

Awards...



ABBOTT NAMED ONE OF THE BEST WORKPLACES IN EUROPE

The Great Place to Work Institute named Abbott one of the Best Multinational Workplaces in Europe. The company was specifically honored for workplace leadership in Belgium, Denmark, Ireland, Norway, and Portugal. This is the third consecutive year that Abbott has earned this recognition.

BAYER EXECUTIVE HONORED

Bayer USA Foundation Executive Director Rebecca Lucore has been named as one of the 100 Women Leaders of STEM by STEMconnector. She is one of several women from across all industries in the United States who have demonstrated leadership and advocacy for STEM (science, technology, engineering and mathematics) education.



Rebecca Lucore

CLINICAL RESEARCH ADVANTAGE RECEIVES AWARDS

Clinical Research Advantage, a community-based network of clinical trial sites, was honored with three silver and two bronze Stevie awards at the 10th Annual American Business Awards. The company received the silver award for Company of the Year in the pharmaceuticals category and a bronze award for the Fastest-Growing Company of the Year in the pharmaceuticals category.

CRAMER WINS TELLY AWARDS

Cramer, a creative marketing agency, has been recognized by the industry with six Telly Awards, two of which are silver, the Telly's highest achievement. The Telly Awards honor the best in film and video.

J&J NAMES DR. PAUL JANSSEN AWARD WINNERS

Johnson & Johnson has named Dr. Victor Ambros and Dr. Gary Ruvkun the winners of the 2012 Dr. Paul Janssen Award for Biomedical

INDUSTRY at Large ▼



Since 2008, Cubist has awarded more than \$1 million to STEM programs.

Cubist Makes Commitment to STEM PROGRAMS

Cubist Pharmaceuticals has awarded almost **\$300,000** in grants this year to benefit **16** organizations with science, technology, engineering, and mathematics (STEM) programs in Massachusetts. These grants reflect the company's ongoing commitment to STEM education, with an emphasis on supporting programs

for underserved middle- and high-school students in Massachusetts. As Cubist celebrates its **20th** anniversary, it also marks the fifth year of its philanthropic program focused on supporting nonprofit organizations with STEM education initiatives.

Milestones...

Alnylam Pharmaceuticals Celebrates 10 YEAR ANNIVERSARY



John Maraganore

Transitioning from a small biotech startup to a pharmaceutical company, Alnylam's persistence and determination have transformed an industry and continue to give millions of patients worldwide hope for the future. In only 10 years, there has been great success. Alnylam has shown proof of concept that RNAi can actually work in humans to treat disease. Alnylam's CEO John Maraganore has been the leading the company since the beginning and has plans to further the company's progress in the RNAi space moving forward.

Global Drug Market to EXPAND

The global market for medicines is poised to rebound from an expected low point between **3%** and **4%** growth in **2012** to between **5%** and **7%** in **2016**, according to a new forecast by the IMS Institute for Healthcare Informatics. Annual global spending on medicines will rise from **\$956** billion in **2011** to almost **\$1.2** trillion in **2016**.

Millennium Laboratories Aims to FIGHT PRESCRIPTION DRUG ABUSE

Millennium Laboratories, a research-based clinical diagnostic company, has awarded a **\$250,000** grant to the WAKE UP! campaign in an effort to combat prescription drug misuse and abuse by teenagers. About one in five teens are currently suffering from prescription drug abuse.

CAN YOU QUANTIFY COMMITMENT?

In a word, yes.

Biopharma companies are looking for new ways to speed up processes and deliver better outcomes. These have something in common: the need for a committed partner. And commitment is something we can bring to the table—and quantify.

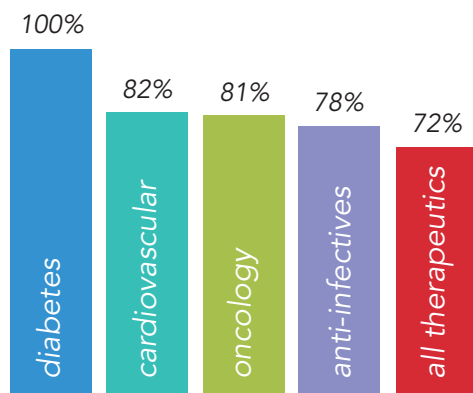
Involved in All 50 of the Top 50 Drugs

We helped develop or commercialize all 50 of 2010's top 50 best-selling drugs. So Quintiles can help you with an end-to-end view of the drug lifecycle, in virtually all therapeutic areas.

We've hired more scientists so that we can meet biopharma on a peer-to-peer basis. Our model-based drug development capabilities allow you to explore more outcomes within budget.

In the past 10 years, we enrolled nearly 1 million patients in studies at over 100,000 sites worldwide, with an on-time enrollment rate of 87%.² All of which makes for smarter, more seamless clinical trials.

In the commercial realm, we've drawn on our Innovex heritage to support 110 product launches in 34 established and emerging countries. We're using virtual commercialization models to help companies launch in new markets. And we're deploying leading-edge clinical education programs that have demonstrated patient adherence rates of 98% over 90 days.



FDA-approved products Quintiles helped develop or commercialize, 2004 – 2010.¹

Consulting at Quintiles: Our HTA Watch Monitors 60 Agencies in 29 Countries

Consulting at Quintiles delivers highly pragmatic solutions all along the value chain. For instance, our Health Technology Assessment (HTA) Watch monitors 60 agencies globally, so we can help our pharma partners go to market with the proof of value they need to succeed. On the ground, more than 5,000 medical sales reps and over 250 in-country regulatory experts give us an unparalleled global footprint and strong Market Access insights.

#1 in the InformationWeek 500

Progress in biopharma is measured in data. Clean data, and the sooner the better. As pharma has grown more complex, so have the data demands. That's why we invested heavily in Quintiles Infosario™, a transformative end-to-end solution that displays clinical trial results in near real-time, so you can make better decisions faster.

We think this platform is a game changer. *InformationWeek* agreed, ranking Quintiles first in innovation in the biotechnology and pharmaceutical category of the *InformationWeek* 500 for 2011.

We're more committed than ever to working with bio and pharma companies at every stage. We continue to push ourselves to be the kind of partner we'd want to work with: proactive, innovative, committed.

You can learn more here: quintiles.com/bythenumbers



clinical | commercial | consulting | capital

¹FDA Drugs and Biologics Approval Report, as of 7/28/11. ²Past 3 years based on achieving LPI within 1 month of the agreed project timeline. Copyright © 2012 Quintiles.

Awards...



Research. Dr. Ambros and Dr. Ruvkun won the award for their co-discovery of microRNAs (miRNAs) as central regulators of gene expression and development. These regulatory molecules have been implicated in a wide range of normal and pathological activities, including embryonic development, blood-cell specialization, muscle function, heart disease, and viral infections. Their discovery has opened new fields of research.

LILLY EXECUTIVE RECEIVES GLOBAL HEALTH PARTNER AWARD

Project HOPE presented John Lechleiter, Ph.D., chairman, president, and CEO of Lilly with the inaugural Global Health Partner Award. The award recognizes Dr. Lechleiter's leadership and the longstanding partnership between Lilly and Project HOPE, which continues to help change the lives of people in need through health programs, health education, and humanitarian assistance.



Dr. John Lechleiter

MERCK SERONO EXECUTIVE HONORED

Dr. Annalisa Jenkins, Executive VP, Head of Global Drug Development and Medical for Merck Serono, received the Red Door Award by Gilda's Club New York City for her advocacy work on behalf of people living with cancer.



Dr. Annalisa Jenkins

QUINTILES NAMED TOP WORKPLACE IN THE UK

Quintiles has been named one of the top workplaces in the U.K. by the Great Place to Work Institute. The biopharma services firm scored highly for its sense of pride and camaraderie, with its efforts in corporate social responsibility, well-being, and work-life balance.

Specialty Medications A CONCERN AMONG PLAN SPONSORS

More than **75%** of plan sponsors say behavior-driven conditions are the greatest contributors to plan costs. A recent report, which polled benefit managers from **318** organizations representing more than **9** million covered lives, was conducted by Medco Health Solutions.

In the survey, **36%** of plan sponsors cited the rising utilization and cost of specialty medications as the greatest concern in managing their prescription plan. Another **38%** cited overall drug costs.

Quote of the Month...

“Because CMS has yet to publish a final rule defining exactly what needs to be reported and when for the Sunshine Act, companies have had to prepare without having this essential information.”

LIZ LEWIS

Millennium: The Takeda Oncology Company



PharmaVOICE.com

BOOK

Future15

Sponsored by: Klick Health
<http://www.klick.com/future15>

PODCASTS

Future of Pharmacovigilance: Five Imperatives That Will Drive Improved Business Outcomes

Thought Leaders: Nagaraja Srivatsan, Venkat Venkataramanan, George Botsakos, Cognizant

Reaching Healthcare Providers While Remaining Compliant

Thought Leader: Erez Lapsker, MediScripts

Global Biosimilar Development

Thought Leader: Rodeina Challand, PRA

Improve Adherence with Patient and Caregiver Support Programs

Thought Leader: Lou Shapiro, Tunstall AMAC Life Sciences

WHITEPAPERS

Practical Strategies for Engaging Healthcare Providers

Sponsored by: MediScripts

Unlocking the Value of Observational Research

Sponsored by: Parexel

Global Biosimilar Development

Sponsored by: PRA

Outsourcing in Regulatory Affairs: Insights from the Top Pharmaceuticals

Sponsored by: Take Solutions

Increase Patient Adherence and Do More With Less

Sponsored by: Tunstall AMAC Life Sciences

VIDEOS

DIA Editor's Take Videos

<http://www.pharmaVOICE.com/content/industryevents/editorstake.html>

Impact 2012: Pinpointing Opportunities in Uncertain Times

Sponsored by: Genpact



The best concentration **of**
healthcare professionals
with over 1 Million
email addresses

email lists,
integrated marketing lists,
maximized to reach healthcare professionals

mmslists.com • [800.MED.LIST](tel:800.MED.LIST)



email marketing