



# FOCUS

A Bi-Weekly Pharmaceutical Industry Newsletter

Celebrating Our 30th Year  
in Publication!

Vol 30 | No. 5  
March 9, 2023

## Pharma's Future Top Emerging Trends

(Source: An article by Paul Mark for Pharmiweb.com)

The pharmaceutical industry has undergone a lot of changes in recent years. With advancements in technology, changing consumer behavior, and increasing regulatory scrutiny, companies in this sector must stay up-to-date with the latest trends in order to remain competitive. These are the top emerging trends that are expected to rule the pharmaceutical industry in the coming years:

**The Rise of Personalized Medicine.** One of the most significant trends that is expected to shape the pharmaceutical industry is the rise of personalized medicine. This approach to healthcare involves tailoring treatments to individual patients based on their genetics, lifestyle, and other factors. This trend is expected to grow as advances in genetic sequencing and data analytics allow for more precise diagnoses and treatment plans. Personalized medicine can also help reduce healthcare costs by reducing the number of ineffective treatments and preventing adverse drug reactions.

**The Emergence of Digital Therapeutics.** Another trend that is gaining popularity in the pharmaceutical industry is the use of digital therapeutics. These are software-based treatments that use digital tools such as mobile apps, virtual reality, and artificial intelligence to improve patient outcomes. Digital therapeutics can help patients manage chronic conditions, provide mental health support, and even replace traditional pharmaceutical treatments in some cases. As technology continues to advance, we can expect to see more digital therapeutics being developed and integrated into healthcare systems.

**The Importance of Data Analytics.** With the increasing amount of data available in healthcare, companies in the pharmaceutical industry are recognizing the importance of data analytics. Analyzing large datasets can help identify patterns and trends, leading to more efficient drug development, improved patient outcomes, and better decision-making. Pharmaceutical companies are also using data analytics to identify potential safety issues and optimize their supply chains.

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## In Brief...

♦ **Walgreens'** business unit **VillageMD** announced the acquisition of **Starling Physicians**, a multi-specialty medical group operating in over 30 locations in the state of Connecticut. In addition to primary care, Starling offers specialty services in cardiology, ophthalmology, endocrinology, nephrology, and senior care. This further deepens Walgreens' expansion into the primary care market. Financial terms of the deal were not disclosed.

♦ After its recent upgrade to its Paris office, **Sanofi** is now turning its attention to its facility in Bridgewater, New Jersey. The company plans to move its flagship U.S. office to Morristown, New Jersey – 15 miles north of the current location – and all of its 1,900 employees as well. The site's relocation marks the latest effort on a global campaign to modernize Sanofi's workspaces. The shift is tentatively scheduled to begin in late 2024 and early 2025. The new facility will occupy approximately 260,000 square feet of land with a 17,000 square foot plot for its consumer health branch. Sanofi has not disclosed its investment in the new plant.

♦ **Dr. Reddy's Laboratories** has agreed to spend up to US\$105 million to purchase **Mayne Pharma's** U.S. generics portfolio. The deal includes 45 commercially available products, four still in the pipeline, and 40 approved but unmarketed drugs, Dr. Reddy's announced in a statement. Under the deal, Dr. Reddy's will pay Australia-based Mayne US\$90 million in cash plus contingent payments of up to US\$15 million.

♦ Pharma manufacturer **Viatris** has named its board member **Scott Smith** as CEO of the company. Smith, who headed **Celgene's** very successful Inflammation and Immunology division will assume his new role April 1st. After completing the US\$3.3 billion deal package offloading its global

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## The Top Ten Highly Anticipated Drug Launches of 2023

(Source: An article Ben Adams, Zoey Becker and Kevin Dunleavy for FiercePharma)

Caution is a common theme in Evaluate Vantage's list of hotly anticipated drug launches for 2023. There are several first-ever approvals on the horizon, including for Apellis' therapy for geographic atrophy (GA), an eye disease that can cause blindness; a vaccine against respiratory syncytial virus (RSV) being introduced by GSK; and Sarepta/Roche's experimental gene therapy for Duchenne muscular dystrophy (DMD), a genetic condition that hits young boys and weakens their muscles with fatal results.

There are some truly amazing innovations in this list with these firsts. But being first in pharma comes with high risks in

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## Future Trends (cont.)

**The Growing Role of Artificial Intelligence.** Artificial intelligence in Healthcare is becoming more prevalent in the pharmaceutical industry, with applications ranging from drug discovery to patient monitoring. Machine learning algorithms can analyze large datasets and identify potential drug candidates, reducing the time and cost of drug development. AI can also help identify patient populations that are most likely to benefit from a particular treatment, enabling more targeted therapies. Additionally, AI-powered chatbots and virtual assistants can provide patients with personalized health advice and support.

**The Need for Improved Supply Chain Management.** The COVID-19 pandemic highlighted the importance of supply chain management in the pharmaceutical industry. The industry relies on complex global supply chains to produce and distribute drugs, and disruptions in these chains can have serious consequences. In response, pharmaceutical companies are investing in technologies such as blockchain and IoT to further improve supply chain transparency and efficiency. These technologies can help track drugs from production to distribution, prevent counterfeiting and tampering, and ensure that drugs are stored and transported under appropriate conditions.

**The Shift Towards Value-Based Healthcare.** Finally, there is a shift towards value-based healthcare, which emphasizes the quality of patient outcomes over the quantity of services provided. This trend is expected to have a significant impact on the pharmaceutical industry, as it will require companies to demonstrate the effectiveness of their treatments in real-world settings. Companies that can provide evidence of their drugs' effectiveness and value will be better positioned to succeed in this new healthcare landscape.

## Top Ten (cont.)

regulation and reimbursement as well as unknowns in longer term safety and efficacy.

The U.S. Food and Drug Administration (FDA) will likely be more cautious with new technologies, and payers may balk at new price tags, with Sarepta and Roche's DMD therapy the most likely to come under heavy scrutiny. GSK's RSV vaccine will likely be first to market with a Prescription Drug User Fee Act goal date for a decision by the FDA in May, but it already has Pfizer on its tail with its rival vaccine also set for an FDA decision in May.

Apellis has endured a difficult path to FDA approval, having experienced issues with some of its trials and a self-inflicted delay in getting the drug reviewed, all while contending with past failures from other pharmas which were forced to give up on their GA therapies when trial results did not produce expected outcomes.

That caution has also resulted in much smaller overall total for the top 10's sales potential when compared to last year. In 2022 the sales potential for the top 10 drugs from Evaluate's list was US\$26.9 billion. It is expected to come in at US\$17.5 billion, a drop of nearly US\$10 billion – with much lower totals for the leading drugs on the most recent list.

The top 10 list is based on Evaluate Vantage's 2023 preview, where the analysts assess what they see as the biggest-selling drugs that will be approved this year in terms of sales by 2028.

Below is a list of these highly anticipated top 10 drugs:

1. *Lecanemab/Leqembi*, by Eisai/Biogen. Used for Alzheimer's disease. Estimated sales (2028): US\$3 billion
2. *SRP-9001*, by Sarept/Roche. Used for Duchenne muscular dystrophy. Estimated sales (2028): US\$2.2 billion
3. *Inravital pegcetacoplan*, by Apellis. Used as a complement factor C3 inhibitor for geographic atrophy. Estimated sales (2028): US\$2 billion
4. *Donanemab*, by Eli Lilly & Co. Used for Anti-amyloid monoclonal antibody for Alzheimer's disease. Estimated sales (2028): US\$1.9 billion
5. *RSVPreF3OA*, by GSK. Used as a vaccine for older adult for respiratory syncytial virus. Estimated sales (2028): US\$1.8 billion
6. *Epcoritamab*, by AbbVie and Genmab. Used for Lymphoma. Estimated sales (2028): US\$1.7 billion
7. *Zuranolone*, by Biogen and Sage Therapeutics. Used for major depressive disorder and postpartum depression. Estimated sales (2028): US\$1.5 billion
8. *Mirikizumab*, by Eli Lilly & Co. Used for ulcerative colitis and Crohn's disease. Estimated sales (2028): US\$1.2 billion
9. *Etrasimod*, by Pfizer. Used for ulcerative colitis. Estimated sales (2028): US\$1.2 billion
10. *Sotatercept* by Merck. Used for pulmonary arterial hypertension. Estimated sales (2028): US\$1 billion

## In Brief (cont.)

biosimilars unit to Biocon Biologics, Viatris named four more businesses planned for the auction block under its proposed US\$9 billion global overhaul which focuses on setting up for "Phase 2" of its strategic roadmap beginning in 2024. With approximately two-thirds of its revenues in 2023 expected to be generated from branded products, the reshaped company has tapped Smith's experience with Celgene to move the company forward. He will replace *Michael Goettler*, who has served as CEO since its inception in November of 2020.

- ◆ **Moderna** has pinpointed the Harwell Science Campus in Oxfordshire, England as the home of its new Innovation and Technology Center. It is expected to be operational by 2025 and will be known as MITC. The aim of the new facility will be to supply the U.K. with mRNA vaccines for a "wide range" of respiratory disease, according to the company. The facility will work on shots for the diseases such as COVID-19, seasonal flu and respiratory syncytial virus (RS), alongside other potential viruses, the company announced last year.

- ◆ **Cardinal Health** has released its *2023 Biosimilars Report: "Tracking Market Expansion and Sustainability Amidst a Shifting Industry"* highlighting provider perceptions, utilization and the latest market trends of biosimilars. The report assesses new and changing perspectives regarding some of the most disruptive biosimilars launched in the areas of immunology and ophthalmology. To access and download a copy of the report please visit <https://www.cardinalhealth.com/en/product-solutions/pharmaceutical-products/biosimilars/biosimilars-report.html>.

(Sources: Cision, Drug Store News, FiercePharma, Healthcare Finance News, NPR, and Scrip Intelligence)