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The road ahead...

Welcome to our annual Year in Preview special issue, which takes a forward-looking approach to identify the trends expected to impact all aspects of the life-sciences industry. We want to thank the almost 100 experts who took the time to raise their voice on the market forces they believe will impact discovery, development, pipelines, global strategies, regulatory, marketing, social media, sales, healthcare reform, and more.

Executives from Ernst & Young say the biggest change that the industry will face is just starting to play itself out: the pharmaceutical industry will soon find itself part of a fundamentally different healthcare ecosystem. They say new trends, combined with changes already taking place, will transform the industry from one that develops drugs to one that delivers health outcomes.

Ernst & Young executives are calling this Pharma 3.0 where companies will compete and collaborate with those of the current ecosystem — biotech and medtech firms, CROs/CMOs, academic organizations, other pharma companies — but also with entirely new classes of nontraditional entrants, from IT companies to large retailers to nonprofit organizations.

As we look ahead to 2011 we will continue to follow the trends outlined in this issue and other game changers as they emerge.

2011 is also a milestone year for PharmaVOICE. We are excited to announce that we are celebrating our 10th anniversary in March. We thought this would be a good time to re-evaluate, re-examine, and once again raise the bar. We will be putting into action new initiatives, new feature articles and departments, and an updated layout — all of which will keep us on the cutting edge of the industry as it continues to evolve.

We want to thank all of you who have been loyal supporters and contributors over the past decade and we sincerely hope you will stay with us as we continue to drive our mission: providing actionable insights on the issues of today and identifying the trends that will help executives shape the life-sciences industry's future.

It is through your active involvement — Read. Think. Participate. — that we are able to sustain the broadest editorial coverage in the industry, touching all of the major intersection points along the healthcare continuum.

We remain committed to breaking down industry silos, bringing forth best practices for cross-functional efficiency, identifying the challenges and solutions that executives face in their day-to-day operations, and outlining the strategies necessary for success.

We also remain committed to producing the best read, designed, and received print publications in the industry. At the same time, we recognize that there is a need to deliver key information in different formats to satisfy the learning objectives of our readers, advertisers, and online members. We were the first publication in the life-sciences industry to launch an online version, but we didn't stop there. Starting with the very first digital edition of PharmaVOICE in 2009, we have been providing you with exclusive bonus content that complements the printed publication. By giving you more than just a mirror-image of the print magazine, we are able to incorporate a multitude of online enhancements, such as links to advertisers' websites and other information; topic-related podcasts, whitepapers, surveys, and web seminars; and expanded reports and charts.

During 2011, we will be revealing other cutting-edge additions to our established products and services, all of which will continue to position PharmaVOICE as the one integrated source to help you meet your day-to-day and long-term objectives and informational needs. We look forward to celebrating a decade of excellence with you.

Coming in 2011



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