

The Pulse of the INDUSTRY

T HIS FIRST ANNUAL PHARMAVOICE YEAR IN PREVIEW

is designed to provide an overview of the challenges and trends expected to impact the life-sciences industry in the coming year and beyond.

ness models, CDISC Study Data Tabulation Model (SDTM), drug development, financing, global issues, importation/price controls, innovation, intellectual property,

A distinguished list of more than 100 industry executives raise their voice.

For this special forum, a distinguished list of more than 100 industry executives, representing an array of industry sectors, disciplines, titles, and areas of responsibility, shared their views and strategies on the following topics: busi-

marketing/promotion, medical education, Medicare, multifunctional teams, patient safety, regulatory, reputation enhancement, risk management, shareholder value, salesforces, supply chain, and technology.

MARK J. AHN, PH.D. President and CEO, Hana Biosciences Inc., South San Francisco, Calif.; Hana is a biopharmaceutical company that acquires, develops, and commercializes innovative products for the treatment of unmet medical needs in cancer and immunological diseases. For more information, visit hanabiosciences.com.

MICHAEL J. ASTRUE. President and CEO, Transkaryotic Therapies Inc., Cambridge, Mass.; Transkaryotic Therapies is a biopharmaceutical company with a focus on developing products for the treatment of rare diseases. For more information, visit tktx.com.

LEE BABISS, PH.D. VP, Preclinical Research and Development, Roche, Nutley, N.J.; Roche is a leading healthcare company. For more information, visit rocheusa.com.

KEVIN BARNETT. Senior VP, Managed Markets Practice, Campbell Alliance, Raleigh, N.C.; Campbell Alliance, a specialized management consulting firm serving the pharmaceutical and biotechnology industries, helps clients develop strategic and operational plans, as well as improve the efficiency of their internal operations. For more information, visit campbellalliance.com.

PAT BARRETT VP, Integic Corp., Chantilly, Va.; Integic is a provider of software applications and business-process management solutions, connecting legacy environments to online business. For more information, visit integic.com.

DR. BEH SWAN GIN. Director Biomedical Sciences Group, Singapore Economic Development Board, Singapore; The Singapore EDB is the lead agency that plans and executes strategies to sustain Singapore as a compelling global hub for business and investment. For more information, visit sedb.com.

Today, alliances between small biotech companies and large pharmaceutical companies are helping to balance the risks of drug discovery and provide biotech companies with the resources as well as the expertise needed to advance projects aggressively.

NIGEL SHEAIL
Roche



The biggest challenge is to reexamine the current business model guiding most mature drug manufacturers and evaluate whether that model can survive in a consumer-driven healthcare system where patients have access to huge amounts of information and are more cost-conscious than they have ever been with regard to healthcare.

DR. MERRILL MATTHEWS
Institute for Policy Innovation



The culture of the pharmaceutical industry, along with the technology industry, is one of the last great frontiers of the sales-driven culture. It is slowly changing to be both more customer-centric and marketing-centric, but cultures change slowly.

MARK PERLOTTO
Adair-Greene Healthcare Communications



► BUSINESS MODELS

TURETT. The pharmaceutical industry needs to resolve multiple bipolarities: being a business and being a public utility; being doctor-focused and being consumer-focused; and being about medical innovation and being about marketing. The industry has begun a process of self-reinvention that in 2005 will

lead to a period of further self-discovery where the industry will be concerned with what the world expects and needs from pharmaceutical companies and not just pharmaceutical products. Additionally, in 2005 there will likely be more collaboration with companies in other parts of the industry, as well as with both governmental and nongovernmental organizations. One or two companies will take bold

moves by creating some truly different models for marketing and selling their products.

BARRETT. The next generation of blockbuster is diminishing. Patent expirations are looming. For 10% revenue growth, a major pharma company must bring three new drugs to market each year. Because of these issues, along with the move toward more targeted

ANGEL BIAGGI. VP, Marketing, STADA Pharmaceuticals Inc., Cranbury, N.J.; STADA Pharmaceuticals, a wholly owned subsidiary of STADA Arzneimittel AG, is a pharmaceutical company specializing in the marketing of generic and branded pharmaceutical products for the U.S. market. For more information, visit stadausa.com. (Note: The views expressed in this forum by Mr. Biaggi are his and do not necessarily represent the views of STADA Pharmaceuticals or its affiliates.)

JEFFREY O. BOILY. President and CEO, Rogers Medical Intelligence Solutions, New York; Rogers Medical Intelligence Solutions provides trusted information and insights on the latest medical and clinical research worldwide. For more information, visit rogersmis.com.

MICHAEL W. BONNEY. President and CEO, Cubist Pharmaceuticals Inc., Lexington, Mass.; Cubist is a biopharmaceutical company focused on the research, development, and commercialization of anti-infective products for unmet medical needs. For more information, visit cubist.com.

JAY A. BUA. President and CEO, Ascend Therapeutics Inc., Hemdon, Va.; Ascend Therapeutics is an emerging biopharmaceutical company engaged in the research and development of therapeutic products for transdermal delivery. For more information, visit ascendtherapeutics.com.

JOHN J. CAMPBELL. CEO, Campbell Alliance, Raleigh, N.C.; Campbell Alliance, a specialized management consulting firm serving the

pharmaceutical and biotechnology industries, helps clients develop strategic and operational plans, as well as improve the efficiency of their internal operations. For more information, visit campbellalliance.com.

LAURA CARABELLO. Director, iTrials, Provisio Inc., Nashville, Tenn.; iTrials, a service of Provisio, is a trial-enrollment service. For more information, visit itrials.com.

GEERT CAUWENBERGH, PH.D. Chairman and CEO, Barrier Therapeutics Inc., Princeton, N.J.; Barrier Therapeutics is a pharmaceutical company focused on the discovery, development, and commercialization of pharmaceutical products in the field of dermatology. For more information, visit barriertherapeutics.com.