

Washington Report

The Supremes Shape Pharma

Supreme of pharmaceuticals: How the Supreme Court will affect drug marketing, research, and regulation

It was a little over two years ago that the Supreme Court of the United States, right up to the end of last year, the justices had ruled on issues involving health care, including the Affordable Care Act, and the Supreme Court's decision on the Affordable Care Act's individual mandate. But now, the Supreme Court has taken on the issue of drug marketing, research, and regulation. The Supreme Court's decision on the issue of drug marketing, research, and regulation will have a significant impact on the pharmaceutical industry.

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Technology

On the Plus Side

Is Google+ the social-media platform that pharma has been waiting for?

With a focus on its health care division, Google+ is the social-media platform that pharma has been waiting for. Google+ is the social-media platform that pharma has been waiting for. Google+ is the social-media platform that pharma has been waiting for.

The social Web continues to evolve, and pharma is trying to figure out how to use it. The social Web continues to evolve, and pharma is trying to figure out how to use it. The social Web continues to evolve, and pharma is trying to figure out how to use it.

What the Best is About: This is where Google+ is coming and generally a smart social media strategy for pharma. This is where Google+ is coming and generally a smart social media strategy for pharma.

Professional Marketing

New Ways to Gain New Brand Insights

If you claim to understand patient and physician behavior, you are well on your way to strengthening the position of your product

Direct-to-consumer (DTC) advertising is a significant marketing tool for pharmaceutical companies. Direct-to-consumer (DTC) advertising is a significant marketing tool for pharmaceutical companies. Direct-to-consumer (DTC) advertising is a significant marketing tool for pharmaceutical companies.

Understanding Patient and Physician Behavior: This is where Google+ is coming and generally a smart social media strategy for pharma. This is where Google+ is coming and generally a smart social media strategy for pharma.

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E-Marketing

An IOU to Big Pharma Regarding EHR

It's a work in progress among electronic health records providers to offer a clear bridge between pharma and physicians

The joint, increasing electronic health records (EHR) in pharma industry marketing departments would create a clear bridge between pharma and physicians. The joint, increasing electronic health records (EHR) in pharma industry marketing departments would create a clear bridge between pharma and physicians.

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Leading Indicators

Quick-to-read news-oriented mini-departments that focus on emerging challenges

Washington Report

Timely, authoritative reports on Congress, FDA, and the political forces driving them, from veteran correspondent Jill Wechsler

Technology

What the C-suite needs to know about new developments in the world of information technology & pharma

DTC Advertising

News, commentary, and practical advice on advertising to consumers

Agency Insight

Ad professionals share innovative ideas on successful campaigns

Direct-to-Patient

How to build communities, promote compliance, educate users of drugs, and provide services that build the value of your pharmaceutical brand

Professional Marketing

Publication planning, targeting, messaging to physicians and other professionals, segmentation, and much more

E-Marketing

Special focus on using the Internet to communicate with patients, physicians, and other stakeholders

Sales Management

Tools and techniques for training, motivating, and supervising an effective sales force

JANUARY

Ad Close: December 7
Material: December 17

BONUS DISTRIBUTION

CBI 6th Annual Forum on Oncology Commercialization Strategies

→ January 20–21

CBI 9th Annual Pharmaceutical Compliance Congress

→ January 24–25

CBI Value Based Contracting and Outcomes Based Agreements

→ January 30–31

CBI iPharma 2013—The Age of Digital Convergence

→ February 11–12



INDUSTRY FORECAST

Exploration of key trends shaping the industry's scientific potential, commercial performance, and reputational assets in 2012.

COMPLIANCE CONGRESS

Pharmaceutical Executive examines the changing legal boundaries on appropriate behavior in key areas of regulation and identifies best practices in building an effective and responsive internal "compliance culture" that, in addition to reducing liability exposures, helps bolster reputation among the external constituencies pharma depends on as part of its overall license to operate.

FEBRUARY

Ad Close: January 9
Material: January 17



BRAND OF THE YEAR

In our seventh review of the marketplace for drug innovation, *Pharmaceutical Executive* selects the one brand with staying power in an era of mounting pressure to demonstrate real clinical differentiation.

SALES FORCE SURVEY

The Hay Group provides *Pharmaceutical Executive* with its exclusive annual review of trends in drug detailing activity, along with advice on how to invest proactively to secure higher rates of engagement with a changing customer base.

MARCH

Ad Close: February 8
Material: February 19

BONUS DISTRIBUTION

CBI 14th Annual Patient Assistance and Access Programs

→ March 14–15

CBI 9th Annual Pharmaceutical/Biotech Accounting and Reporting Congress

→ March 13–14

CBI Pharma Forum 2013

→ March 19–22



8TH ANNUAL AD STARS

Pharmaceutical Executive salutes the creative teams behind the most influential ads in the business. A panel of judges and editors select the advertising (print, television, online, multimedia) with flash and grit that made the most impact over the past year.

PHARMA FUTURES

This features focuses on the "future that is here today." *Pharmaceutical Executive* will explore the products, processes, and places driving change and setting the terms for competitive advantage in tomorrow's marketplace.

APRIL

Ad Close: March 8
Material: March 18

BONUS DISTRIBUTION

22nd Annual Partnerships in Clinical Trials

→ April 22–24

BIO International Convention

→ April 22–25

INTERPHEX

→ April 23–25

CBI 4th Annual West Coast Forum on Sunshine and Aggregate Spend

→ April 16–17

CBI 13th Annual Patient Adherence Forum

→ April 24–25



HBA'S WOMAN OF THE YEAR

Our exclusive leadership profile of the Healthcare Businesswoman's Association's 23rd honoree—a key role model for the next generation of female managers.

ADHERENCE: BEST PRACTICES

Persistency in taking medication is at an all-time low—and still falling. *Pharmaceutical Executive* searches for new tools, technologies, and theories to help reverse the decline, with input from winners of company adherence achievement awards.

MAY

Ad Close: April 9
Material: April 17



14TH ANNUAL PHARMACEUTICAL EXECUTIVE 50

Detailed rankings and analysis of the world's top pharma companies, with original and adapted data that presents an independent portrait of an industry undergoing radical change. Industry trends, consolidation, top-selling therapies and products, patent cliff exposures, and geographic reach are covered.

TOP RANKS IN SOCIAL MEDIA

Pharmaceutical Executive presents new customized survey data on which companies best leverage new communications technology to buttress their brand leadership.

JUNE

Ad Close: May 7
Material: May 15

BONUS DISTRIBUTION

DIA Annual Meeting

→ June 23–27

CBI 6th Summit on Managed Care Market Strategies

→ June

CBI 3rd Annual Social Media Strategies

→ June



EMERGING PHARMA LEADERS

Profiles of industry game-changers for the future. These pharma managers, all under the age of 45, represent a cross-section of businesses, functions, and geographies, and showcase a distinct and successful leadership style to be studied and emulated that will take pharma into its next phase of growth.

DEALMAKERS ROUNDTABLE

A panel of experts from Big Pharma, biotech, and the investment community join a discussion moderated by *Pharmaceutical Executive's* Editor-in-Chief to dissect the new landscape for M&As, licensing, and partnerships—and what it takes to be successful in the business development function.

JULY

Ad Close: June 10
Material: June 18



EMERGING MARKETS UPDATE

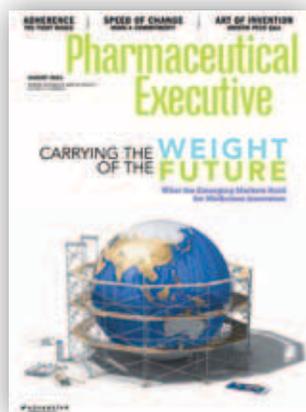
Tracking successful engagement strategies in this key growth segment for the industry.

AUGUST

Ad Close: July 9
Material: July 17

BONUS DISTRIBUTION

**CBI 7th Annual Forum on
Sunshine and Aggregate Spend**
→ August



HARD PROBLEMS IN SCIENCE

Pharmaceutical Executive identifies the gaps in developing treatments for the disease patterns of tomorrow as well as what financing and policy models are needed to address the most neglected diseases of today.

PHARMA FUTURES: PEOPLE

Pharmaceutical Executive showcases a select group of leaders who have the vision and capabilities to transform the nature of how industry conducts business—from small molecules and biologics, to vaccines, OTC, animal health, and generics.

SEPTEMBER

Ad Close: August 6
Material: August 14

BONUS DISTRIBUTION

**CBI 15th Registries and Post-
Approval Studies Congress**
→ September 20–21



**12TH ANNUAL INDUSTRY AUDIT
AND COMPANY OF THE YEAR**

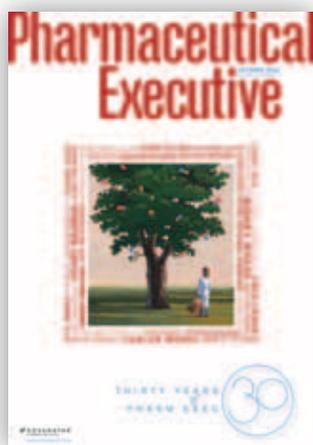
An in-depth look at the business of pharma, ranking the top 24 companies on more than a dozen key metrics to identify the industry's top performer in actually delivering shareholder value.

OCTOBER

Ad Close: September 9
Material: September 17

BONUS DISTRIBUTION

AAPS Annual Meeting
 → November 10–14



BUILDING MARKET ACCESS: PAYER VS. PLAYER

A select group of payers identify their expectations in working with industry to deliver the best value to patients. The sides explore new ways to foster productive partnerships around the strategically important market access function.

NOVEMBER

Ad Close: October 8
Material: October 16

BONUS DISTRIBUTION

CBI 9th Annual Defining Appropriate and Effective Interactions with Thought Leaders and Key Opinion Leaders
 → November 3–4

SUPPLY CHAIN ROUNDUP

The best practices in how Big Pharma is managing this cross-functional activity to reap cost-efficiencies and complement new global market penetration strategies.



COMMERCIALIZATION AND MARKET ACCESS CONGRESS

As wide market access is getting harder to broker, with consolidation and advanced data mining technology empowering the payer community, what strategies should pharma companies follow in accelerating speed to market? *Pharmaceutical Executive* surveys the landscape of the US and Europe to find out what payers really want from industry.

DECEMBER

Ad Close: November 8
Material: November 18



10TH ANNUAL PIPELINE REPORT

A comprehensive look at the best drugs currently in development, as selected by leading clinicians, academics, analysts, *Pharmaceutical Executive* editors, and other industry thought leaders.

ROUNDTABLE: EVIDENCE FOR INFORMATION

An expert panel will examine the relevance and utility of new streams of data—including conventional market research—to inform regulators in establishing the value of new medicines.