launches**

## Health Experience Project

**TRENDING NOW:** The power of storytelling comes through in a collection of examples and ideas that define better human experiences in healthcare.

**G**SW, an inVentiv Health company, has launched the Health Experience Project (HxP). HxP brings to life the positive experiences of patients and physicians, as well as the ideas of prominent healthcare pioneers. These stories and insights are housed in an easy-to-navigate online repository. As visitors engage with the stories on the website, they'll be encouraged to contribute their own experiences, thus deepening the collective understanding of an industry in a period of rapid change and inspiring further progress.

The purpose of HxP is to identify new approaches and best practices that will drive human engagement. Content on the website will include:

- » Stories about doctors who find new ways to inspire their patients to take control of their health;
- » Case studies that show what healthcare brands can accomplish in improving patient outcomes;
- » Research on how bold new programs can bring people off the sidelines and into a more active lifestyle; and
- » Ideas on how effective marketing can motivate people to live healthier lives.

"The project was inspired by the simple insight that most of us could be living healthier lives," says Joe Daley, president of GSW. "Often we put our own health in the background, only

acting when signs and symptoms can no longer be ignored. While we resolve to stick with our treatment or diet, it's easy to quickly fall back to previous habits."

According to Mr. Daley, for healthcare companies and brands, their biggest challenge is not the competition that they face from other brands, rather; it is the consumer's lack of knowledge or motivation to interact with their treatment regime. However, a great experience can improve that level of engagement, overcoming years of inactivity and potentially sparking a renewed commitment to embrace a healthy lifestyle.

"A great healthcare experience isn't only about making the healthcare interaction more pleasant or easy, it's also about people becoming more successful in their personal and professional lives," says Leigh Householder, VP, innovation strategy for GSW and editor-in-chief of HxP. "This experience can change their thinking and behavior in small ways, which can make living healthier seem like the most natural thing in the world."

GSW will be collecting HxP findings in the upcoming year that will provoke new healthcare conversations. To share an experience, or to find out more about the Health Experience Project, follow HxP on Twitter @healthxproject.

» For more information, visit [healthexperienceproject.com](http://healthexperienceproject.com).



Leigh Householder



Joe Daley

### Teva Establishes Global Specialty Medicines Group

**Teva Pharmaceutical Industries** has created a **GLOBAL SPECIALTY MEDICINES (GSM)** group. Dr. Rob Koremans has been tapped to serve as president and CEO of the group. He will also continue to serve on Teva's Executive Committee and report to Dr. Jeremy Levin, president and CEO of Teva Pharmaceutical Industries.

"The newly created GSM group significantly reinforces Teva's commitment to our patients, customers, and healthcare providers, as it combines the strong local presence we have established in high-quality and accessible generics with our global scale and capabilities in specialty medicines," says Dr. Levin. "The GSM group will work seamlessly with our regional generics teams. They will complement each other and establish a single, differentiated Teva presence in

### ON THE SHELVES

**Digitas Health** has released *Effective Review and Approval of Digital Promotional Tactics* written by its VP/Group Director, Regulatory Review Dale Cooke and published by the Food and Drug Law Institute (FDLI).

The comprehensive primer offers not only an approachable and optimistic view of the Food and Drug Administration's most recent guidance on the use of social media, but also provides guiding principles for how pharmaceutical marketers can embrace digital, while ensuring compliance.

"FDA is not the obstacle to adopting digital

channels," Mr. Cooke says. "Digital tactics are as safe as print advertising, when they are developed and reviewed correctly. This volume sets out a system for ensuring that pharma, biological, and medical device manufacturers can develop compliant promotional tactics, making use of the same digital channels that HCPs and consumers have flocked to."

*Effective Review and Approval of Digital Promotional Tactics* presents advice on best practices for the entire review process, from development to implementation.

The book is available on the Food and Drug Law Institute's website, [fdli.org](http://fdli.org).

the market. The creation of this group is a stepping stone in our strategy to optimize our commercialization, and it paves the path forward to

make Teva the most indispensable medicines company for the world."

Teva also announced that Dipankar Bhat-

## AROUND THE GLOBE

**AstraZeneca** is investing in strategic research and development centers in the United Kingdom, the United States, and Sweden to improve pipeline productivity and to establish the company as a global leader in biopharma innovation. The proposals are designed to locate more of the company's scientists close to globally recognized bioscience clusters, making it easier to access world-class talent and opportunities for collaboration and partnerships; bring teams together to improve collaboration and to create a more vibrant environment that puts science and the patient at the heart of everything the company does; and simplify the company's footprint to reduce complexity and eliminate unnecessary cost.

Under the plans, AstraZeneca's small molecule and biologics R&D activities will be concentrated in three strategic centers: Cambridge, U.K.; Gaithersburg, Md.; and Mölndal, Sweden. The proposals are expected to be fully implemented by 2016.

AstraZeneca will invest around \$500 million to establish a new, purpose-built facility in Cambridge, a world-renowned center for life-sciences innovation with strong links to globally important research institutions in London. Consolidating the company's UK-based small

molecule and biologics R&D at a new center will build on AstraZeneca's world-leading protein engineering capabilities already based in the city. Cambridge will also become AstraZeneca's new global corporate headquarters.

Gaithersburg, the site of MedImmune's headquarters and the primary location for AstraZeneca's biologics activities, will also become home to much of the company's U.S.-based global medicines development activities for small and large molecules and will accommodate some global marketing and U.S. specialty care commercial functions.

AstraZeneca's site in Mölndal, near Gothenburg, will continue to be a global center for research and development, with a primary focus on small molecules.

**Ogilvy CommonHealth Worldwide** has launched a new brand on the Russian market — Ogilvy CommonHealth Russia. This new agency, specializing in communications for the pharmaceutical and healthcare market, will form part of Ogilvy Group Russia.

Dr. Ekaterina Vaganova has been appointed managing director of the Ogilvy CommonHealth agency in Russia. She is a medical doctor who graduated from the Warsaw Medical Academy

(Poland). Her professional career started in the pharmaceutical practice of PwC Poland, where she was involved in supporting the Glaxo Wellcome and SmithKline Beecham merger. After her return to Russia in 2004, she joined Publicis Group Russia, leading and developing the pharmaceutical business unit.

### **Takeda Pharmaceuticals International**

**GmbH** has expanded its presence in Latin America with a launch in Ecuador. Takeda Ecuador S.A. has headquarters in Quito and is responsible for the sales and marketing of Takeda's products in Ecuador.

Takeda is building a leading position in Latin America. It has a direct presence in Brazil, Mexico, Argentina, Venezuela, Colombia, and Ecuador. Ecuador is a dynamic and growing market, driven by government investment and strong oil and mining industries. The country's GDP totalled more than US\$70 billion in 2012, while pharma sales were US\$1.27 billion and are expected to continue to grow by 10% during 2013.

In line with the Takeda's emerging markets strategy, Takeda Ecuador is building a portfolio based on the medical needs of the population, focusing on gastroenterology, cardiology, metabolism, oncology, and respiratory diseases.

tacharjee, formerly senior VP, Western Europe, has been promoted to the position of president and CEO of Generics Europe, reporting to Dr. Levin.

With headquarters in Israel, Teva is the world's largest generic drug maker, with a global product portfolio of more than 1,000 molecules and a direct presence in about 60 countries. Teva's branded businesses focus on CNS, oncology, pain, respiratory, women's health, and biologics. Teva currently employs about 46,000 people around the world and had \$20.3 billion in net revenue in 2012.

## New 360 Corporate Compliance Program for the Life-Sciences Industry

**NSF Becker & Associates Consulting** has launched a new program to assist companies in achieving 360 operational compliance to the commercial practices of the life-science industry.

Industry veteran Francisco (Frank) Rivas, who has more than 25 years of experience in all aspects of the pharmaceutical, diagnostics, and medical device industry, has been appointed to lead the NSF Becker Corporate Compliance Practice Group.

As VP of Becker's Compliance and Integrity Pro-

grams, Mr. Rivas is assisting companies to develop and implement corporate compliance programs that address all seven compliance elements established by the Office of the Inspector General (OIG). These new services complement existing programs currently offered by NSF Becker such as serving as an Independent Review Organization (IRO) for companies or their boards of directors who are under Corporate Integrity Agreements (CIA) with the OIG.

"No one model will work for every company," Mr. Rivas says. "Industry executives understand that compliance risks can destroy the reputation and market capitalization of their companies overnight. Likewise, compliance professionals need to understand the competitive nature of the business to ensure that their clients continue to grow within the framework of laws and regulations."

## Weber Shandwick Launches Element Scientific Communications

**Weber Shandwick** has launched **ELEMENT SCIENTIFIC COMMUNICATIONS**, a team of communicators dedicated to creating change

through science. Led and staffed by more than 20 former scientists and science writers in the United States, Europe, and Asia, Element Scientific Communications will help Weber Shandwick define strategies, create dynamic content, and develop engagement platforms that elevate the leadership and advance the business goals of science-driven organizations around the globe.

"Element Scientific Communications is a unique asset for Weber Shandwick that will allow us to speak the language and articulate the value of client initiatives on the leading-edge of scientific discovery," says Laura Schoen, president, global healthcare, at Weber Shandwick. "This is increasingly important, since science drives innovation and reputation for so many organizations, from universities to Fortune 100 companies."

Frank Orrico, Ph.D., a 15-year Weber Shandwick veteran, is leading the specialty group.

"We partner with our clients to transform scientific breakthroughs into meaningful stories that engage stakeholders, shape perceptions, and change behaviors," Dr. Orrico says.

Core services of Element Scientific Communications include scientific storytelling, thought leadership, market conditioning, creative data communications, medical education, grant writing, and internal/external science education. 