

GLOBAL PHARMA 360

News of Note

A VACCINE FOR ADDICTION? DON'T GET YOUR HOPES UP JUST YET: EXPERT



Vaccines are usually seen as fighting infectious diseases, but what about a vaccine for addiction? HHS Secretary Tom Price says one is being developed but experts say such a shot is not likely in the near future.

Like other vaccines, a vaccine for addiction would be aimed at eliciting antibodies, although in this case they would be acting against the toxic drugs. While it is possible in concept, it still needs to get through all phases of clinical tests before reaching the market.

NEW TARGET COULD YIELD TREATMENT FOR ALZHEIMER'S, ALS AND MORE

Alzheimer's disease (AD) and amyotrophic lateral sclerosis (ALS) are two very different brain diseases with one common characteristic: They both cause a progressive loss of brain cells that scientists have so far failed to prevent. Now a team of academic and industry researchers led by Roche unit Genentech has discovered a protein that, when blocked, reverses a signaling pathway that causes neurodegeneration in these conditions.

The research, published in the journal *Science Translational Medicine*, has inspired a new experimental treatment for ALS that's now entering clinical trials, but it could find even broader applications. "The most noteworthy result of this study is that manipulation of this single pathway was sufficient to ameliorate disease symptoms in diverse models of neurodegenerative disease," said the authors in an interview that was released along with the study.

FOR THE FIRST TIME, ANALYST GROUP LOWERS 2022 SALES FORECAST AS PRICING BACKLASH TAKES A TOLL



For a decade, each new projection for drug sales has been higher than the last as new blockbusters and price hikes have pushed up forecasts. Not this year.

For the first time analyst group Evaluate has lowered its forecast for industrywide drug sales, based largely on new attention to pricing.

Pricing isn't the only factor playing into the projection. The analysts see \$194 billion worth of pharma sales at risk from patent losses between 2016 and 2022, and they note that market access is becoming increasingly tough to secure.

Biosimilars are also picking up and

will hurt branded sales going forward.

When Evaluate released its report last year, the group predicted Roche would narrowly beat out Novartis and Pfizer to be the largest pharma company by sales in 2022. That's changed this time around, as the analysts now expect Novartis will lead the pack with \$49.8 billion in 2022 drug sales.

But Pfizer and Roche aren't expected to be far behind, with \$49.7 billion and \$49.6 billion in sales, respectively, for 2022. Celgene and Shire will grow the fastest over the period at 15% and 10%, respectively, according to Evaluate.

AbbVie's Humira will hold its No. 1 rank by drug sales in 2022, with \$15.9 billion in sales that year. The analysts expect Celgene's Revlimid to climb 13% each year to \$14.2 billion, ranking second.

BIOTECH DEALS DOWN BY HALF AND COULD BE LOWEST SINCE 2013: REPORT

In a new report from Bloomberg News global biotech mergers and acquisitions "are headed for the lowest annual level in four years." In 2016 and 2015, total M&A deal volume hit more than \$30 billion, and more than \$25 billion in 2014. Four years ago, in 2013, deals were at the lowest ebb in recent times, at less than \$10 billion.

But why the sluggish activity this year? Look no further than President Donald Trump's promised tax reform, still to be clarified, which is seeing potential buyers hold fire, according to analysts.

It also comes as Big Pharma CEOs have repeatedly stated in their last few quarterly financials that they are seeking smaller, bolt-on deals, and see valuations for many biotechs as too high.

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THE DECADE'S TOP 10 PATENT LOSSES, WORTH A WHOPPING \$915B IN LIFETIME SALES

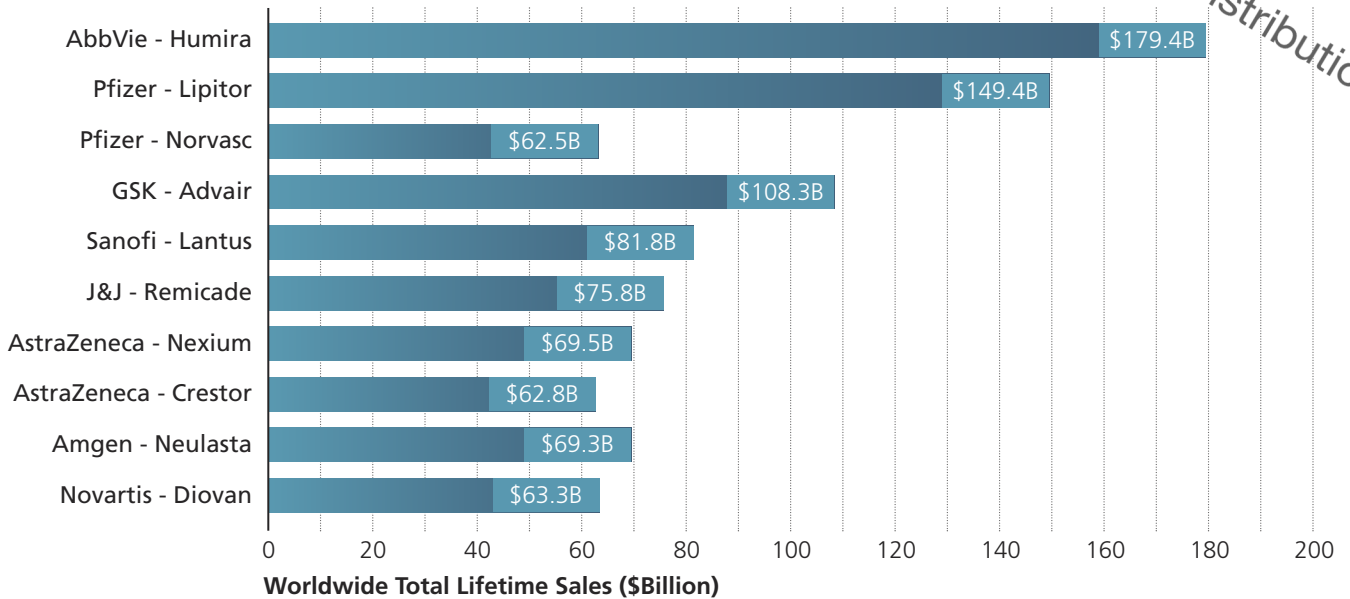
Together, the 10 biggest drugs losing IP protections since 2007 will account for more than \$915 billion in lifetime

sales, according to data compiled by life science commercial intelligence firm Evaluate. The top drug is the

biggest patent expiration of all time at a mind-blowing \$179 billion.



10 LARGEST PATENT EXPIRATIONS OF THE DECADE



Adapted from FierceBiotech and FiercePharma.

AGENCY NEWS

FCB HEALTH DOMINATES ON GLOBAL STAGE

Network sees groundbreaking wins at Cannes Lions International Festival of Creativity

FCB Health Canada is proud to announce its network's unprecedented successes at the 2017 Cannes Lions festival. FCB Health network agency Area 23 (New York) was the star of the festival, winning the prestigious "Healthcare Agency of the Year" award—a first for any U.S. agency.

They were also the first health agency to win not one but two Glass Lions of the 12 ever awarded at Cannes, as well as the first to take home a Gold Lion. Additionally, their work on the iTBra (the wearable that detects breast cancer) for Cyrcadia Health earned them an Innovation Lion, beating out heavyweight competitors including Google, Oculus, and Samsung.

"Just because we operate within a regulated environment doesn't mean we can't challenge ourselves to come up with really brilliant creative ideas. The work featured at the Cannes Lions festival reminds us that the simplest of insights can inspire the best creative work," said Liz MacLeod, SVP and Managing Director at FCB Health in Toronto.

These successes for the network have reaffirmed FCB Health Canada's commitment to creativity and innovation, and to pushing the boundaries in Canadian healthcare marketing.

