

## Awards...



### BBK WINS TWO WEB HEALTH AWARDS

BBK Worldwide has been awarded two Web Health Awards for excellence. The company received a Silver Web Health Award in the Mobile Application Resource category for its patient engagement mobile app, Health Info Gizmo. BBK also received a Bronze Web Health Award in the e-Business category for the company's e-commerce site. The Web Health Awards recognize digital health resources for consumers and health professionals.

### NATREL COMMUNICATIONS WINS COMMUNICATOR AWARD

The International Academy of Visual Arts has honored Natrel Communications with a Silver Communicator Award for the CSL Behring Immunoglobulin Franchise Lifetime of Possibilities video. The video, which was developed for last year's European Society of Immunology meeting, also received a Telly Award in 2012 for excellence in the field of promotional videos.

### SIREN TEAM NAMED SOCIAL MEDIA INFLUENCERS

Two Siren team members have been recognized for their social media activity, engagement, and

reach within the rare disease community by the World Orphan Drug Congress.

Wendy White, founder and president of Siren, tweets on

clinical trials, patient advocacy issues, legislation,

and orphan drug approvals. Frieda Hernandez, VP of strategic initiatives, tweets on social media in pharma, the

e-patient, and issues in the rare disease community.



Wendy White



Frieda Hernandez

## INDUSTRY at Large ▼



The goal of the EpiPen4Schools program is to help students have access to epinephrine auto-injectors in case of an allergic reaction while in school.

### Mylan Provides Free EpiPen AUTO-INJECTORS TO U.S. SCHOOLS

Mylan Specialty is continuing the EpiPen4Schools program. In its first year, more than **20,000** schools across all **50** states participated in the program, which offers EpiPen or EpiPen Jr (epinephrine) Auto-Injectors to qualifying schools in the United States.

Over the last year, there has been significant legislative movement across the country to improve access to epinephrine, which should encourage more schools to take advantage of the program.

"Educating the public about anaphylaxis preparedness and working to improve access to treatment continues to be an important focus at Mylan," says Heather Bresch, CEO of Mylan.

### Sanofi Pasteur, March of Dimes, AND SARAH MICHELLE GELLAR TEAM UP FOR PERTUSSIS AWARENESS



Sarah Michelle Gellar

Actress Sarah Michelle Gellar is joining March of Dimes and Sanofi Pasteur on the Sounds of Pertussis Campaign to help raise awareness about pertussis, also known as whooping cough, and the importance of adult

vaccination. The CDC reports that America is currently experiencing the largest outbreak of reported pertussis cases in **50** years. In **2012**, there were more than **41,000** reported pertussis cases and **18** deaths in the United States.

### Consumers Uninformed About PERSONALIZED MEDICINE

Only **27%** of respondents said they had heard of the term personalized medicine, and just **8%** considered themselves "very knowledgeable" about the concept, according to a recent survey by GfK Bridgehead.

More than half (**53%**) said personalized medicine

refers to medical care somehow geared to "individual needs," while others thought the phrase had something to do with doctor/patient collaboration. Just **4%** associated personalized medicine with genetics, which is generally considered a key element.

After being given information about personalized medicine, more than half (**55%**) of those with a work-sponsored health plan said they were interested in having a genetic test — a figure that rose to **65%** when they learned that a hypothetical test cost **\$500**. In addition, respondents who had been diagnosed with life-threatening cancer were twice as likely to express a significant interest in genetic testing.

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### PODCASTS

**Change Agents + Team Coaching — Transformation from the Inside Out at Sanofi Thought Leaders:** Craig Flanagan, Sanofi, US; DJ Mitsch, The Pyramid Resource Group Inc.

### WHITE PAPERS

**From Clinical to Commercial – Becoming a Fully Integrated Commercial Organization**  
Provided by: Campbell Alliance

**Five Keys to Successful Collaboration — Genpact and AstraZeneca Reveal What It Takes to Work Together**  
Provided by: Genpact

**Change Agents, Team Coaching & Organizational Transformation — Sanofi Changes Their Culture and the Game of Work**  
Provided by: The Pyramid Resource Group Inc.

## Milestones...

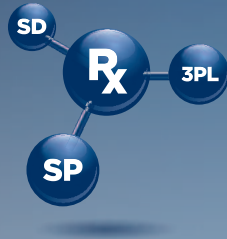


### 25-YEAR Partnership

Co-founders of NXLevel Solutions, an e-learning company, **Peter Sandford** and **Bob Christensen** celebrate 25 years in business together.

# Every Product Journey is Unique

One Wrong Turn Can Derail Commercial Position  
**Choose Your Guide Wisely**



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- Therapeutic Resource Centers
- Advanced Pharmacy Solutions
- Reporting & Analytics

#### CuraScript Specialty Distribution

- Advanced Distribution Solutions
- Inventory Management
- Third Party Logistics

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**10/23/13**

11:30 a.m. to 12:30 p.m.  
Orlando, FL

## Therigy Specialty Pharmacy Leadership Congress

**Kevin Cast** *VP, Global Pharmaceutical Business Development*  
*Pharmacovigilance and Risk Management for Specialty Therapies*

**10/29/13**

1:30 p.m. to 2:15 p.m.  
Chicago, IL

## CBI - Annual Effective Oncology Management Programs for Payers

**Charlie Bell** *Director, Business Development*  
*The Emerging Role of Specialty Pharmacy in Oncology Management*



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