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Taren Grom

We look forward to hearing your feedback on the important trends discussed in this special Year in Preview issue.

The year ahead

Pharmaceutical companies as well as their partners are feeling the heat. They are facing unprecedented challenges on a global scale. More so than ever, their business strategies are being put to the test. How well they do will depend on the resilience of their operations and the vision of their leaders.

It's hard to believe that another year has passed, but like the sands through the hourglass these are the days of our pharma lives. Once again, we are delighted to provide you with our Year in Preview issue. While this time of year is often used for reflection, we like to take a moment to consider what the future may hold, which is why this is a preview and not a review. While it is important to know how we got here, we believe it's more important to lay the groundwork to get to the next plateau.

In the days ahead, the country will learn what President-elect Barack Obama's plans are to address the healthcare crisis in the country. Some hypothesize that there will be a move toward price controls and universal healthcare, while other pundits believe there could be a more moderate platform in the works. PhRMA, as well as other industry organizations, will be watching closely and has offered its assistance to help address the difficult healthcare challenges facing America.

PhRMA President and CEO Billy Tauzin issued a statement after the election offering his support to the new administration and reiterating his willingness to work with lawmakers on both sides of the aisle.

"We will continue to support policies that encourage and strengthen innovation, improve patient access to medicines, and expand healthcare coverage for all Americans," he says. "As the human and economic costs of chronic diseases, which are the leading cause of death and the main drivers of health costs in the United States, continue to grow, so too does the need for affordable health insurance."

PhRMA recently unveiled its Platform for a Healthy America, which includes comprehensive proposals that can help reduce costs and strengthen the quality of care for American patients. This is an example of a dual approach based on private and public funding. The initiative focuses on expanding private health insurance while improving access to public programs, such as Medicaid and the State Children's Healthcare Insur-

ance Program. (For more information about the platform, please visit phrma.org.)

Throughout this special issue, you'll find predictions on everything from the state of the pharmaceutical economy to why social media will become ubiquitous as a communications strategy in the future. You'll learn why biomarkers are on the verge of breaking through some of the last barriers to become a real and workable approach to personalized medicine. You'll read why big pharma companies must change their development models if they are to remain competitive. You'll find out how, in the midst of general salesforce cuts, more specialized forces are being rolled out as way to drive scientific information. You'll hear from industry experts which emerging countries hold the greatest promise in a new global economy. You will learn about some of the strategies companies are discussing to reinvigorate pipelines, including narrowing their focus to specific disease areas; shifting from drugs for the saturated mass markets, such as heart disease, to those for smaller numbers of patients with limited treatment options; and partnering more with biotech companies and small pharmaceutical companies.

This is just the tip of the iceberg. There are plenty of trends discussed that cover every issue important to you. (And if not, let us know.) We want to thank the more than 130 industry experts who took time out of their busy schedules to provide us with their insights on what they think the next year, and years, will look like as the industry undergoes one of the most important and turbulent stretches in its history.

On behalf of everybody at PharmaVOICE, happy reading; please send us feedback with your thoughts.

We extend our warm thanks for a great 2008 and look forward to enjoying the ride with you in 2009.

Taren Grom
Editor