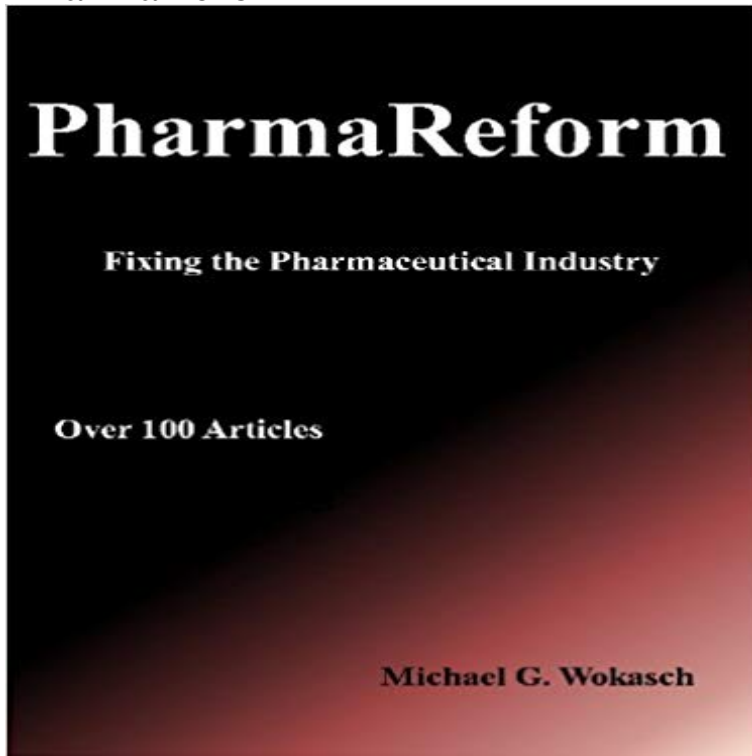


PharmaReform



PharmaReform is a collection of over 100 articles addressing many of the challenging issues facing the pharmaceutical industry. The author is a 30 year industry veteran who held a wide variety functional responsibilities in senior level positions at large and small drug companies. He unabashedly identifies the painful truth about what plagues the industry and provides an insiders perspective with insights, commentary, and recommendations for change. The financial and news media continue to chronicle the pharmaceutical industry struggles with slowing revenue growth, patent expirations, and depleted research pipelines. Mega-mergers followed by downsizings and operational cost cutting may provide limited short-term financial benefits but are not sustainable or conducive to prosperous future growth. Making things worse, the healthcare market is evolving to be more cost conscious with a strong bias for generic drugs, is becoming more analytical about the value proposition of expensive branded drug treatments, and is less accessible and less susceptible to traditional marketing and sales tactics. All of this in the context of a market that has not forgotten the unethical, if not illegal, drug company activities of the past that led to public mistrust and a lack of credibility. PharmaReform will get you thinking about the prescription drugs we still need, will they ever be discovered and developed, and by whom?

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The intent of the blog posts has been to **PharmaReform Pharma Reform** Pharmaceutical industry marketing and sales are often blamed for promoting off label prescribing and have been highlighted in prescription drug fraud and **Consulting Services Pharma Reform** Mike Wokasch is an experienced 30 year pharmaceutical industry veteran. A long time interest in medicine and a Pharmacy degree (University of Minnesota) **Generics chafe under big pharma reform shadow Reuters** This could be the headline if the Pfizer acquisition of AstraZeneca comes to fruition. 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It seems **PharmaReform e-book Pharma Reform** In the previous post we discussed the CMS proposed ACO concept for developing healthcare provider systems that engage individual healthcare providers with **featured Pharma Reform** This story is making it around the newswires and industry blogs. This may not have even been a story if Stanford had not taken such a hard stand previously **pricing Pharma Reform** A guest post in Forbes by Yates, a UK-based physician, challenges the disclosure statements in two review articles on anticoagulant therapies published **Healthcare Reform Impact on Prescription Drugs Pharma Reform** About Pharma Reform. This website is dedicated to formulating practical strategies for transforming historical business practices of pharmaceutical companies to