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LETTER FROM THE PRESIDENT: **2014 SUMMIT HIGHLIGHT**

Russell Allen



The much-anticipated 13th annual Georgia Bio Innovation Summit, Oct. 16, is only days away. It promises to be the best program ever, featuring internationally renowned keynote speakers and 30 experts exploring the hottest trends and issues in 9 panel sessions throughout the day. Here is a link to the full [Summit Program](#) and to

[Register for the Summit.](#)

Our keynote presentations will cover all aspects of our growing bioscience and medical technology industries. Hear from: Steve Oesterle, M.D., Sr. V.P. Medicine & Technology for **Medtronic**; Ryan Olohan, National

Director for Healthcare at **Google**; Jay Yadav, M.D. Founder and Former CEO, **CardioMEMS**; and Lieutenant Colonel, Rich Clifford, **NASA Astronaut and Parkinson's disease patient advocate.**

In addition to our outstanding keynotes, our expert panelists will discuss topics like Transforming Life Science IP from Bench to Market; Open Source Data; Global Expansion; Clinical Research in Georgia; Mobile Health; Top Myths of Academic Collaborations; and Industrial Partnering.

Join us as we showcase Georgia's healthcare & bioscience innovations at the [Shark Tank](#) and [Innovation Stage](#). These platforms will highlight 14 companies and innovations working on advances in biotechnology,

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medical devices, health informatics, diagnostics & pharmaceuticals.

Georgia Bio invites registered attendees to take advantage of our powerful networking platform that will allow you to connect with fellow meeting attendees, search for technologies, schedule meetings and more! This **one-to-one partnering tool** is available for all devices so download the app today. [Click here to learn more.](#)

This is an event you cannot miss, so please tell your friends and colleagues to attend and [check out our website!](#)

ONSITE REGISTRATION IS AVAILABLE FOR THE SUMMIT AND THE PARKINSONS DINNER TOMORROW NIGHT!



Q&A WITH JEFFREY WREN, SR. VICE PRESIDENT AND PRESIDENT - NORTH AMERICA REGION, UCB

By: Meghan Truesdale, Georgia Bio Intern

Jeff Wren of UCB looks forward to a future full of promise and reflects on his career path.



Can you tell me a little about your career path and leadership path throughout your career?

I jumped into the pharmaceutical industry right out of college in the mid 80's as a field representative. The company that I worked for the majority of my career, TAP Pharmaceuticals, expanded quite quickly. As the company and the industry were rapidly evolving, I found myself moving from more localized, field work to managing national operations, including managed markets, national accounts and specialty sales. Something unique about my career is that while many people advance in the industry through sales or marketing roles, I achieved much of my base and core experience by running managed markets operations.

After 17 years at TAP Pharmaceuticals, I moved to Sepracor, in similar leadership positions in specialty sales, managed markets, and government contract and pricing. The focus of my career has primarily been in the specialty arena, which led me to UCB.

What initially interested you about joining the UCB team?

UCB's focus on biologics and its consistent, significant investment in research and development are what initially attracted me to the company. On average, most pharmaceutical companies invest about 16% of their annual revenue in research and development while UCB consistently invests approximately 25-26% each year. The result is a very strong pipeline of possible new therapies that is one of the most robust in the industry. This commitment to cutting-

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edge science is paired with a patient-centered focus that is industry leading. Those patients we serve, and the ones we look to serve, are part of every stage of development and commercialization of our products. Patient-centricity is an integral part of how UCB is moving forward. UCB places just as much emphasis on the patient's journey and their insights, as the science itself.

Are there any new drugs in the pipeline at UCB that you can tell me about?

We have three new medicines that are in Phase 3 of development and we are very excited about the milestones achieved so far.

Brivaracetam, is a treatment for partial-onset seizures in epilepsy, a chronic neurological disorder affecting 65 million people worldwide. UCB has a long history in serving epilepsy patients and this new treatment will further establish our position as a leader in Central Nervous System disorders and as "The Epilepsy Company".

Romosuzumab is a drug we are developing with Amgen. It is a bone-forming agent being investigated for the treatment of post-menopausal osteoporosis by increasing bone formation and decreasing bone breakdown. Currently, about half of all women over the age of 50 will have an osteoporosis-related fracture in their remaining lifetime.

Epartuzumab is a treatment being developed for Lupus, a chronic, autoimmune disease that can damage any part of the body (skin, joints, and/or organs). Due to the complexity of this disease, there has only been one new treatment for Lupus introduced in the last 50 years. This is an extremely underserved population of patients and one that we are pleased to be able to support through our research and development efforts.

Why did UCB sponsor the Parkinson's disease benefit? What specific importance does this disease have for UCB?

Because of our patient-centric approach to all that we do, we are

committed to supporting those organizations that benefit people living with severe diseases. Education, awareness, ongoing research and programs that support patients and their caregivers living with a disease like Parkinson's are just as important in the patient's journey as the medications they receive. It is an honor for us to sponsor this event on behalf of those organizations that serve the needs of those living with this devastating disease.

What makes UCB so successful?

Our biologics platform, our specialty focus, our industry-leading investment in research and development, as well as our patient-centered programs are the primary characteristics that contribute to UCB's success. But we are also unique because the size of our company allows us to be agile and flexible. Our "go-to-market strategies" are based on the idea of maintaining a small company mentality even in our growth, ensuring that we are always acting in the best interests of patients. As the industry has evolved, particularly in the first decade of the 2000s, the changing healthcare environment has made it critical that companies stay agile to better serve customers and to create sustainable, superior value for patients. I believe that our size and our nimbleness give us an advantage to accomplish this that larger companies don't have.

What is the current climate for life sciences startups and how do you see this changing in the next five years?

There are several factors we have to consider. The pharmaceutical industry reached peak sales reps in 2007, depending on who you want to quote, from 105,000-112,000. In 2014 the industry is down to approximately 60,000 sales representatives. It is apparent the industry is redefining the type and frequency of physician interaction and promotional efforts. Also, the perceptions of how valuable our industry is considered are something we have to change. We need to not only focus on regulatory approvals, but the tremendous challenges of outcomes, reimbursement, IT and technology, and the value equation for patients beyond the medication. All of these facets should prompt us to think differently from Phase II to Phase III, constructing studies in such a way that consider



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health outcomes and pair insights earlier into what is needed to ensure value.

What advice would you give to entrepreneurs in Georgia today? What advice would you give to young professionals?

With regard to start-ups and entrepreneurs, more than ever there is a significant need for more connections. While effective networking has always been critical, it has become so much more complex and vital. From “angel investors” to large pharmaceutical companies to small biotech companies to regulatory contacts, entrepreneurs need to go in “eyes wide open” and really understand the environment. There are a lot of connections that have to take place early in the process to be successful.

With regard to young professionals, post-doctorates, etc., the lines between academia and industry have recently become blurred. For example, higher learning institutions like Georgia Tech have recently started getting involved with product commercialization. So my advice would be that it is important to explore all options within the Health/Science environment. In addition, the biopharmaceutical industry is to a certain extent a microcosm of society. Lawyers, regulatory specialists, scientists, sales representatives, compliance experts, education and government specialists are all facets of the industry worth exploring.

Lastly, while an incredibly broad question, what are some of the important challenges and opportunities on the horizon for Georgia Bio and the industry at large?

Georgia Bio is involved in so many arenas, representing a range of business endeavors from start-ups to established companies like UCB. Georgia Bio’s activities include education, government affairs, and policy, to name just a few, and the challenge for the organization will be how to continue to be effective in the broad range that they encompass.

The industry at large will continue to struggle to maintain focus on the patient, on demonstrating quantifiable outcomes and defining value that the industry provides. Consider how the pharmaceutical landscape has changed: “Pharma 1.0” was from 2000-2007 and was the age of big,

blockbuster drugs. “Pharma 2.0” was from 2007-2014 and encompassed synergies and efficiencies moving from primary care to specialty care. Now we are at “Pharma 3.0” and the focus is on the value equation. We have to be creative and innovative in how we provide value. The question becomes how do we do this in a compliance-oriented environment? How do we touch patients? How do we partner with them on our go-to-market strategies? The hope is to deploy our resources differently, ensuring value as we better understand the patient journey. Understanding how to positively impact that patient experience is the right way to move forward for our industry.

Visit: www.ucb.com for more information about UCB, Inc. and its products.



BIOSIMILARS AND GEORGIA'S UPCOMING LEGISLATIVE SESSION

By: Meghan Truesdale, Georgia Bio Intern

As the meeting of the Georgia General Assembly looms on the horizon for the 2015 legislative session, a potential piece of legislation could drastically affect Georgia Bio and our scientific community. The topic weighs heavily from a patient, pharmacist and physician perspective: should pharmacists inform patients and their doctors of changes in their biologic medication if the medication has been switched from what was initially prescribed to a biosimilar version? Because even biosimilars designated by the FDA as interchangeable with the innovator product cannot be perfect copies of the original, the importance of notifying patients and physicians of substitutions will allow for proper tracking in the event of adverse or unexpected reactions. Informing patients is the responsibility of the medical team, including doctors and pharmacists. The question thus becomes who has the responsibility to make these decisions about whether to switch from a prescribed product to a biosimilar: the pharmacist or the doctor?

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From the physician's perspective, doctors should carry the responsibility of giving pharmacists permission to inform and/or change a prescribed medication - doctors should control all aspects of patient care. The natural compromise, however, is for the pharmacist to inform both the doctor and patient of any change in medication. Together, the medical team should make an educated decision regarding patient health and potential changes to prescriptions.

The second Monday in January is when the Georgia General Assembly meets for the 2015 legislative session. The intent is for this proposed piece of legislation to be dropped during the session, potentially impacting all of the medical industry and its patients. Georgia Bio's efforts will continue to focus on educating legislators on the important role biologic therapies plays in treating disease while supporting biosimilar legislation that aligns with the [BIO International Biosimilar principles](#).

GEORGIA BIO WELCOMES NEW MEMBER SERVICES MANAGER

By: Maria Thacker, Georgia Bio



Georgia Bio is excited to announce the hiring of Angela Melissa King as Member Services Manager. Angela's primary focus on member retention will help current members make the most of their membership investment as well as help

new members understand the programs and services that will provide both immediate and long-term value. Angela will play a key role in managing our new member resource database and provide ongoing support for marketing and communications, including the Georgia Bio website and social media pages.

Angela started her efforts with Georgia Bio this past summer as an intern. She came to Georgia Bio after recently receiving a Master of Public Administration in healthcare administration and policy and Nonprofit

Management from Auburn University Montgomery. Prior to, she received a Bachelor of Arts in Political Science and Government from the University of Alabama at Birmingham.

In 2013, she successfully completed her certification in nonprofit management, through the Nonprofit Leadership Alliance, and is nationally recognized as a Certified Nonprofit Professional (CNP). She is also the recipient of the 2013 River Region Ethics in Business and Public Service- MPA Scholarship Award, which promotes ethical professional behavior within the workplace. Angela volunteers extensively through Gamma Sigma Sigma, a national service sorority and although she is not a big football fan, she enjoys cheering "Roll Tide" when Alabama plays.

According to Maria Thacker, GaBio VP of Operations, "Angela's prior experience will be a great complement to the current Georgia Bio staff. She brings to the association a strong customer service background, a high level of energy and most importantly, the skills and willingness to engage our current and prospective member base. We look forward to introducing Angela to the industry and our membership.

THE GEORGIA BIOED INSTITUTE ONE YEAR LATER; IMPROVING TRAININGS & INSPIRING STUDENTS

By: Melissa Nikolic, Georgia BioEd Institute

In this anniversary article edition, the

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Institute

Georgia BioEd Institute

wants to share some of the innovative programs which are building a stronger and more educated workforce by connecting students, educators and professionals all around Georgia. Providing creative biotechnology experiences and working to integrate science in the classrooms, the Georgia Bio Institute is helping to prepare the future biotechnology workforce.

For educators, the Institute offers *The Teacher Training Program*, a daylong preparation for biotechnology high

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school teachers, which focuses on industry involvement and strives

to increase opportunity and encourage active involvement for both teachers and their students. A further link promoting science education and prospering career opportunities within the life sciences industry is the *Equipment Depot Program*, which allows teachers access to cutting-edge materials and helps to implement a more enriched educational environment for students. The Institute would like to thank **VWR** for its ongoing support of the Depot through countless equipment donations. To follow through with demonstrating to students what future careers lie ahead, the *Visiting Scientist Program* is another Georgia Bio opportunity that allows leaders from both academia and the industry to share their experiences from a unique perspective and examine the full extent of career possibilities.

Looking to not only further the teacher's ability to provide a broader biotechnological and medtech perspective, Georgia Bio is excited to further share its upcoming BioGENius Challenge, a premier competition for high school students that promotes excellence by recognizing outstanding research in biotechnology and provides students with cutting edge research projects and ways to demonstrate their abilities. Keep an eye out for more details coming soon!

Not only is the Georgia Bio Institute offering programs for education and the future workforce but also for the current one as well. The Institute is conducting surveys and analyzing employee answers to better inform curriculum development and improve academic training. Through these surveys, job growth and economic impact can be better understood and further innovations and life science career developments can continue to improve.

As Georgia Bio is led by a board of advisors, reporting directly to the Georgia Bio Board of Directors, there is always an interest in collaborative involvement, and we look forward to seeing more involvement through our Education and Workforce Development Network, our Human Resources Network and the Technical College Working Group. Georgia Bio looks forward to seeing each of these groups, through the collective efforts of our members, their suggestions and the further construction

of more provisions for both the workforce, our educators and our future leaders.



Finally we would like to thank the Georgia Power Foundation for its significant contributions to the Institute for the upcoming year. If you are interested in more details on how to support the Institute, contact melissa.nikolic@gabio.org.

THE EMORY - GEORGIA TECH BROADENING EXPERIENCES IN SCIENTIFIC TRAINING (BEST) PROGRAM

By: Erin P. Ferranti, PhD, MPH, RN and Tamara Hutto, MSPP

PhD programs in biomedical science have traditionally been structured to prepare students for careers in research-intensive, tenure-track academic



settings. However, many students enrolling in PhD programs are not interested in tenure-track faculty positions. In addition, some students begin their PhD program with an intention of pursuing a tenure-track academic position but eventually learn that few such positions are available.

The National Institutes of Health (NIH), with a broad mission to prepare the future biomedical workforce, has developed the **Broadening Experiences in Scientific Training (BEST)** awards specifically to address the disparity between graduate students and post-doctoral training in the biomedical sciences and actual workforce outcomes. This initiative was developed in response to recommendations made by the Advisory Committee to the Director (ACD) of the NIH in the 2012 Biomedical Research Workforce Working Group Report.

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The NIH solicited applications for the first round of BEST awards in 2013. Faculty from Emory University and Georgia Tech jointly submitted a proposal and were one of 10 inaugural programs selected from over 150 applications. The Emory/GA Tech BEST program has recruited a total of 20 trainees into the first cohort. This initial cohort includes graduate students and post-doctoral fellows from both institutions. The trainees are midway through their first year of broad career exploration and are now selecting their individual areas of in-depth exploration. Trainees may choose from one of the following six career tracks: Business and Entrepreneurship; Science Writing and Journalism; STEM Education and Outreach; Law, Tech Transfer, and Intellectual Property; Research, Policy, and Program Administration; and Industry Science. Trainees have attended lectures and networking events in business, entrepreneurship, leadership, and technology that have exposed them to leaders in each of these fields. This coming fall, the trainees in this first cohort will begin internships in their chosen tracks to truly immerse and network in a hands-on field experience.

About the Authors:

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HOW TO WIN AT THE PARTNERING GAME: AN OVERVIEW OF BIOTECH AND PHARMACEUTICAL PARTNERING WITH FACTS, FALLACIES, AND TIPS

By: Linda Pullan | Pullan Consulting



Biotech companies are increasingly seeing the importance of aligning with strategic partners to advance their drug candidates to the market. For the small biotech company, partnering successfully requires knowing how to play the partnering game, from deciding when you should partner, understanding

the partnering process both from your perspective and the partner's, clearly defining what it is you want from a deal, having an understanding of alternatives, and then reaching out to a variety of partners in order to find one that best fits your needs.

In this white paper, Linda Pullan provides a review of the rules of the partnering game – whether it's partnering from preclinical to late clinical development – to provide an understanding of what to expect in moving from introductions to negotiations of a license or acquisition and how to win with a clear strategy. [Download the full whitepaper here.](#) [View the whole Partnering series here.](#)

ShareVault Webinar: "Making Sense of New Patent Litigation Alternatives" on Thursday, October 23, 11am PDT / 2pm EDT. [Learn more here.](#)

This article is courtesy of Georgia Bio Purchasing Partner - ShareVault. Click here to learn more about the program. Schedule a Demo today! Don't forget to mention you are a Georgia Bio Member to save.



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GABIO WELCOMES TRINET TO THE PURCHASING PROGRAM – MEMBERS START SAVING TODAY!

TriNet (NYSE:TNET) is 360 HR business partner to small to mid-sized businesses in life science, technology, financial, and professional services. TriNet's bundled HR products, TriNet Cloud applications, and strategic services are tailored by industry to provide cost control/containment, outsourced risk-transfer of employer liability, and a scalable HR model for growing companies. [Learn more about TriNet here.](#)

GABIO CAREER CENTER

Find the people and careers driving innovation.

Our Career Center is the resource for life science jobs in Georgia.

One of Georgia Bio's top priorities is to help recruit, retain and train the talent needed to grow life sciences in Georgia. We are driving to connect an innovative workforce to our emerging and dynamic organizations committed to better health solutions.



The GaBio Career Center offers simple and easy-to-use tools to make searching for career opportunities and finding qualified candidates fast, efficient and successful.

This job board is custom tailored for the Life Science industry, which means we attract the most qualified professionals in Georgia. Create an Employer Account and post your Life Science jobs today!

[Click Here to visit the Career Center today to post a job or find your next job in the life sciences sector.](#)

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UPCOMING EVENTS

Rally for Parkinson's-A Fundraising Dinner

October 15, 2014

Georgia Bio Innovation Summit 2014

October 16, 2014

Industry Tour: David J. Sencer CDC Museum

October 23, 2014

Platform - Diversifying the Innovation Economy

October 24-26, 2014

GaBioEd Biotech Teacher Training: Genomics

October 24, 2014

Industry Tour: MVA Scientific Consultants

October 28, 2014

WIB-Atlanta Event - 4th Women's Series: Women In Sciences

October 28, 2014



HEDIS® Implementation Best Practices The PCMH & Shared Savings ACO Leadership Summit

November 3-4, 2014

UGA Medical Device Conference

Date: November 5, 2014



Battelle presents Bioscience Jobs, Investments & Innovation

November 6, 2014

Southeast Bio Investor Forum

November 11-13, 2014



WIB-Atlanta: Stop Feeling like a Fraud

November 19, 2014



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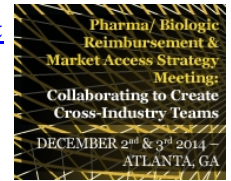


Drug Development Boot Camp

November 19-20, 2014

Pharma/ Biologic Reimbursement & Market Access Strategy Meeting

December 02-03, 2014

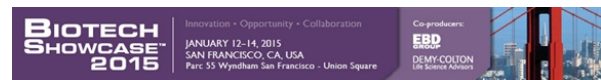


MedDevice Development Primer

December 11, 2014

Biotech Showcase™ 2015

January 12-14, 2015



International Conference for Innovations (ICI) Meeting 2014

December 14-16, 2014

A Starry Night: Georgia Bio Awards Dinner & Education Fundraiser

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March 21-28, 2015

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