

Awards...



» CSL BEHRING RECEIVES NORD AWARD

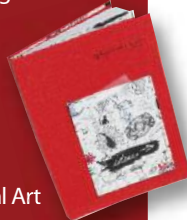
CSL Behring has received the National Organization for Rare Disorders (NORD) 2011



Corporate Award for new treatments brought to market for patients with rare diseases. CSL Behring's new treatment, Factor XIII concentrate (human), is approved for the routine prophylactic treatment of congenital factor XIII deficiency, a rare bleeding disorder.

» OGILVY COMMON-HEALTH WINS AT ADCNJ

Ogilvy CommonHealth Worldwide has won 13 awards at the 48th annual Art Directors Club of New Jersey (ADCNJ) Awards. The ADCNJ recognizes outstanding creative from artists, designers, photographers, illustrators, and Web developers.



» PUROHIT NAVIGATION WINS DXMA AWARDS

Purohit Navigation won six awards at the 2011 Diagnostic Marketing Association (DxMA) Creative Communications Awards ceremony. Purohit Navigation won a first-place award, a second-place award, and two third-place awards. The APP Oncology campaign, created for APP Pharmaceuticals, won a first-place award. Taking a second-place award was Promius Pharma's EpiCeram campaign.



INDUSTRY at Large ▼



Lilly's patient education platform now includes interactive health tools and resources to help people lead healthier lives.

Lilly Launches Multichannel PATIENT EDUCATION PLATFORM

Lilly has launched Lilly for Better Health, a program that helps Americans live healthier, more active lives through a multichannel platform designed to reach patients where they like to receive health information. The platform includes an array of patient education materials, Lilly programs and partnerships that help patients manage their health, a dynamic website — lillyforbetterhealth.com — and the Lilly Health Channel on YouTube.

The website provides practical tips on healthy eating, physical activity, and stress management, as well as information on managing health conditions, such as diabetes, heart disease, and depression.

Quote of the Month...

“It is incumbent on an individual to take accountability for his or her own career development.”

PHILIP MCCREA

ClearPoint Learning Systems



PharmaVOICE.com

PODCASTS

Mentoring: A Professional Advantage

Thought Leader: Laurie Cooke, R.Ph., CAE, Healthcare Businesswomen's Association

Best Practices to Increase Patient Recruitment in Clinical Trials

Thought Leader: Louis Shapiro, American Medical Alert Corp.

Leveraging Customer Insights to Maximize ROI

Thought Leader: Jay Bolling, Roska Healthcare

WHITE PAPERS

A Different Perspective

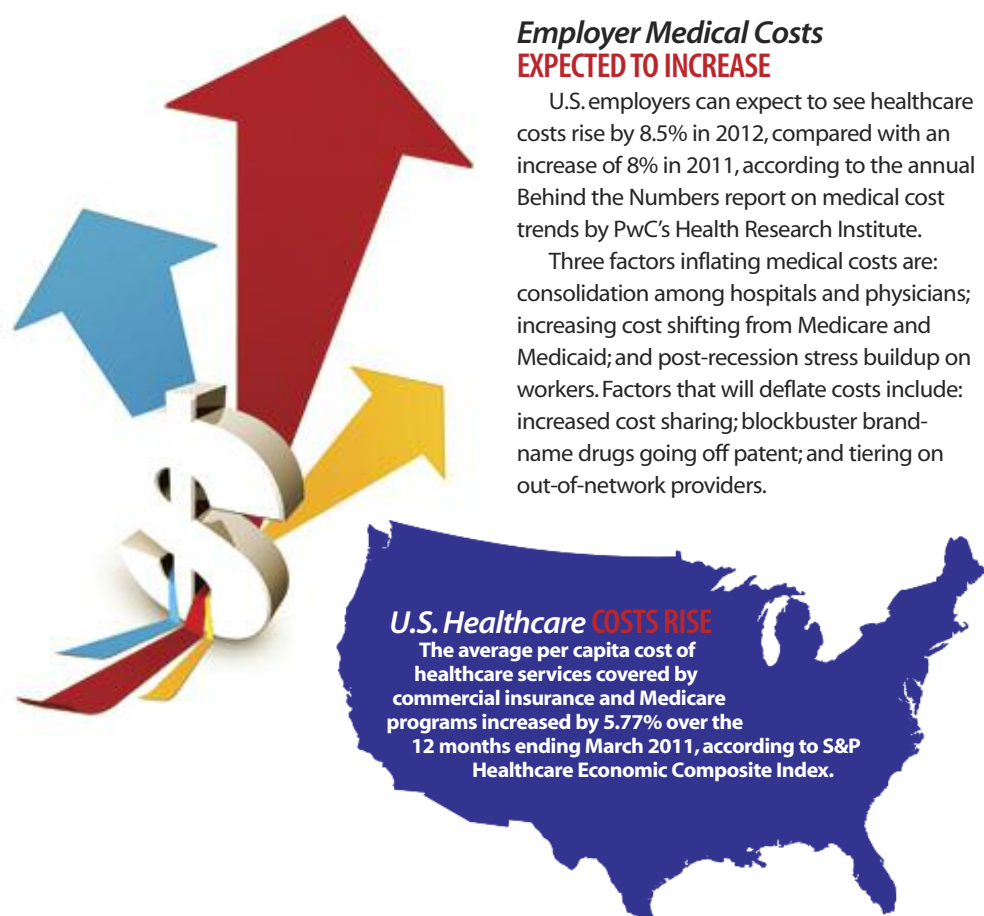
Sponsored by: Roska Healthcare

Merck Serono Adapts Workplace for MS EMPLOYEES

Merck Serono, a division of Merck KGaA, is committed to supporting its employees who are living with multiple sclerosis (MS). Flexible hours, working from home, adaptive office environments, and a commitment to raise awareness throughout the organization form the cornerstone of the company's employment practices.

A new survey among people living with MS reveals the need for support from employers and physicians to make continued employment a viable option for them.

The Consider MS Survey, commissioned by Merck Serono, reveals that 80% of people with MS say they need more support from their employers than they are currently getting in order to continue working.



Patients, Physicians, Biopharma, and PAYERS DIFFER WIDELY ON DEFINING VALUE

Biopharmaceutical executives, managed care executives, physicians, and patients with chronic illness foresee better prescription medicines in the United States over the next decade. But they disagree on a number of vital healthcare issues, which may affect the drug development process, according to findings in The New Health Report 2011, commissioned by Quintiles.

Specifically, 61% biopharma executives were the only group in which the majority of respondents include outcomes as part of their value definition; 43% of managed care executives mentioned cost, but not in conjunction with outcomes, as did 40% of physicians. A significant number of patients could not define value (31%) at all.

Milestones...

ProTrials Celebrates 15 YEARS OF SERVICE

ProTrials Research, a woman-owned clinical research organization, continues its rapid expansion with the addition of international studies in Spain and Italy as it celebrates 15 years of service. ProTrials has successfully completed more than 350 clinical trials conducted throughout North America, Europe, and the Pacific Rim. Other milestones include: the expansion of its range of expertise in ophthalmology studies and a staffing increase to 100 professionals all of whom have an average of 15 years of clinical trial experience.



Global Spending on MEDICINES GROWS

Global spending for medicines will reach almost \$1.1 trillion by 2015, reflecting a slowing CAGR of 3% to 6% over the next five years, according to the IMS Institute for Healthcare Informatics. This compares with 6.2% annual growth over the past five years. Lower levels of spending growth for medicines in the United States, the ongoing impact of patent expiries in developed markets, continuing strong demand in pharmerging markets, and policy-driven changes in several countries are among the key factors that will influence future growth.

Pardon Us...

In the July/August index, we listed Ahsan Awan's company incorrectly. This change agent is the director of the clinical trials division of PharmaLink Inc.