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HEALTHCARE NEWSLETTER

Pharma yet again falls short of Grand Prix standard At Cannes Lions Health

Special points of interest:

- Pharma yet again falls short of Grand Prix standard At Cannes Lions Health
- Medical device 3D printing market set for strong growth
- Roche acquires my-Sugr to form a leading open platform for digital diabetes management
- Novartis picks up FDA approval for targeted lung cancer meds Tafinlar, Mekinist

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For the second time in the four years of the pharma global creative awards, the jury declined to give out a top prize.

The reason being that the most outstanding work entered in the pharma category—McCann Health, New Delhi's work for the Afghanistan Ministry of Health on a campaign to foster vaccinations—didn't fit the jury's requirements for a pharma Grand Prix.

"We couldn't award a Grand Prix, the others were nowhere near as strong as this piece of work," said June Laffey, pharma jury president and executive creative director at McCann Health Australia and Southeast Asia. "We wanted to make sure we sent out the right signals about what is possible and what can be possible in the future in this highly regulated space."

When asked why more traditional pharma work wasn't recognized, jury member Ritesh Patel, chief digital officer at WPP Health & Wellness, said part of the problem is the lack of pharma work submitted. Agencies are sometimes forbidden by clients to enter work into the show, he and other jurors noted after the press conference announcing the winners.

Only two other Gold Lions were awarded in the pharma category. One went to an antitrafficking campaign by Area23 New York,

designed to enlist doctors to help identify victims; The second went to the Virtual Reality Vaccine campaign for Hermes Pardini.

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Medical device 3D printing market set for strong growth

A new report by Market Data Forecast has predicted the growth of the global medical device 3D printing market.

The report states that that by 2020, the market will reach $2368 million growing at a CAGR of 23.45%. Market Data Forecast highlight the importance of 3D printing and that it has the potential to transform the way medical devices are used to treat patients.

The report shows that the rising demand for patient-specific products in orthopaedics and maxillofacial surgery are some of the major driving forces for the medical 3D printing industry.

The market is segmented mainly between North America, Europe, Asia-Pacific, Latin America & Middle-East and Africa, the report says. North America is currently the leading consumer of 3D printing technology, Europe comes in as the second major market whilst the Asia-Pacific region is a target for future growth.

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Where the Senate Health Care Bill Fails

The Senate Republican alternative to Obamacare released in mid June, doesn't appear to come close to bringing relief, or better, less expensive care, to millions of working men and women, as the Republicans claim.

It relies too heavily on government spending, and ignores the role that the private sector can and should play.

Washington believes that the solution to every problem is more money. But throwing more money at insurers won't fix the lack of consumer-driven competition, combined with mindless government mandates.

At the time of Obamacare, instead of the spending and taxpayer-subsidized exchanges, a much simpler solution would have been to equalize the tax treatment, but President Obama chose to spend trillions and artificially increase premiums unaffordably.

A simple solution is obvious even now. Loosen up regulations and mandates, so that Americans can choose to purchase insurance that suits their needs and that they can afford. But the Republican discussion draft turns its back on this simple solution, and goes with something far too familiar: throwing money at the problem

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China's Ill, and Wealthy, Look Abroad for Medical Treatment

"Many patients go overseas, and indeed, for several months, it's good,But when they return, if their treatment can't keep up, then it's useless" says Oscar Zhou,founder of Ryavo Health Management of Shanghai.

China's nearly 1.4 billion people depend on a strained and struggling health care system that belies the country's rise as an increasingly wealthy global power. But more and more, the rich are finding a way out.

Chinese people took an estimated 500,000 outbound medical trips last year, a fivefold increase from a year earlier, according to Ctrip.com International, a Chinese travel booking company, which offers medical travel on its website.

While the bulk of that is focused on plastic surgery and routine examinations, medical travel agencies say the number of critically ill Chinese patients leaving the country for medical treatment is growing.

"It has caused a lot of problems. Many patients go overseas, and indeed, for several months, it's good," Oscar Zhou (who founded Ryavo Health Management of Shanghai) said, adding that he thought the outlook for businesses from a pure medical travel standpoint was limited. "But when they return, if their treatment can't keep up, then it's useless."

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NHS care 'among the worst in Europe' due to poor investment

The NHS is among one of the worst health care systems in Europe due to poor cancer investment, a major study has found.

Britain has been ranked 30th in a global list of countries assessed for health care quality and access lagging behind many of its European neighbours.

Experts have blamed the low score on its lack of investment in specialist cancer care.

It revealed Britain performed poorly in some areas which included some cancers, an outcome blamed on lack of investment in specialist care. It scored just 58 for the blood cell cancer Hodgkin's lymphoma and 64 for lower respiratory infections.

US lead author Dr Christopher Murray, director of the Institute for Health Metrics and Evaluation at the University of Washington, said: "What we have found about health care access and quality is disturbing.

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Daiichi Sankyo Launches New Generic Drugs through Its Daiichi Sankyo Espha.

Daiichi Sankyo has announced that it's s generics subsidiary, Daiichi Sankyo Espha will launch eleven new generic drugs with six new active ingredients out of the seventeen new drugs and eight new active ingredients that have been announced in their official gazette

Daiichi Sankyo Espha is the only company to have listed the following six new generic drugs and two new active ingredients in the National Health Insurance reimbursement price list. Daiichi Sankyo Espha will prepare diligently and launch the products and related information in mid-September.

The novel product attributes include an innovative tablet design (printed on double side), an innovative design of PTP sheets (that reduces the burden on pharmacists seeking to avoid mistakes with drugs and prevents medical errors such as a patient taking the wrong medicine) and an innovative box design .

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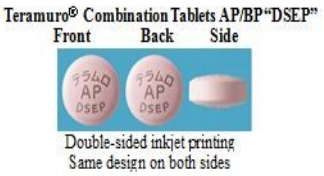

Roche acquires mySugr to form a leading open platform for digital

Roche and mySugr announced today that the two partners have signed an agreement under which Roche acquired all shares of mySugr GmbH. Counting more than one million users globally, mySugr is one of the leading mobile diabetes platforms in the market and will become an integral part of Roche's new patient-centered digital health services platform in diabetes care.

"We are excited about this agreement, as we will be able to offer seamlessly accessible patient solutions within an open platform to better respond to the unmet needs of people with diabetes. Our aim is to support people with diabetes to spend more time in their ideal glucose target range and improve their quality of life," said Roland Diggelmann, CEO Roche Diagnostics.

mySugr is foreseen to remain a separate legal entity with an open platform for all diabetes devices and services.

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"Our aim is to support people with diabetes to spend more time in their ideal glucose target range and improve their quality of life."

Stryker announces definitive agreement to acquire NOVADAQ Technologies Inc.

Stryker Corporation has announced a definitive agreement to acquire NOVADAQ Technologies Inc. for US$11.75 per share, or US$701 million with a net purchase price of US$654 million, reflecting net cash of approximately US$47 million.

NOVADAQ is a leading developer of fluorescence imaging technology that provides surgeons with visualization of blood flow in vessels, and related tissue perfusion in cardiac, cardiovascular, gastrointestinal, plastic, microsurgical, and reconstructive procedures.

"This acquisition aligns with Stryker's focus on enabling our customers to see and do more by enhancing cross-specialty surgical visualization," stated Timothy J. Scannell, Group President, MedSurg and NeuroTechnology

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Eli Lilly and Company Unveils Expanded Biotechnology Center in San Diego

Eli Lilly and Company this month announced completion of a $90 million expansion of its Biotechnology Center in San Diego, California. Lilly's new space will help foster and accelerate the discovery of medicines within the company's core therapeutic areas of immunology, diabetes, oncology and neurodegeneration, as well as the emerging area of pain.

he center features a new technologically-advanced laboratory and an additional 180,000 square feet of working space, which is an increase of 145 percent compared to the former facility. In addition to the center's established presence in preclinical and clinical immunology research, the new space allows for closer partnership between Lilly experts in biotechnology, discovery chemistry and research technologies while also fostering external collaborations.

San Diego has long been an important location for Lilly. In 2004 Lilly acquired Applied Molecular Evolution, Inc. before establishing the Lilly San Diego Biotechnology Center in 2009, located near the University of California, San Diego, among other prominent biomedical research institutes. Since its establishment, the center has created more than 100 jobs with more than 200 scientists currently working in various research activities.

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Four innovations to tackle under-five deaths win US$1 million Healthcare Innovation Award from GSK and Save the Children

Four health organisations from developing countries have today been recognised by GSK and Save the Children for innovations that reduce deaths in children under five.

Selected from 171 submissions from 30 countries by a judging panel comprising health experts from across the globe, the winners are:

1. Association for Humanitarian Development (AHD) in Pakistan for their inexpensive and versatile water filter unit, which won the largest share of the Award

2. Sinergias in Colombia, the *Hardest-to-Reach* award winner for a cross-cultural healthcare delivery model for indigenous populations in the Amazon region

3. ARMMAN in India for their free mobile voice call service providing preventative care information to mothers

4. Alma Sana in Nigeria for their simple, low-cost bracelet to stimulate parents' uptake and demand for children's immunisations in Nigeria.

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"This year's Healthcare Innovation Award recognises interventions that are supporting mothers and children in some of the world's most marginalised communities." said Andy Wright, VP Global Health Programmes, GSK

Pfizer and the National Newspaper Publishers Association Collaborate to Raise Awareness of Sickle Cell Disease and Need for Improved Patient Care

Pfizer Inc.(NYSE:PFE) and the National Newspaper Publishers Association (NNPA), a trade association of more than 200 African-American–owned community newspapers from around the United States, are collaboratingto raise awareness of sickle cell disease, a lifelong and debilitating genetic disorder that affects red blood cells.

This collaboration Aims to Educate on the Importance of Clinical Trials in Developing Potential New Sickle Cell Disease Therapies.

Sickle cell disease is the most common inherited blood disorderin the United States, affecting nearly 100,000 Americans.

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Regeneron and Sanofi Announce Approval of Kevzara® (sarilumab) to Treat Adult Patients with Moderately to Severely Active Rheumatoid Arthritis in the European Union

Regeneron Pharmaceuticals, Inc. and Sanofi have announced the U.S. Food and Drug Administration (FDA) approval of Kevzara® (sarilumab) for the treatment of adult patients with moderately to severely active rheumatoid arthritis (RA) who have had an inadequate response or intolerance to one or more disease modifying antirheumatic drugs (DMARDs), such as methotrexate (MTX).

"In the clinical trial program, sarilumab demonstrated statistically significant, clinically-meaningful improvements in adult patients with rheumatoid arthritis by reducing signs and symptoms and improving physical function, resulting in significantly less radiographic progression of structural damage of RA," said Alan Kivitz, M.D., CPI, Founder and Medical Director of the Altoona Center for Clinical Research and Altoona Arthritis and Osteoporosis Center, and an investigator in the global SARIL-RA clinical program for sarilumab."

RA is a chronic inflammatory autoimmune disease, in which the immune system attacks the tissues of the joints, causing inflammation, pain, and eventually joint damage and disability.

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Biogen's IMRALDI®, an Adalimumab Biosimilar Candidate Referencing Humira®, Granted Positive Opinion by Committee for Medicinal Products for Human Use

The Committee for Medicinal Products for Human Use (CHMP) of the European Medicines Agency (EMA) has issued a positive opinion for IMRALDI® (also known as SB5), an adalimumab biosimilar candidate referencing Humira®.

The positive opinion will now be referred to the European Commission (EC), which grants marketing authorization for medicines in the European Union (EU).

If IMRALDI receives approval, Biogen will be the first company to have approved biosimilars of the three most prescribed anti-TNF biologic treatments in Europe," said Alpna Seth, Ph.D., Senior Vice President and Global Head of the Biosimilars Business Unit at Biogen

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"If IMRALDI receives approval, Biogen will be the first company to have approved biosimilars of the three most prescribed anti-TNF biologic treatments in Europe"

Novartis picks up FDA approval for targeted lung cancer meds Tafinlar, Mekinist

Patients in the U.S. with a specific lung cancer will soon have their first targeted treatment option with Novartis' FDA approval for Tafinlar plus Mekinist.

U.S. drug regulators signed off on the combo to treat metastatic non-small cell lung cancer (NSCLC) with the BRAF V600E mutation on Thursday based on phase 2 study results showing that more than 60% of treatment-naive and previously treated patients responded to the treatment.

Following the approval, the Swiss drugmaker's oncology head, Bruno Strigini, said in a statement that the patient group has "responded less favorably to standard chemotherapy, suggesting that there is a critical need for a targeted therapy."

The combo is available now at a price before discounts of $19,642.59 for a 30-day supply, a Novartis spokesperson told FiercePharma.

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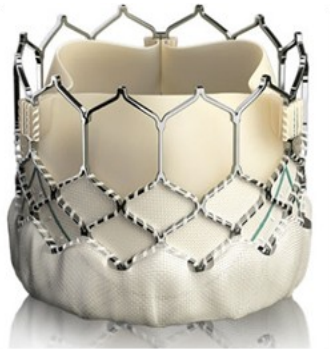
FDA expands use of Sapien 3 artificial heart valve for high-risk patients

The U.S. Food and Drug Administration has approved an expanded indication for the Sapien 3 Transcatheter Heart Valve (THV) for patients with symptomatic heart disease due to failure of a previously placed bioprosthetic aortic or mitral valve whose risk of death or severe complications from repeat surgery is high or greater.

The FDA originally approved the Sapien 3 THV for transcatheter aortic valve replacement (TAVR) as an alternative option to surgical aortic valve replacement for patients with native aortic stenosis whose risk for death or severe complications from surgery is high or greater. In 2016, the FDA expanded the approved the TAVR indication for Sapien 3 THV to include patients who are at intermediate surgical risk for death or complications. Today, the FDA is the first to approve an expanded use of the Sapien 3 THV as a valve-in-valve treatment.

Valve-in-valve procedures offer an alternative to repeat surgery, since the replacement valve is inserted inside the failing surgical bioprosthetic valve through a patient's blood vessel or a small cut in a patient's chest.



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GSK receives CHMP positive opinion for Synflorix pneumococcal vaccine four-dose vial

The Committee for Medicinal Products for Human Use (CHMP) of the European Medicines Agency (EMA) has issued a positive opinion for a new four-dose vial presentation of its Synflorix pneumococcal vaccine.

The approval is the first step in the process to deliver the new vaccine presentation through Gavi, the Vaccine Alliance, in developing countries.

At a cold chain volume of 2.4cm^3 per dose (much lesser than existing two dose vial presentation, Synflorix reduces the physical space required for storage in countries where cold-chain delivery can be challenging, and adequate storage facilities limited. Clinics and healthcare workers will be able to vaccinate more children per vial compared to the existing Synflorix two-dose vial presentation.

The approval is the first step in the process to deliver the new vaccine presentation through Gavi, the Vaccine Alliance, in developing countries.

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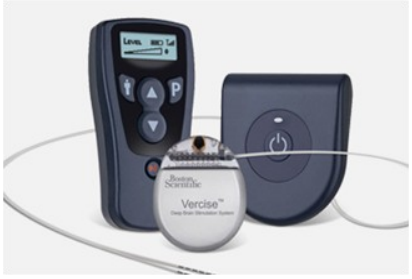
"Synflorix has already had an enormous impact since it was launched, helping to protect against pneumonia – the world's leading infectious killer of children under the age of five. Through this new presentation we hope to make it easier for more healthcare professionals in the most challenging areas of the world to turn our vaccines into life-saving vaccinations."

Boston Scientific Receives CE Mark for Vercise™ Gevia™ Deep Brain Stimulation System

Boston Scientific (NYSE: BSX) has received CE mark for the Vercise™ Gevia™ Deep Brain Stimulation (DBS) System*, a rechargeable, magnetic resonance (MR) conditional device indicated for the treatment of movement disorder symptoms in patients with Parkinson's disease, dystonia and essential tremor

DBS therapy involves the placement of a device that stimulates specific areas in the brain using electrical signals. The Vercise Gevia System is a next generation rechargeable platform with an unparalleled 25-year battery life



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Hong Kong is suffering medical manpower dearth

South China Morning Post reported that Hong Kong may be forced to recruit hundreds of medics from overseas as the health sector will face a critical manpower shortage in just 10 years' time, the government has warned.

In the city's first comprehensive staffing review of more than 13 professions by the Food and Health Bureau, it projected a manpower crisis in nine of them, including dentists, general nurses, occupational therapists and physiotherapists, as a result of the city's ageing population.

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