

## Awards...



### » AGILE RECOGNIZED BY NEW JERSEY GROUP

Agile Therapeutics has been named Life Sciences Company of the Year by the New Jersey Technology Council, a nonprofit organization supporting growth in N.J.'s various technology sectors, including health sciences.

### » OGILVY WINS SPANISH AWARDS



Ogilvy CommonHealth Worldwide, together with Ogilvy & Mather's Mexico-based agency, won seven Sol Awards at El Sol,

the Spanish and Latin American Festival of Advertising Communication. This is the first year healthcare categories were included.

### » PAREXEL NAMED COMPANY OF THE YEAR

Parexel has been named Company of the Year for the Pharmaceutical Industry in The Eighth Annual International Business Awards, a global business awards program. The company was recognized for helping its global client base increase the efficiency of clinical trials, access emerging markets, and speed new medical treatments to patients.

### » STUDIOPMG WINS AWARD FOR PHARMA MARKETING WORK

StudioPMG received an Accolade Award of Merit in the webisode category for its Southern California Challenge Walk MS Documentary. StudioPMG partnered with Acorda Therapeutics, which sponsored the documentary. The Accolade goes to filmmakers, television

producers, videographers, and new media creators for fresh, standout productions.



## INDUSTRY at Large ▼



### GSK Makes a Commitment to SCIENCE EDUCATION

GlaxoSmithKline (GSK) has pledged to contribute **\$10 million** toward education over the next five years, with at least one-third of the funds going toward drop-out prevention in the lowest performing schools in the United States. This commitment continues the company's long-term support of science education, literacy skills, teacher development, and reduction in drop-out rates. GSK will also dedicate a minimum of two of the company's PULSE volunteers to programs that focus on science, technology, engineering, and mathematics (STEM) education and drop-out prevention initiatives in the United States.

This pledge is in addition to a **\$5 million** gift from GSK to the city of Philadelphia earlier this year. This money will be allocated to programs dedicated to the development of young people so they can excel in the 21st century workforce.

For more than 20 years, GSK has invested time, money, and volunteer efforts to ensure that kids complete their education and are encouraged to pursue STEM careers.

## Pardon Us...

We inadvertently confused the timeline of events within Harris Kaplan's PharmaVOICE 100 profile. Cozint was not acquired by GfK Market Measures, rather, it was bought by Market Measures. In Ron Waife's September Showcase Feature, the correct acronym should have been CDR (content data repository) and not CDM. We apologize for any confusion.

## Quote of the Month...

“It's important to identify opportunities to meet patients where and how they choose to receive information, using multiple channels and formats that they can relate to and understand.”

**YOLANDA MARIE JOHNSON-MOTON** / Lilly



### SPENDING SLOW DOWN

Prescription drug spending growth slowed from about 5.3% in 2009 to 3.5% in 2010, according to the Centers for Medicare and Medicaid Services.

## PharmaVOICE.com

### PODCASTS

**Keys to Partnering with a Pharmaceutical Call Center**

**Thought Leader:** Louis Shapiro, PhoneScreen

**Planning for Clinical Trial Conduct in Emerging Locations**

**Thought Leader:** Kelly Larrabee, RN, ClearTrial

### WHITEPAPERS

**Selecting the Right Call Center Partner: Tips for Success**

**Sponsored By:** PhoneScreen

**Improving Trial Efficiencies: Making the Business Case for ePRO**

**Sponsored By:** PHT Corp.

### WEBSEMINARS

**Stakeholder Effectiveness: Maximizing the Value of Interactions with Multiple Stakeholders**

**Sponsored By:** Kantar Health

### THE JOB MARKET

The biopharmaceutical sector is responsible for supporting more than 4 million jobs in the U.S. economy, according to Battelle Technology Partnership Practice.



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