

Awards

DIGITAS HEALTH WINS OMMA AWARD

Digitas Health was a named a winner in the OMMA Award in the Website Excellence in the Integrated Online Campaign, Health & Pharmaceutical category for the MedImmune Good to Share campaign. The OMMA Awards celebrate the year's best in online media, marketing, and advertising.

GENENTECH SCIENTIST WINS 2010 LASKER AWARD



Napoleone Ferrara

Genentech's Napoleone Ferrara is the winner of the 2010 Lasker Award for clinical research for the discovery of vascular endothelial growth factor (VEGF), a key to blood-vessel formation, which led to his creation of a treatment that restores sight to people blinded by the effects of wet

age-related macular degeneration. Dr. Ferrara's research led to Lucentis, the first therapy shown to improve vision in some patients with wet age-related macular degeneration.

LILLY WINS 2010 NATIONAL HEALTH INFORMATION AWARD

Lilly USA was selected as a winner in the 17th annual National Health Information Awards. This program recognizes the nation's best consumer health information programs and materials.

Lilly's Journey to Wellness Collection received a Silver Award for its total health information program. The Journey to Wellness Collection provides tools that help patients improve their health while living with diabetes. One segment, called Help Your Heart, includes print brochures, office materials, and customizable letters and articles for health care providers to use to educate patients about the effects diabetes can have on the heart. Other segments provide similar materials for eye health and foot health.

PATENTS

U.S. Pharma Companies Face Revenue Declines

Pharmaceutical companies are set to lose **\$42 billion** in U.S. sales from drugs facing patent expiration between **2011** and **2012**, according to Datamonitor's new report US Pharmaceutical Market Overview. Consequently, U.S. sales for the top **50** pharma companies are forecast to decline by an average of

2.2% year-on-year between **2010** and **2015**.

U.S. healthcare reform is set to improve coverage but this will be at the expense of containing healthcare costs. Although the pharma industry will benefit from the rise in insured individuals, measures such as the increased Medicaid drug rebate and Medicare donut hole discount will have an immediate negative impact on revenue through to **2014**.

CORPORATE R&D

Innovation Still Strong in Healthcare

Total R&D investment among the world's top spenders on innovation dropped in **2009** for the first time in the **13** years studied by Booz & Company, but by sector healthcare remained strong.

Healthcare landed in the No. 2 spot, increasing R&D by **1.5%**, slower than the industry's revenue growth rate

of **6.0%**. Pharmaceutical giant Roche Holding took the top position for innovation spending, having boosted its R&D spend **11.6%** to **\$9.1 billion**. Healthcare companies represented five of the top **10** spots on the list and seven of the top **20**. In addition to Roche, Microsoft was ranked No. **2** and Pfizer ranked No. **5**.

Overall, Booz's study revealed that the **1,000** companies that spent the most on R&D decreased their total spending by **3.5%** to **\$503 billion** in **2009**.

EMPLOYER COSTS

Employers Controlling Drug Benefit Costs

Employers are effectively controlling drug benefit costs and use, according to research in the Pharmacy Benefit Management Institute's **2010-2011** Prescription Drug Benefit Cost and Plan Design Report, which was sponsored by Takeda Pharmaceuticals North America. The survey shows the average rate of increase in drug costs was **6.3%**.

Key findings include:

- The use of co-insurance

benefit structures almost doubled for all drug tiers from **2009** to **2010**.

- There was a significant decline in the number of employers offering retiree drug coverage, which declined from **45.9%** to **31.5%** from the prior year.
- The impact of generics continues to rise, representing **65.2%** of all prescriptions dispensed in the surveyed population.
- Employers are beginning to adopt coverage and reimbursement strategies for genetic testing, with **5.1%** of respondents saying a strategy was already in place.

TUNING IN...

Featured Podcast

 **Streamlining Clinical Research with Electronic Trial Master Files**

Featured Thought Leader: James DeSanti, PharmaVigilant

Featured White Paper

 **Global Blueprint for Patient Adherence Programs**

Date Posted: 10/19/2010

Sponsored by: Indegene

SOURCE: BOOZ & COMPANY

SOURCE: PHARMACY BENEFIT MANAGEMENT INSTITUTE



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