THE 6TH ANNUAL SCRIP AWARDS

THE SCRIP AWARDS
REVIEW OF THE NIGHT

4 NOVEMBER 2010

THE SCRIP AWARDS 2010 – THE WINNERS

The Scrip Awards 2010 aims to celebrate the achievements of pharma and biotech in what has been another tricky year for the industry, and despite the difficulties we have found many reasons for cheer this evening.

The current environment is indeed tough. The familiar concerns over increased regulatory scrutiny, challenges in pricing and reimbursement, the difficulties in translating cutting-edge science into effective therapeutics and the patent cliff have continued to rumble along this year. But hard times have a habit of fostering innovation, and in this we have seen the industry's best applauded tonight – with awards covering the deals you forged, the drugs you developed and the leadership you displayed.

Other categories, such as the Pharma Company of the Year and Biotech Company of the Year, looked at the broader achievements of firms within the industry over the past year, while the Corporate Social Responsibility award honoured your work in the wider world.

And this year, in recognition of the launch of our publication dedicated to the outsourced clinical research industry, *Scrip Clinical Research*, we branched out to include three extra categories that recognise the increasing importance of outsourced research to the pharma and biotech industries. Together with the 12 traditional Scrip Awards, they meant that all parties involved in the complex task of bringing new drugs to market have been rewarded.

Overall, there is much to be proud of in our industry, and in this *Review of the Night* we pay further tribute to this year's winners. The following pages outline their achievements and details how they won over our judges to claim their trophies.

So, once again, congratulations to our winners, and we hope you all had a wonderful night.

Mike Ward
Editor
Scrip Intelligence

Joanne Payne
Editor
Scrip Clinical Research

JUDGES

Richard Barker

Richard Barker is director general of the Association of the British Pharmaceutical Industry, a board member of EFPIA (the European industry association) and council member of the IFPMA (the international equivalent). He is co-chair of the UK translational medicine supercluster, a member of the NHS Stakeholder Forum, and vice-chair of the UKCRC. He is a board member of Datapharm and iCoTherapeutics, an early-stage company developing ocular therapies.

Paolo Biffignandi

Professor Paolo Biffignandi is the founder and chairman of VI.REL Pharma, an independent Italian consultancy in regulatory affairs and medical writing. He also is the chief medical officer and EU QPPV of EU Vigilance, UK, a company devoted to provide vigilance services in the health care sector. He is president of TOPRA and a member of the board of ESRA. A member of the New York Academy of Science and fellow of the Royal Society of Medicine, he has more than 25 years' experience in the pharmaceutical industry in the medical, pharmacovigilance and regulatory areas.

Laura Brown

Dr Laura Brown is an independent pharmaceutical project management and training consultant, and course director for the MSc programme in clinical research at the University of Cardiff's School of Pharmacy. She has more than 16 years' experience of managing projects in the pharmaceutical industry. She has worked in project management for several companies including Wellcome, Hoechst Marion Roussel, Good Clinical Research Practices and Phoenix International. She is also co-author of two books on project management, including 'Pharmaceutical Project Management'.

Antony Butler

Antony Butler was Japan's representative at PhRMA until the end of April 2006. Before joining PhRMA in 2001, Mr Butler was vice-president for business development at Pharmacia (and Pharmacia & Upjohn), having served previously as vice-president for Japan, Europe and Latin America at the company. Mr Butler began his pharmaceutical career in 1966 at the Upjohn Company, joining its international division in 1975, for which he worked in Africa, Europe, Latin America, the US and Japan.

Katrina Campion

Katrina Campion is senior clinical research manager GlaxoSmithKline in Australia and president and chair of ARCS Australia. She was elected to the ARCS board eight years ago and this is her third year as president of ARCS. She has helped shape ARCS' strategic direction and been involved in the growth of this important not-for-profit organisation for clinical research professionals. In her current role, she provides leadership and management of GSK's clinical research activities in Australia and New Zealand.

Anthony Costello

Anthony Costello is a founding member and vice-president of commercialisation at Mytrus, a clinical trials technology provider. Prior to Mytrus, he was co-founder and vice-president of product development at Nextrials, an EDC company. He served for several years as the manager of Oncology Clinical Data Management at Genentech. He is a past chairman of the board of the Society for Clinical Data Management and the chair of its Strategic Directions Committee.

Gerhard Fortwengel

Dr Gerhard Fortwengel is a professor at the MPH, University of Applied Sciences and Arts in Hannover. He joined the pharma industry more than 20 years ago, holding various positions in clinical research and quality assurance before he returned to university in early 2010. He is a member of the *Scrip Clinical Research* editorial board, and has authored and co-authored a number of books and articles related to clinical research.

JUDGES

James Gubbins

James Gubbins is a UK-qualified partner in the London office of Morrison & Foerster, with more than 18 years' experience in the provision of advice on IPOs and other securities issues, private equity transactions and mergers & acquisitions. His clients include corporates, private equity funds and investment banks. Mr Gubbins has particular expertise in advising clients in the pharmaceutical and life sciences industries, with recent transactions including RespiVert's acquisition by Centocor Ortho Biotech, Thaikis's acquisition by Wyeth, and CeNeS' takeover by Paion.

Trevor Jones CBE

Professor Trevor Jones CBE is a director of Allergan, Sigma-Tau, NextPharmaTechnolgies, VeronaPharma, ReNeuron and Synexus. Between 1987 and 1994, he was a main board director of The Wellcome Foundation, where he was responsible for R&D. He is a founder member of the Medicines for Malaria Venture and in 2004 was appointed to the World Health Organization Commission on Intellectual Property Rights, Innovation and Public Health. He was previously a member of the UK Medicines Commission and Director General of the Association of the British Pharmaceutical Industry. He won Scrip's Lifetime Achievement Award in 2005.

Rolf Krebs

Professor Rolf Krebs joined Bayer AG in Wuppertal in 1976 and became head of Bayer's Worldwide Pharmaceutical R&D Department and head of the Pharma Sector R&D Coordination Committee in 1984. In 1989 he became a managing partner at C H Boehringer Sohn and vice-chairman of the board of managing directors at Boehringer Ingelheim. In 2001 he became chairman of the board of directors. From 1998 to 2000 he was president of EFPIA and from 2000 to 2002 he was president of IFPMA. He is currently chairman of the supervisory board of Epigenomics AG. He won Scrip's Lifetime Achievement Award in 2006.

Bernard Lemoine

Dr Bernard Lemoine represents the French federation of healthcare industries on the executive committee of the French employers' federation. Until the end of January 2010, he was executive vice-president of Leem, the French pharmaceutical industry association, and, between 1979 and 1988, was the internal affairs director then deputy director general of Fournier Laboratories.
He is a member of the board of directors and on the board of both EFPIA and the IFPMA.

Viren Mehta

Dr Viren Mehta is the founder of Mehta Partners LLC, an independent advisory firm to life science pharma and biotechnology companies worldwide. For over 20 years his work has focused on global strategic consulting as well as research for the investment industry. Prior to pioneering the in-depth science driven valuation of the biopharma industry, Dr Mehta was a part of the strategic planning team of the international division at Merck & Co and earned a Doctor of Pharmacy at the University of Southern California, and an MBA from the University of California, Los Angeles.

Rainer Müller

Professor Rainer Müller has been professor of pharmaceutics and biopharmaceutics at the Free University in Berlin since 1991. There his research focuses on poorly soluble drugs. He is inventor on various patent families of drug nanocrystals and of lipid nanoparticles. In 1999 he founded the company PharmaSol in Berlin which is a nanotechnology company for formulation development and IP licensing. Since 2006 PharmaSol introduced about 30 NLC and smartCrystal licensed products to the cosmetic market and licensed the technologies also to pharmaceutical industry.

Phornvit Phacharintanakul

Phornvit Phacharintanakul is chairman of Strategic Business Partners in Bangkok, Thailand. Until the end of 2004 he was chairman of the board at Aventis Thailand, where he previously held a range of posts including managing director and marketing manager. Before joining Aventis, he was on the secretariat of the United Nations Economic Commission for Asia and the Pacific. Mr Phacharintanakul also acts as an expert advisor for the Thailand Center of Excellence for Life Sciences.

Christine Pierre

Christine K Pierre is president and CEO of RxTrials, RxTrials Institute and ForeSite Publications. She was chair of the board of trustees of the Association of Clinical Research Professionals and served on the board for eight years. She has been the co-principal investigator of a multicentre clinical trial and various single-centre trials.

Peter Pitts

Peter Pitts is director of the Center for Medicine in the Public Interest, a think-tank on public healthcare policy issues, and Partner/ Director of Global Regulatory and Health Policy Initiatives at Porter Novelli. Between 2002 and 2004, Mr Pitts was the US FDA's associate commissioner for external relations, acting as the senior communications advisor to Dr Mark McClellan. He also served on the agency's obesity working group and counterfeit drug taskforce. Before his work with the FDA, Mr Pitts was the managing partner of Wired World, a strategic public awareness company.

George Poste CBE

Dr George Poste leads the new Complex Adaptive Systems Initiative at Arizona State University. He serves on the Board of Directors of Monsanto, Exelixis, Caris Life Sciences, and the Scientific Advisory Board of Synthetic Genomics. From 1992 to 1999 he was chief science and technology officer and president, R&D at SmithKline Beecham. In 2006 he received the Einstein award from the Global Business Leadership Council. He is a Fellow of the Royal Society, the Royal College of Pathologists and the UK Academy of Medicine, a Distinguished Fellow at the Hoover Institution, Stanford University and a member of the Council for Foreign Relations and served as an advisor to multiple US Government agencies on biosecurity and national competitiveness. He won Scrip's Lifetime Achievement Award in 2009.

Robert Ruffolo

Dr Robert Ruffolo is a consultant for Wyeth Pharmaceuticals, having retired in 2008 as president of research and development at the company and as senior vice-president of Wyeth Corporation. Before joining Wyeth, Dr Ruffolo spent 17 years with SmithKline Beecham Pharmaceuticals (now GlaxoSmithKline), where he played a significant role in the discovery and development of a number of products, including the heart failure drug, carvedilol (Coreg/Dilatrend), and the Parkinson's disease therapy ropinirole (Requip). Dr Ruffolo was awarded Scrip's Lifetime Achievement Award in 2008.

Brian Tempest

Dr Brian Tempest is chairman of Hale & Tempest Co Ltd. He has 39 years' experience in the pharmaceutical industry, and between 1995 and 2007 held senior executive positions, including president and CEO, at Ranbaxy Laboratories, India. Previously Dr Tempest was Far East Regional Director for Glaxo, and has led healthcare businesses, R&D organisations and global manufacturing concerns. Dr Tempest also acts as an international advisor to several financial institutions and is a lecturer on the emerging markets of China and India. He is currently advising the United Nations Conference on Trade and Development.

WINNER

Dr Reddy's Laboratories

SHORTLISTED

Aanjaneya Lifecare (India)

Bio Sidus (Argentina)

CrystalGenomics (South Korea)

D-Pharm (Israel)

BEST COMPANY IN AN EMERGING MARKET

The Best Company in an Emerging market award is designed to celebrate the achievements of pharmaceutical companies based outside of the industry's traditional strongholds of western Europe, north America and Japan.

This year the judges found a clear winner in Dr Reddy's Laboratories. The Indian company has activities that span the entire pharmaceutical value chain, from pharmaceutical services and active ingredients, to global generics and proprietary products, which the judges called a "very impressive" breadth of activity across the emerging world.

Not only is Dr Reddy's the first Indian firm to have an NCE in Phase III trials (balaglitazone for diabetes), it also developed the first biosimilar monoclonal antibody (rituximab). Its pipeline of proprietary products is increasing, with drug candidates for dyslipidaemia and atherosclerosis, as well as chronic obstructive pulmonary disease.

In terms of partnerships, the qualifying period saw Dr Reddy's ink deals including one with GlaxoSmithKline for the commercialisation of Dr Reddy's generic products in several other larger emerging markets, and with fellow Indian company NATCO Pharm for generic oncology drugs.

Dr Reddy's also closed three key acquisitions: of Dow Pharma's small-molecule facilities in the UK, a BASF manufacturing facility in the US, and of Jet Generici in Italy. The judges felt the new deals signed showed "ambition for growth in diverse therapeutic areas".

Dr Reddy's markets generics in 17 countries, having achieved significant scale in the US, Germany, Russia and India, and has a generic pipeline including 159 ANDAs.

WINNER

Clinisafe's Interactive Web-Based Concomitant Medication Management System

SHORTLISTED

ClearTrial's ClearTrial TRACK application

ERT's eC-SSRS – Electronic Columbia Suicide Severity Rating Scale - solution

ICON's Medical Image Review and Analysis Adjudication Module for Endpoint Adjudication

Perceptive's eClinical Suite

Phase Forward's Integrated Post-Marketing Surveillance (iPMS) Solution

BEST TECHNOLOGICAL DEVELOPMENT IN CLINICAL TRIALS

Forward-thinking developments in the software and applications used in clinical trials have an integral role to play at all stages of the clinical trial process, from enrolling and reminding patients, to managing and mining outcomes or safety data.

In this category the judging panel looked for the product that represented the best advance in supporting clinical trial management. They chose Clinisafe's Interactive Web-Based Concomitant Medication Management System as the eventual winner in what proved to be an extremely tight category, scoring maximum points for all answers from some judges.

The panel deemed this entry to be "very novel" and "valuable for many studies, especially for early phase". The winning application has been developed specifically by the UK company for use within global trials. When developing the system, Clinisafe's market research indicated that the primary concern of protocol violations due to inadvertent medication prescribing is patient safety.

The application is an online, web-based service that improves study design by allowing the protocol drug rules to be set up electronically. Centralised management of these rules provides a system that reduces variability and standardises outcomes, improves data quality, reduces study timelines and controls patient safety.

WINNER

AstraZeneca and Merck's Novel Combination Anticancer Regimen

SHORTLISTED

Amgen and GlaxoSmithKline for Prolia (denosumab)

Eisai and Quintiles for six oncology products

GlaxoSmithKline and Intercell for patch-based vaccines

Orexo and Johnson & Johnson for OX-CLI and OX-ESI programmes

PTC Therapeutics and Roche for four CNS targets

BEST PARTNERSHIP ALLIANCE

The Best Partnership Alliance award is designed to recognise the importance of partnerships involving pharmaceutical and/or biotech companies in the development of novel therapeutics. The judges were looking for deals that are the most mutually beneficial, have the most strategic potential and that are innovative in structure.

From a strong and closely fought field, they chose AstraZeneca and Merck's novel anticancer regimen. This pioneering deal has brought the two big pharma companies together to develop novel combinations of investigational anticancer agents – one from AstraZeneca targeting the MET pathway and another from Merck targeting the AKT pathway – before either component has reached the market. The hope is that this will bring new treatment strategies to the patient more quickly – a strategy that the judges described as brave and commendable.

Preclinical studies suggest that inhibiting the MET and AKT pathways simultaneously may have synergistic effects on tumour cell growth. Usually, such combinations of novel anticancer agents would only be studied in clinical trials once at least one component is at a late stage of development or when one compound has received marketing approval. But in this agreement, AstraZeneca and Merck will evaluate co-administration of the two novel compounds in a Phase I trial for the treatment of solid cancer tumours. While Merck will keep the intellectual property rights to its AKT inhibitor, and AstraZeneca to its MEK inhibitor, any IP resulting from the collaboration will be shared.

The companies believe that pioneering this type of collaboration may have broader implications for how the pharma industry approaches cancer therapy research in the future, and the judges agreed, saying the deal was "genuinely trailblazing".

WINNER

Novartis

SHORTLISTED

Abbott

Alnylam

Dr Reddy's Laboratories

GlaxoSmithKline

CORPORATE SOCIAL RESPONSIBILITY

Scrip's Corporate Social Responsibility award applauds the industry's activities that make a difference beyond their core businesses, often in some of the poorest areas of the world.

Pharma's activities in the area of corporate social responsibility are wide ranging and for many companies form an integral part of their strategy and operations, and this year's winner is a prime example.

Novartis's access to medicines programmes reached 79.5 million patients in 2009, valued at $1.5 billion or 3% of Novartis's group net sales for the year. One in 12 Novartis patients received treatment through an access programme that year – a statistic the judges highlighted as significant.

Nearly 95% of these patients received treatment for malaria through a partnership with the World Health Organization to provide the antimalarial Coartem without profit for public sector use, and the IFPMA says the Novartis Malaria Initiatives is the largest access-to-medicines programme for the developing world in terms of deliveries of lifesaving treatments. "The Coartem story is impressive and the impact is significant," said Scrip's judges.

Novartis's corporate responsibility programme also includes provision of treatments for leprosy as well as fixed-dose combination treatments for tuberculosis. In addition, the company is conducting research through the Novartis Institute for Infectious Diseases into dengue fever, drug-resistant TB and malaria, and has opened the Novartis Vaccines Institute for Global Health.

Another of Novartis's achievements during the year was piloting the "SMS for Life" scheme in Tanzania that used electronic communications to improve by three-fold the stocking levels of antimalarials at public health facilities in rural Africa.

WINNER

PAREXEL International's Clinical Research Team

SHORTLISTED

Ablynx's Clinical Operations Department

Galapagos's Development Team

INC Research's Clinical Research Team

Santaris Pharma's microRNA Research Team

ThromboGenics' Microplasmin Clinical Research Team

CLINICAL RESEARCH TEAM OF THE YEAR

This award honours the achievements of the team that has made the most difference to a pharmaceutical or biotech company's research programme. The judging panel chose the CRO PAREXEL International as the eventual winner, beating the research teams of both fellow CROs and in-house research teams from pharmaceutical companies.

The judging panel believed the team from PAREXEL "performed a great task, given the drug, the target population and the number of centres and countries involved". The entry detailed the team's efforts to conduct a paediatric study in over 250 sites, in 20 countries. The completion of the trial was time-critical as the pharmaceutical sponsor company's paediatric compound was close to expiry and needed to confirm the appropriate dosing data to secure a patent extension and extend the access of its important proprietary product.

The judges were particularly impressed with the clinical research team's ability to complete the set-up and implement the required timelines in record time, 65% ahead of the standard development timeframe. In this trial, the team worked together to accomplish a rapid start-up that included one month in which over 80 sites were brought in.

This trial was part of a wider strategic partnership between sponsor and CRO. The team was among the first to implement a new operational model, supported by advanced technologies, to assist the sponsor in driving greater efficiencies through best practices and innovation.

WINNER

AstraZeneca and Rigel Pharmaceuticals
for fostamatinib disodium

SHORTLISTED

Astellas Pharma and Medivation for MDV3100

Astellas Pharma Europe and NeurogesX for Qutenza

Bayer Schering Pharma and Algeta for Alpharadin

GlaxoSmithKline and Regulus Therapeutics for microRNA therapeutics

Novartis and Incyte for INC424

Sanofi-Aventis and Glenmark Pharmaceuticals for GRC 15300

LICENSING DEAL OF THE YEAR

The Licensing Deal of the Year award acknowledges the vital importance of licensing to the pharmaceutical industry's R&D strategies. Deals considered here involve a drug, project or group of drugs being licensed from one company to another for further development and/or marketing.

This year's winning deal saw AstraZeneca bringing a promising new oral treatment for rheumatoid arthritis from Rigel Pharmaceuticals into its pipeline after its own in-house oral programme failed to meet the criteria for progression.

The deal granted the UK major the global development and commercialisation rights to Rigel's Syk (spleen tyrosine kinase) inhibitor fostamatinib disodium plus other oral Syk inhibitors for all therapeutic fields excluding respiratory. It involved an upfront payment of $100 million to Rigel, with an additional $345 million payable if specific milestones are achieved, together with a possible $800 million of sales-related milestones.

The deal was intended to enable AstraZeneca to establish a rheumatology franchise while offering Rigel a clear path to market for its product. The judges liked it because AstraZeneca does not currently operate in this area, and although the rheumatoid arthritis area is already crowded, no good new oral therapy for the disease exists. "This is a great deal for AstraZeneca in a key market."

Inhibiting Syk is thought to block intracellular signalling of various immune cells implicated in the destruction of bone and cartilage that is characteristic of rheumatoid arthritis. Fostamatinib is the most advanced product of its class and is in development as a next-generation oral therapy for patients who have failed to respond adequately to traditional disease-modifying agents. It has now entered a Phase III trial programme, with filings planned for 2013.

WINNER

Novartis

SHORTLISTED

Intercell

MSD (Merck)

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BEST OVERALL PIPELINE

The Scrip award for Best Overall Pipeline recognises the critical importance of research and development to the pharmaceutical and biotech industries. The judges decide the winner on what they deem to be the company with the most promising batch of investigational products in clinical development. They look not just at the size of the pipeline but also the quality of the candidates and their commercial potential.

This year they were unanimous in choosing Novartis as the winner. With 135 projects in clinical development, 58 of which are new molecular entities, Novartis's pipeline addresses a wide range of disease areas with significant unmet medical need. The judges praised the company for its impressive and robust portfolio and for being careful with its project selection.

They were particularly impressed with Novartis's willingness to pursue high-risk products both with mass market potential, such as the first-in-class oral therapy for multiple sclerosis, Gilenya (fingolimod), and for more niche indications, such as the somatostatin analogue for SOM230 for Cushing's disease. It was a delight to see this boldness in entering high-risk areas, the judges said, rather than being "trapped in the increasingly typical dimension of timid incrementalism in R&D".

Standout products under development by Novartis include the Phase III pan-histone deacetylase inhibitor LBH589, which targets multiple oncogenic pathways in haematological disease; the anti-IL17a fully human monoclonal antibody AIN457 in Phase III for uveitis; and the potential best-in-class antithrombotic PRT128 (elinogrel), in Phase II.

At the end of 2009, Novartis had 43 projects in Phase I, 52 were in Phase II, 41 in Phase II and 10 projects were awaiting registration.

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WINNER

Exelixis and Aptuit
for the manufacturing, analytical testing, coordination and management of the packaging and distribution of Exelixis's leading oncology programmes

SHORTLISTED

Lilly and Fisher Clinical Services for the expanded clinical trial materials supply chain relationship

Pfizer UK and Peakdale Molecular for the in-house outsourcing of Pfizer UK's synthetic organic chemistry

OUTSOURCING PARTNERSHIP DEAL OF THE YEAR

As outsourcing becomes such a vital part of the clinical and manufacturing process for the pharmaceutical industry, the Scrip award for Outsourcing Partnership Deal of the Year reflects the critical relationship between the biopharmaceutical industry and its service suppliers.

Deals considered for the award were those signed between a company and an outsourced service provider, such as a CRO, technology provider, logistics operator or manufacturer. Such deals can catalyse time and cost savings for industry, and play a vital role in bringing novel drugs to the market.

The judging panel chose the winner of this category to be the collaboration between Exelixis and Aptuit that was used to advance Exelixis's oncology candidates in a partnership designed to leverage each company's core strengths and maximise results for Exelixis. The two partners worked in close collaboration as Exelixis focused its strength in drug discovery and development, while Aptuit provided services such as the clinical manufacturing of drug products, analytical testing and packaging and distribution for clinical trials.

The two companies came together to mitigate risk in a way far more comprehensive than could have been achieved in-house. Exelixis has been able to provide 18 months of visibility into its drug pipeline, and Aptuit has been able to focus on, and thoroughly plan, the manufacturing process with a significant lead time. What started out as a vendor/customer relationship has become a closely integrated and long-term collaboration, with Aptuit serving as an extension of the Exelixis team.

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WINNER

Richard T Clark of Merck

SHORTLISTED

Torbjörn Bjerke of Orexo

Dr John Maraganore of Alnylam Pharmaceuticals

Dave Moran or Masters Pharmaceuticals

Gerd Zettlmeissl of Intercell

EXECUTIVE OF THE YEAR

Scrip's Executive of the Year award is designed to acknowledge excellence in leadership in the pharmaceutical and biotech industries, and this year the judges found a clear winner in Merck's chairman and chief executive officer, Richard T Clark.

Mr Clark's career at Merck has spanned 38 years, and since becoming CEO in 2005 he has spearheaded a transformation of the company that, following last year's merger with Schering-Plough, is now the world's second largest.

Through this merger, Mr Clark has led Merck in prioritising its research programmes and completing the integration of the majority of the company's top 20 markets, giving it a robust late-stage pipeline and an expanded global footprint. In the first two quarters of the combined operation, the company's top line grew by 7%, and during the year he also agreed a joint venture with Sanofi-Aventis in animal health, and added to its senior leadership team.

During this time, Mr Clark has also held the position of chairman of the Pharmaceutical Research and Manufacturers of America (PhRMA), leading the US's industry at a time of challenge and change, but also of opportunity.

Overall, the judges were impressed by Mr Clark's track record through his tenure during some difficult times, both at his company and in the industry as a whole. "Few companies with such challenges have survived," they said. "He has successfully led the company out of very troubled waters, and the acquisition/integration of Schering-Plough is fitting climax to a long career."

WINNER

Algeta

SHORTLISTED

Ablynx

Clavis Pharma

Galapagos

Movetis

Orexo

BIOTECH COMPANY OF THE YEAR

Scrip's Biotech Company of the Year award seeks to acknowledge the vital importance to the industry of biotechnology's cutting-edge science and entrepreneurial spirit. This year, from a strong field, the judges chose Algeta as the winner.

The Norwegian firm has enjoyed a transformational year during which it took a major step towards achieving its ambition of becoming a cancer-focused speciality pharma company. Its major achievement was the signing of an $800 million partnership deal with Bayer Schering Pharma for the development and commercialisation of its novel radiopharmaceutical product Alpharadin to treat bone metastases in prostate and other cancer patients.

The deal, one of the largest in 2009, crucially allows Algeta to retain an option for 50:50 co-promotion in the US. Its structure is such that milestone payments based on the successful development of Alpharadin would be enough to enable Algeta to establish a functional US commercial operation in readiness for launch. Moreover, the company's share price rose by 780% during 2009, making it the flagship company in the Norwegian biotech sector.

The judges said the use of Algeta's proprietary technology in developing a new class of radiopharmaceuticals could lead to a significant advance in the treatment of various cancers. "A very impressive year – great deal and creation of shareholder value," they said.

Alpharadin is an alpha particle-emitting targeted agent that prolonged patient survival in a Phase II trial. Alpha particles have a potent but very short-range cytotoxic effect (2-10 cell diameters) and so deliver localised tumour death with minimal effect on surrounding normal cells.

WINNER

Quintiles Transnational

SHORTLISTED

ClinTec International

i3 Global

Kendle International

PAREXEL International

PPD

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BEST CONTRACT RESEARCH ORGANISATION

This award recognises the increasingly important role the CRO has in the drug development industry. New strategic partnerships between the pharmaceutical industry and its outsourced service providers are becoming prevalent, and the role of the preferred provider also means that the CRO has to compete hard for contracts that are coming up for tender less often.

From a multitude of excellent entries the judging panel chose Quintiles Transnational as the winner for the second year running. On reading the entry from Quintiles, the judges described it as "outstanding" and "impressive", awarding maximum points in almost all of the criteria, confirming its status as the industry-leading CRO.

Having recently opened and expanded offices and central laboratories in Africa and Asia, the judges believe the CRO is providing truly global services. The panel was also very impressed with the operational accountability and product development risk sharing Quintiles is promoting when conducting new alliances, such as the six potential oncology products for sponsor Eisai and all clinical pharmacology studies for AstraZeneca on a global basis.

In the 2010 *CRO Benchmarking Report*, published by ISR, Quintiles had the lowest variability in performance. Of the 150 biopharma decisions makers from 93 sponsor organisations in the US and Europe, almost 60% of respondents said that Quintiles "meets expectations" and more than 20% said that it "exceeds expectations". This confirmed low variability in performance was another factor in the judging panel's choice.

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WINNER

Abbott's Executive Leadership Team

SHORTLISTED

Astellas's Senior Management Team

PanGenetics' Management Team

ThromboGenics' Executive Management Team

MANAGEMENT TEAM OF THE YEAR

Scrip's Management Team of the Year award seeks to honour the achievements of management teams within the industry, with the judges looking for strong performance over a number of important criteria.

This year, they were most impressed by Abbott's eight-strong Executive Leadership Team and its "clear strategic goals and consequent execution". Over the past 10 years, the team, headed by chairman and CEO Miles D White, has worked to transform the company by adding new businesses, developing innovative technologies, increasing its portfolio and building its global infrastructure.

The activities of Abbott's senior team during the qualifying year exemplify its successes, particularly with its focus on the developing markets. In the past year, the team completed the major acquisition of Solvay, expanding its reach in key emerging markets and adding nearly $3 billion in total annual sales. It has also inked a licensing deal with Zydus Cadila to market 24 products in 15 emerging markets, and acquired Piramal Healthcare Solutions' domestic formulations business in India. On the R&D side, the acquisition of Facet Biotech has added innovative oncology and neuroscience compounds to Abbott's expertise in this area.

The team also realigned Abbott's pharmaceuticals organisation to optimise the opportunity for branded generics, which account for an increasing share of the global pharmaceutical market, with the formation of the Established Products Division. And outside of the pharmaceutical sector, it also acquired two medical device technologies to enhance its businesses in cardiovascular and medical optics.

"The results are clearly visible and a consequence of good teamwork," said the judges.

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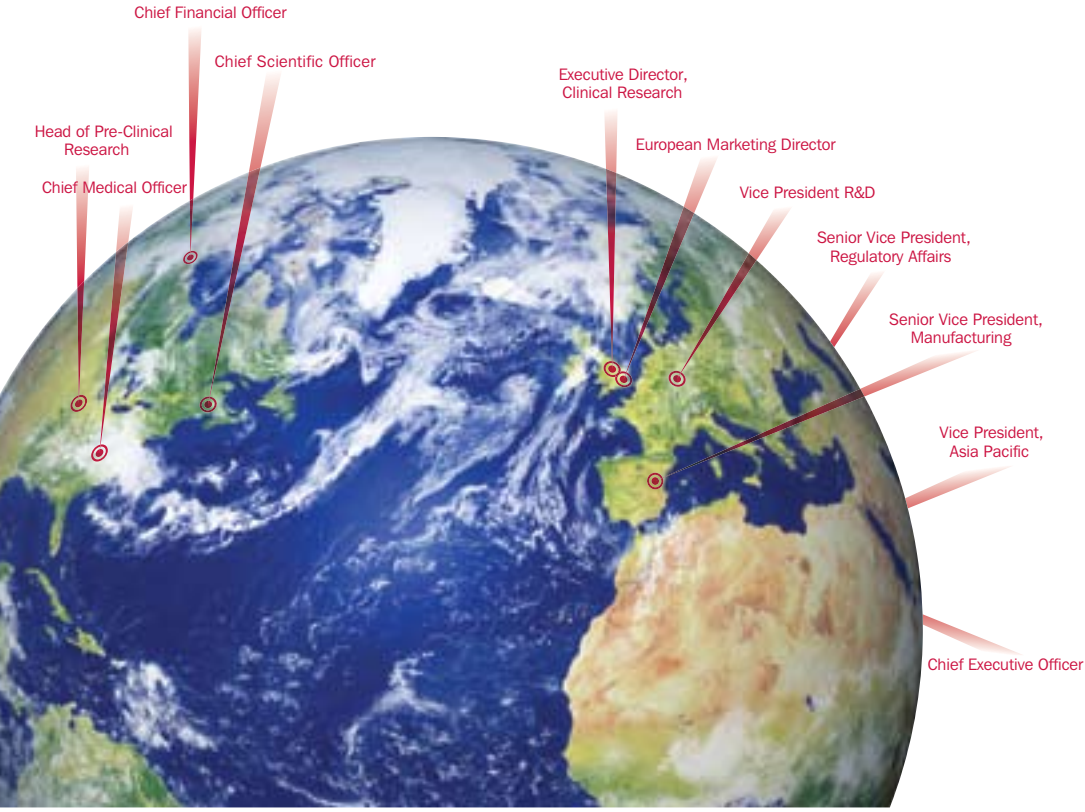

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WINNER

Amgen's Prolia (denosumab)

SHORTLISTED

Dendreon's Provenge (sipuleucel-T)

King Pharmaceuticals' Embeda (morphine sulfate /naltrexone HCl)

Movetis's Resolor (prucalopride)

Novartis's Ilaris (canakinumab)

BEST NEW DRUG

Launching innovative new products is arguably the most important function of the pharmaceutical and biotech industries, and Scrip's Best New Drug award is designed to celebrate excellence in drug research and development.

This year's winner, Amgen's Prolia (denosumab), is a first-in-class product first approved in the EU earlier this year for the treatment of postmenopausal women with osteoporosis at increased risk of fractures and for bone loss associated with hormone ablation in men with prostate cancer at increased risk of fractures.

Prolia is a product of a breakthrough in bone biology discovered by Amgen scientists. The fully human monoclonal antibody targets the RANK ligand, an essential regulator of osteoclasts (cells that break down bone), and is thought to act earlier in the process of bone destruction than bisphosphonates, the current mainstay of treatment. It is the first biological product to carry an osteoporosis indication, and also the first approved therapy for bone loss in prostate cancer patients on hormone ablation therapy.

In addition to its highly novel mechanism of action, the judges highlighted Prolia's excellent efficacy in reducing fractures and its convenient dosing regimen, which should lead to improved patient compliance.

The product's eventual market size should also be significant, they noted, especially if it gains further approvals in other bone diseases. "A very good new drug submission," the judges said.

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WINNER

Abbott

SHORTLISTED

Astellas

Novartis

PHARMA COMPANY OF THE YEAR

The Pharma Company of the Year award was another very closely fought category this year, but in the end the judges chose US company Abbott for its robust mix of organic and M&A growth over the year and its clear focus on broadening its global reach.

In 2009, Abbott weathered the global economic situation, a significant foreign exchange headwind and the loss of US patent protection for the anticonvulsant Depakote, to post a 4% increase in global sales and a 12% growth in EPS (its third successive year of double-digit EPS growth).

The qualifying year saw the company conclude its acquisition of Solvay ("a major success", said the judges), which boosted its international presence particularly in the emerging markets. It also announced the purchase of Indian company Piramal Healthcare's domestic formulations business, and entered a marketing agreement with Zydus Cadila for 15 key emerging markets.

Abbott's other important achievements included the acquisition of Facet Biotech, which bolstered Abbott's pipeline in oncology and neuroscience, as well as a range of new product launches and approvals for new indications or in new geographic areas across the company's diverse product mix.

The company's pipeline also looks "rich and sustainable", the judges said, with its focus on four core areas of therapeutic strength: oncology, neuroscience/pain, infectious disease and vascular disease. In keeping with its R&D strategy, the pipeline includes both biologics and small molecules and comprises a mix of externally derived and internally discovered therapies.

WINNER

Professor Jonathan Knowles

LIFETIME ACHIEVEMENT

Professor Jonathan Knowles' long career has been distinguished by his passion for personalised healthcare, believing that one of the most important goals in creating new medicines is to understand exactly in which patients they will be most effective.

This passion was first forged during an international academic career, but reached its culmination in his last executive position as head of group research at Roche where he contributed significantly to the company becoming a leader in personalised healthcare.

Following his PhD in the genetics of mitochondria at the University of Edinburgh in 1973, Professor Knowles continued his research at the Centre de Génétique Moléculaire in France, the University of Tübingen in Germany, the University of Helsinki in Finland, and at Helsinki's Biotechnical Laboratory VTT.

Professor Knowles made his move to industry in 1989 at the Glaxo Institute for Molecular Biology in Geneva. By 1995 he was research director at Glaxo Wellcome Europe, and it was during this time that he honed his vision for personalisation in drug development.

Professor Knowles took this enthusiasm to Roche when, in 1997, he was appointed head of pharmaceutical research. Here he focused Roche on key disease biology areas of high medical need and pursued an in-depth understanding of the molecular pathology of disease. Under his leadership, Roche built expertise in next-generation protein therapeutics and RNAi. Professor Knowles retired from Roche at the end of last year.

During his career Professor Knowles has served on many scientific advisory boards and review committees, and for five years was the Chairman of the Research Directors' Group of EFPIA. He was also the first chairman of the board of the Innovative Medicines Initiative, a public-private partnership between the European Union and EFPIA.

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