

HEALOGIX Headlines™

A semi-annual company newsletter about our industry and team | Q2, 2018

The Future of the US Healthcare System: HINTS YOU NEED TO HEAR

By Jill Glathar

With mid-term elections on the horizon, pharmaceutical, biotech and medical device/technology manufacturers are watching closely to see how any changes to the political landscape will shape the Affordable Care Act's (ACA's) future. Will politicians continue efforts to enact a slow repeal? Will public opinion push legislators to improve upon what already exists? Or will the status quo

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continue? Regardless, the US healthcare system is likely to evolve if only because access and coverage is an important electoral issue to US voters.

But who will benefit and in what way? Without question the ACA revolutionized US healthcare, improving conditions for some manufacturers, but not all. Pharmaceutical companies saw market expansion as previously uninsured patients gained access to prescription drugs. Biotech firms gained the advantage of 12 years of market

exclusivity after FDA approval—a clear 'win' for these companies.

Medical device companies did not fare as well. The Medical Device Excise tax constrained innovation, and while suspended for the past two years, the tax is set to be reinstated shortly. Interestingly, medical technology did not experience what had been much-anticipated growth, as hospitals have been slow to adopt more efficient, accurate and sophisticated diagnostic tools in their efforts to control costs.

So what does the future hold? Only time will tell; but some hints are already emerging.

Elimination of the individual mandate

The ACA greatly expanded medical coverage, bringing millions of Americans into the US healthcare system and ensuring coverage of pre-existing conditions. With this mandate partially eliminated, healthcare manufacturers need to consider who, as well as how many consumers, will discontinue carrying medical insurance. If Americans defect in droves, manufacturers may need to protect the scope of coverage. Otherwise, they may risk the potential elimination of millions of covered lives who currently take prescription drugs

and are treated with biotech offerings and experience a loss in revenue.

Public pressure to lower drug/treatment prices

Americans support government action to lower drug and treatment prices, particularly allowing Medicare to negotiate directly with healthcare manufacturers. At the same time, this 'call-to-action' loses steam when the public weighs possible ramifications such as having access to fewer treatment options or a reduction in research and development efforts. Nonetheless, healthcare manufacturers should expect this issue to remain contentious and continue their focus on strategic pricing.

Adoption of improved preventative care options

The ACA requires most insurance plans to cover preventative care (e.g., cancer screening, vaccines and biotechnology procedures, among others) without passing costs along to members. While expected to be beneficial for healthcare manufacturers, as many preventative care options are drug-based or employ technology-driven diagnostic procedures, insurance providers and healthcare providers are seeking options that transparently demonstrate short- and long-term cost savings. •

HEALOGIX Happenings

Congratulations and safe travels to our esteemed colleagues!



NEW HIRES

Caitlin Barbieri, Associate
Michael Galvin, Ph.D., Vice President



PROMOTIONS

Leeann Perretta, Senior Associate
Lisa Giannoumis, Senior Director



MARRIAGES

Lisa Kantrowitz (now Giannoumis)
and Elias Giannoumis, October 28, 2017,
The Logan, Philadelphia, PA



CONFERENCES

BIOMEDevice

April 18-19, 2018, Boston MA

Attendees: Jill Glathar and Tim Edbrooke

Intellus Worldwide

May 6-8, 2018, Philadelphia PA

Attendees: Kate Evans, Ed Siebert and
Tim Edbrooke

Advanced Research Techniques Forum

June 21-22, 2018, Columbus OH

Attendee: Stacey Cowgill

Did You Know?

FUN PHARMACY FACTS AND A LIGHT HISTORY

On May 8, 1886, in Atlanta, Georgia, Coca-Cola, was born.



We owe this creation to none other than a local pharmacist, Dr. John Stith Pemberton. He developed the syrup for Coca-Cola and carried a jug of the new concoction to Jacobs' Pharmacy where the product was sampled, pronounced to be "excel-

lent" and then placed on sale for five cents a glass.

In fact, Coca-Cola syrup was even used as a remedy for an upset stomach!

Dr. Pepper was invented in 1885 by Charles Alderton, a pharmacist in the great state of Texas. Charles Alderton worked at Morrison's Old Corner Drug Store in Waco, Texas. When he wasn't busy mixing medicine, he enjoyed serving carbonated drinks at the soda fountain. He loved the way the drug store smelled with all of the fruit syrup flavors in the air and decided to develop a drink that would taste like that smell. He kept a journal to help document his experiments and when he finally concocted a mixture of fruit syrups he liked, Dr. Pepper was introduced. •



Healogix Highlights

In March 2018, Healogix launched **Memorable Message™ 2.0**, our proprietary approach to message testing. This version of **Memorable Message™** builds on the platform we developed in 2013, using a flexible web application to streamline the message testing process and empower your brand team to move directly into launch preparation.

For more information about **Memorable Message™ 2.0** or any of Healogix's services, please visit our newly-designed website, www.healogix.com, or email Ed Siebert at ed.siebert@healogix.com.