Upfront

Dr. Harvey

Berger

Awards...



ARIAD CEO AWARDED BY EY

Harvey Berger, M.D., founder, chairman and CEO of Ariad, was

named by EY as a 2013

Entrepreneur of The Year for the New England region. Dr. Berger was among 32 finalists who represented the region's top executives across all major industries, and

he received his award in the biotechnology category. The award recognizes outstanding entrepreneurs at high-growth companies that demonstrate excellence and extraordinary success in innovation, financial performance, personal commitment to their businesses and communities, and

CATALENT WINS TWO PEX AWARDS

other areas.

Catalent Pharma Solutions won two Process Excellence Awards at the recent PEX Network European Awards ceremony. The awards were presented in the categories Best **Business Process Improvement** Program over 2 Years and Best Process Improvement Project over 90 days. In the first of these categories, judges recognized Catalent's corporate Continuous Improvement management initiative. The second award was given for its Bolton, UK, clinical storage facility, where improvement ideas generated by the team improved utilization of additional space and led to the introduction of further best practices.

CLINICAL RESEARCH ADVANTAGE PRESIDENT WINS AWARDS

2013 PharmaVOICE 100
honoree David Bruggeman,
president and chief
operating officer of Clinical
Research Advantage, was
the recipient of two Stevie
Awards at the 11th annual
American Business Awards.

David Bruggeman

INDUSTRY at Large *



Raising Awareness About MS

Phil Keoghan, host of The Amazing Race and founder of No Opportunity Wasted (NOW), joins Novartis for the third year to raise awareness of multiple sclerosis (MS) through a unique campaign, called Together in MS. Mr. Keoghan will ride tandem with Regina Lyalls, who has MS, during several rides in September.

The campaign pairs pro cyclists and people with MS to raise awareness about the disease, which affects more than 400,000 Americans. Since 2011, Together in MS tandem cycling teams, which include the NOW and Novartis for MS professional women cyclists and people living with MS, have ridden about 1,000 miles on tandem bicycles at 15 National MS Society Bike MS events across the country to raise awareness and inspire people.

Phil Keoghan and Regina Lyalls will ride tandem in three cities as part of nationwide educational effort for multiple sclerosis.

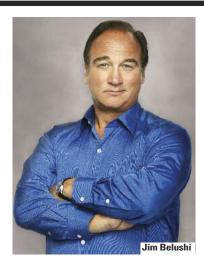
Medicare Patients are Satisfied WITH PHARMACY CHOICES

Medicare Part D seniors in plans with preferred pharmacy networks are overwhelmingly satisfied, citing lower costs, convenient access to pharmacies and other benefits, according to a new survey from Hart Research Associates released by the Pharmaceutical Care Management Association. More than 40% of Part D seniors (9.5 million) are currently enrolled in plans with preferred networks.

Side Effects Limit Prescription DRUG COMPLIANCE

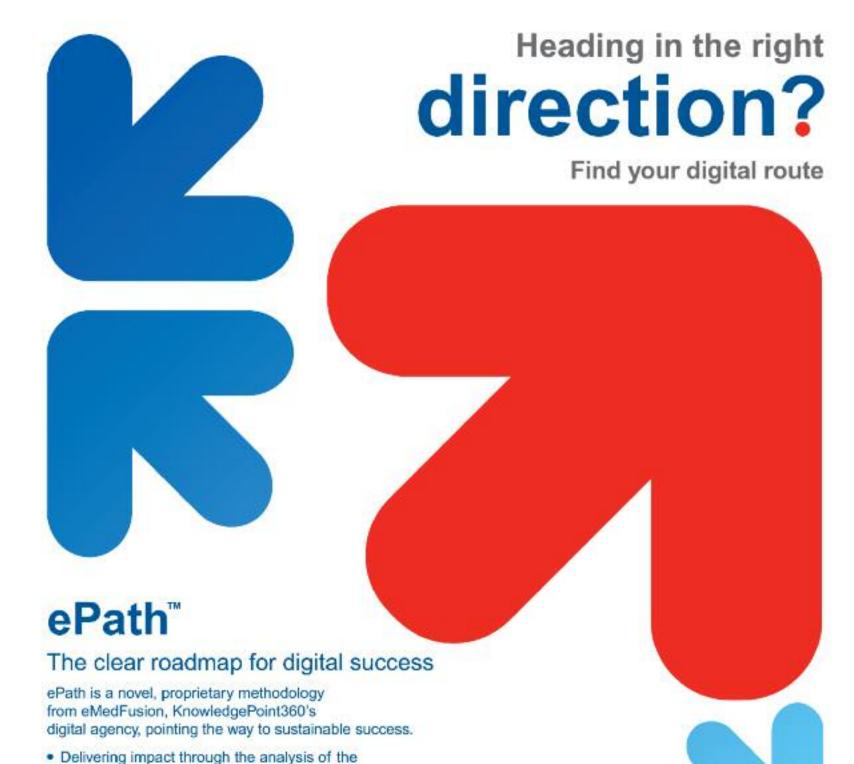
While prescription drug use is on the rise, medication side effects are discouraging Americans from following their prescribed treatment plans — even as many of them are not aware they can treat some common side effect with over-the-counter healthcare products, according to a new survey by Wakefield Research and sponsored by GlaxoSmithKline Consumer Healthcare.

The findings from the survey of **1,040** Americans show that more than half **(52%)** of those surveyed who are currently taking a prescribed medication have stopped or wanted to stop taking a medication due to side effects like dry mouth. And almost **1** in **3 (31%)** adults have completely stopped taking a medication because of the side effects.



Understanding GOUT

Jim Belushi, Savient Pharmaceuticals, and patient advocacy group Creaky Joints have released a new online video to encourage candid discussion about gout, an age-old and often misunderstood condition. The actor and performer has suffered from gout for more than 15 years and is an advocate within the gout community who aims to raise awareness and encourages education around the condition. The video features a roundtable discussion with real-world experiences and physician perspectives on the condition.





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Coffman

Awards...



Mr. Bruggeman received the Bronze Award for Executive of the Year in both the pharmaceuticals and health products and services categories. He was recognized for his ingenuity and leadership in building one of the country's largest integrated network of clinical trial sites and partnering with Quintiles to create the first-ever therapeutic alliance for clinical trials in primary medicine.

DYNAVAX EXECUTIVE RECEIVES NOVARTIS PRIZE

Dr. Robert Coffman, chief scientific officer of Dynavax, and his former collaborator Dr. Tim Mossman have been awarded the 2013 Novartis Prize for Basic Immunology for

their research defining subsets of immune system T cells that advanced the understanding of infectious. autoimmune, and allergic diseases. While working together in the 1980s at DNAX Research Institute in Palo Alto, Calif., Drs. Mossman and Coffman determined the distinct functions of two T-helper cell subsets. Established in 1990, the Novartis Prizes for Immunology are awarded every three years for breakthrough contributions to the fields of clinical immunology.

FINGERPAINT RECEIVES **CREATIVE AWARDS**

Fingerpaint has received two awards for its creative work in the 2013 Summit Creative Awards competition. Fingerpaint was honored with a

bronze award in the consumer service logo/trademark category. The agency also received a silver award in the self promotion campaign category for its social media campaign.

OCTAPHARMA USA PRESIDENT RECEIVES HUMANITARIAN AWARD

The Hemophilia Association of New Jersey (HANJ) honored Octapharma USA President Flemming Nielsen as its Humanitarian Man of the Year. Mr. Nielsen also is a member of the Management Board of Octapharma AG, the world's largest independent human protein products manufacturer, and the parent company of Octapharma USA.

OGILVY COMMONHEALTH WINS ART DIRECTORS AWARDS

Ogilvy CommonHealth Worldwide, the health-behavior experts of Ogilvy & Mather, has won three trophies at the 50th Annual Art Directors Club of New Jersey Awards. Ogilvy CommonHealth Worldwide won Gold in the booklets and brochures category for its work on a leading over-the-counter allergy medication. The network also won a Silver award in the nonprofit advertising category for a T-shirt designed for employees' participation in the American Heart Association's Heart Walk, and a Bronze in the promotional poster design category for creative developed for an oral contraception brand.

SHIRE AND LUNDBECK EXECS TO SHINE AT SPARKLE OF **HOPE BENEFIT**

Dr. Flemming Ornskov, CEO of Shire, and Staffan Schüberg, president of Lundbeck, will be honored at The 16th Annual Sparkle of Hope Dinner Auction to be held Oct. 24, 2013. The gala supports Community Hope's mission to aid veterans and disabled individuals. The Sparkle of Hope Dinner, which was founded in 1997 by Fred Hassan, chairman of Bausch+Lomb, has raised more than \$5.8 million to benefit Community Hope's mission.

New Drug Approvals to Treat **NEGLECTED DISEASES DOUBLE**

The annual number of new drug approvals worldwide to treat neglected diseases has nearly doubled in recent years, with HIV/AIDS and malaria drugs accounting for 60% of the most recent approvals, according to an analysis from the Tufts Center for the Study of Drug Development.

From 2000 to 2008, an average of 2.6 new drug products, including new molecular entities, vaccines, indications, combinations, and formulations, were approved each year to combat neglected diseases. That number increased to an average of five per year in 2009-2012, according to Tufts CSDD.

Healthcare Spending to SLOW

Healthcare inflation in the United States is projected to Flemming dip to 6.5% in 2014, according to PwC's Health Research Institute (HRI) in its annual report, Medical Cost Trend: Behind the Numbers. The ongoing slowdown defies post-recession patterns and is likely to be sustained even as the Affordable Care Act (ACA) adds millions more newly insured Americans to the health system next year.

> Structural changes within the industry are helping to contain costs and deliver care more efficiently. Consumers, meanwhile, who are paying a greater share of the cost, are making spending adjustments. Many are delaying care, using fewer services and choosing less expensive options such as retail clinics, urgent care centers, and mobile health devices.

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