

Some might say the healthcare industry needs another magazine about as much as it needs another government watchdog. We obviously disagree, and from the feedback we've received, so do the rest of you. The time is right for a new publication: a magazine that delivers the views and opinions of leading business executives who are shaping the direction of the multi-faceted pharmaceutical industry. That magazine is PharmaVoice.

PharmaVoice was conceived with you in mind. Our mission is to provide a unique forum for open, candid dialog between different sector industry leaders. Our mission is to elicit debate on the issues that are shaping our industry. Our name, PharmaVoice, says it all; we intend to be your voice. Our tag line, "your agenda is our agenda," is not an empty promise. In the coming years, we intend to tackle the biggest issues that you confront daily and the trends that will shape your business decisions tomorrow.

To fulfill our mission, we need you to raise your voice. We need to hear from you, the industry experts. Our intention is not to be judge and jury; our editorial goal is to address topics from your perspective. PharmaVoice is your magazine. We can't promise you solutions, but we can promise you original, thought-provoking editorial from multiple perspectives.

Our first industry forum — Agency pitches, in need of an umpire — delivers on our editorial promise. For better or worse, third-party consultants are changing the agency-client relationship, and appear to be here to stay.

Agency executives and pharmaceutical company leaders speak candidly about the impact consultants are having on all aspects of their business. Consultants are changing the way business is being done.

Consolidation among



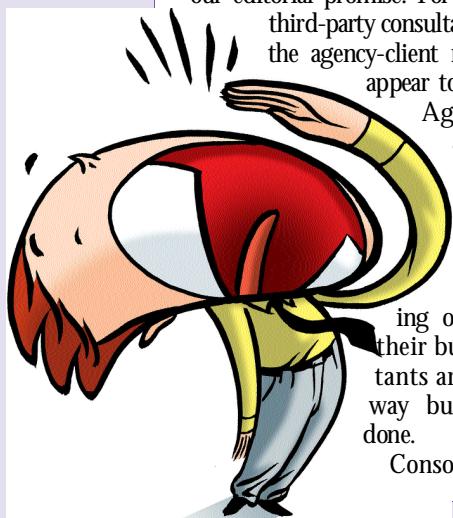
The managing partners of PharmaVoice, Lisa Basket, publisher (bottom), Taren Grom, editor (left), and Marah Walsh, creative director (right), thank those of you who lent your voice and support to our first issue.

pharmaceutical companies is expected to continue, widening the gap between the top four or five companies and those in the middle tier. To survive, mid-tier pharmaceutical companies will need to be innovative in their partnering and marketing strategies.

Biotech companies and emerging pharmaceutical companies are becoming serious players. They too will be asking more from their partners in terms of financial concessions. True, most biotech companies still lose money, but these innovative companies create new and faster ways to get drugs to the marketplace and they no longer have to rely on partnerships with big pharma to deliver their drugs to patients. Increasingly, these companies are calling on the outsourcing services of contract research, contract sales, and contract manufacturing organizations.

As the editorial of our first issue reflects, no single sector of the healthcare industry operates in a vacuum. Through PharmaVoice we hope you will gain an appreciation for the challenges your peers in the industry face.

Taren Grom  
Editor



# PharmaVOICE

THE FORUM FOR THE INDUSTRY EXECUTIVE

Volume 1 • Number 1

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by PharmaLinx LLC, Titusville, NJ  
Printed in the U.S.A.  
Volume One, Number One

*PharmaVoice* is published six times per year by PharmaLinx LLC, P.O.Box 327, Titusville, NJ 08560. Application to mail at Periodicals Postage Rates is pending at Titusville, NJ 08560.

**Postmaster:** Send address changes to PharmaVoice, P.O. Box 327, Titusville, NJ 08560.

### PharmVoice Coverage and Distribution:

Domestic subscriptions are available at \$84 for one year (6 issues). Foreign subscriptions: 6 issues US\$165. Contact PharmaVoice at P.O. Box 327, Titusville, NJ 08560. Call us at 609.730.0196 or FAX your order to 609.730.0197.

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