

Awards...



RHO RECOGNIZED FOR ITS COMPANY CULTURE

Rho, a contract research organization (CRO), has been named by the Triangle Business Journal a winner of Best Places to Work in the Research Triangle region of North Carolina. The award recognizes Rho's achievements in creating a positive work environment that attracts and retains employees through a combination of benefits, working conditions, and company culture. Employees enjoy a number of perks, including programs such as phase back hours for new parents and a concierge service that runs personal errands for employees.

INDUSTRY at Large ▼



Astellas Pharma US President Jim Robinson concentrates on painting a wall at Angel Lodge resort, which provides free weeklong vacations to children with life-threatening illnesses and their families.

Astellas is Changing TOMORROW TODAY

About 1,400 Astellas Pharma employees descended on Give Kids The World (GKTW) for the second time to tackle projects ranging from landscaping to assembling furniture as well as resurfacing parking lots and roads. GKTW is a 70-acre resort that provides free weeklong vacations to children with life-threatening illnesses and their families.

This event launches the fifth year of Astellas' Changing Tomorrow Day, a global volunteer initiative that empowers Astellas' employees to make a difference in their local communities. Through the Changing Tomorrow Day initiative, Astellas employees throughout North and South America and around the world commit an entire day to community service.

PharmaVOICE.com

PODCASTS

Pharma Attempts to Ease the Pain
Sponsored by: Kantar Health

WHITE PAPERS

An Ounce of Prevention, a Pound of Cure — Social Media Risks and Benefits for the Pharmaceutical Industry
Provided by: Actiance

The Pain Market and the Promise of New Mechanisms of Action
Provided by: Kantar Health

Sermo MDs: Representatives Are Welcome, But They Must Bring Their "A" Game
Provided by: Touchpoint Solutions

WEBINARS

10 Killer Applications for Digital Signatures in the Life Sciences Enterprise
Oct. 1, 2014, 1 p.m. EST
Sponsored by CoSign by ARX

Expedited Programs for Serious Conditions: Drugs and Biologics
Oct. 8, 2014, 1 p.m. EST
Sponsored by Cardinal Health Regulatory Sciences

Frontline and NORD Partner to ADDRESS RARE DISEASES

Frontline Medical Communications and The National Organization for Rare Disorders (NORD) are collaborating to develop innovative educational programs for HCPs to meet the urgent, unmet need for education on rare diseases, which was underscored in a recent study conducted by Frontline Medical Communications among 1,600 clinicians in 15 specialties.

"This partnership builds on NORD's 31 years of leadership in improving the lives of the 30 million Americans — two-thirds of them children — who suffer from nearly 7,000 rare disorders and on FMC's deep reach into the HCP community," says President and CEO of NORD, Peter Saltonstall. "For many, the time to diagnosis averages five to 10 years and a key stumbling block is the lack of awareness and understanding among healthcare providers.

Through this collaboration, FMC and NORD will offer a broad range of interactive resources that shorten the time to diagnosis and promote optimal treatment and management strategies for all people with rare diseases."

Multichannel educational programs, developed by both organizations and funded by commercial sponsors, will be distributed to more than 1.2 million HCPs using FMC's portfolio of 30 well-respected journal brands, corresponding Websites, eNewsletters, and live events.

Predictions for SPECIALTY DRUG SPEND

Next year, U.S. health plan sponsors are projected to spend \$9.07 billion on specialty medication services that provide no additional value, according to a new analysis by Express Scripts. This could be reduced if payers applied cost-saving techniques from the pharmacy benefit on medications that are administered through the medical benefit. Express Scripts data also show that plans that implement medical benefit management services have, on average, saved 10% to 15% on their specialty spending.

Pardon Us...

In the July/August issue we inadvertently misspelled PharmaVOICE 100 honoree Dr. Graham Wylie's company. He is CEO of the Medical Research Network, a clinical trial support organization offering nursing focused patient recruitment and retention solutions globally for clinical trials.

Also in this issue, we gave Ibraheem, aka Ibs, Mahmood a new name. We apologize for misspelling Ibs' (as he prefers to be called) first name throughout the issue. Ibs is president and CEO of DrugDev, a family of technology-driven solutions that help investigators, sponsors, and CROs do more clinical trials together. PharmaVOICE apologizes for these errors.

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