

Milestones

■ 25 Years and 'Rolling

BBK Worldwide, a global patient recruitment company, marks its 25th anniversary with a variety of initiatives to make its quarter-century of expertise more accessible to and beneficial for the life-sciences industry.

These efforts include a recent groundbreaking knowledge and technology transfer agreement between the Commonwealth of Massachusetts and the Lombardia region of Italy, as well as the recent release of its industry guidebook, *Reinventing Patient Recruitment: Revolutionary Ideas for Clinical Trial Success*, authored by the firm's Cofounders Bonnie A. Brescia, president, and Joan F. Bachenheimer, CEO and director of creative strategies.

The Waltham, Mass.-based company's efforts include participation in the Clinical Research Consortium of Massachusetts (CRCM), a group of four organizations selected by the Massachusetts Office of International Trade and Investment to help Italy's

Lombardia region attract more studies and commercialize medical research. A centerpiece of the CRCM's efforts is a multi-phase project linking public health policy, clinical and translational research, and academic research to create a regional center of excellence that will provide access to support resources for both trial sponsors and researchers in the Lombardia region, known as "the biotechnology capital of Europe."

■ Independence Day

Wishbone was founded in 1998 as an independent advertising agency by Steven Michaelson. Today, with the addition of partners Renee Mellas, general manager, and Judy Capano, chief strategic officer, the agency has become known for its creative, strategy, and client service. With more than 55 employees, the New York-based healthcare agency celebrated its 10-year anniversary in style in August.

If your organization or company is celebrating an anniversary, please send your information to: feedback@pharmavoice.com, subject line Milestones.

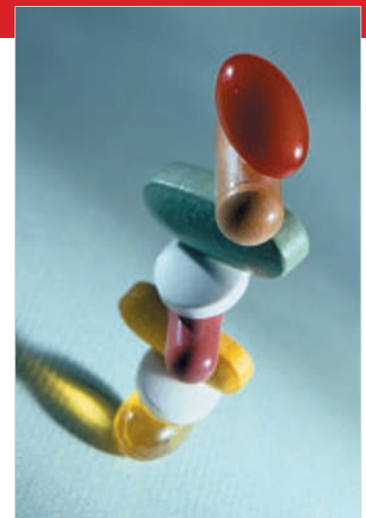
MARKET BUSTERS

Global Drug Market to Exceed \$1 Trillion

According to a new market research report from BCC Research, the global market for pharmaceuticals is expected to reach more than \$1.0 trillion in 2013. The 2008 estimated market value is \$737.6 billion.

The market is broken down into branded prescription drugs, generic prescription drugs, and OTC products. Of these, prescription drugs have the largest share of the market. Valued at an estimated \$553.2 billion in 2008, the sector is expected to be \$741.5 billion by the end of 2013. The second-largest segment, generic drugs, will have the highest growth rate over the study period. Valued at an estimated \$88.7 billion in 2008, generics will reach \$151.4 billion by the end of 2013. The OTC segment, which was valued at more than \$95.7 billion in 2008 is predicted to reach \$135.1 billion in 2013.

Though the worldwide pharmaceutical industry remains



one of the most profitable and stable industries, several variables are influencing fundamental changes in its structure, including increasing examples of government-imposed price reductions in prices; the increasing role of generic substitutes; and enhanced outsourcing, in-licensing, contract research and manufacturing activities. Increased health awareness among patients and governments, world demographics, declining R&D productivity, worldwide compliance of general agreements on tariffs and trade and trade-related intellectual property rights, along with the emergence of e-pharmaceuticals, also are reshaping this dynamic industry.

SOURCE: BCC RESEARCH, WELLESLEY, MASS.

GENERATION GAP

Social Networking Hits Home



A recent survey of 1,000 office staff by IT services provider Telindus found that 39% of 18-to-24-year-olds would consider leaving their jobs if they were not allowed to access applications like Facebook and YouTube. Another 21% indicated that they would feel annoyed by such a ban. The problem is less acute with 25 to 65 year-olds, of whom just 16% would consider leaving and 13% would be annoyed.

The majority of Facebook applications fall into three categories: just for fun, gaming, and sports. Of the office workers surveyed, 80% log onto social networking sites, while more than half download music and watch videos during office hours.

Despite this, almost 75% of users get annoyed when their network slows down, even though the use of bandwidth-heavy personal Websites could be causing those problems.

SOURCE: TELINDUS, HAMPSHIRE, UNITED KINGDOM.



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