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01 AUDIENCE

33K

unique monthly visitors

59%

of subscribers are manager-level or above

100%

of the Top 25 Biotech & Pharmaceutical Companies read PharmaVoice

PV PharmaVoice

61,400

SUBSCRIBERS

You'll find PharmaVoice's news and insights in the inbox of notable subscribers, like:

- Director, CBT Chemistry Centers, St. Jude Children's Research Hospital
- Sr. Medical Science Liaison, Takeda
- SVP, Teva Pharmaceuticals
- VP, Global Medical Affairs, Vertex Pharmaceuticals
- Director, West Pharmaceutical Services
- Director, Patient Services, AMAG Pharmaceuticals

02 TOP-PERFORMING CONTENT

While the worst is over in terms of the COVID-19 pandemic, there's a fresh slate of challenges for pharmaceutical executives to battle against. As the economic outlook grows more uncertain by the minute and paradigm-shifting tech emerges, the pharmaceutical industry continues to evolve through ups and downs. Let's take a look at what our readers have been focused on most.

Top 5 topics

1. Biotech
2. Research & development
3. Leadership
4. Commercialization & marketing
5. Clinical development

Top 10 PharmaVoice stories

5 enduring mysteries of the Barry and Honey Sherman murders



The 2023 PharmaVoice Crystal Ball: Peering into the future of life sciences



The unique playbook of Biohaven's CEO



Already on a roll in oncology, Astellas hunts for big wins in other areas



Takeda's global quest for health equity



The 2023 PharmaVoice Year in Preview



This biotech CEO secured two billion-dollar Big Pharma deals during the pandemic



After 'limping along,' Novavax sees a path forward



United by inequity: The healthcare disparities plaguing rare disease patients and Black Americans



5 final FDA action dates to watch this year



Keywords resonating right now

biotech

manufacturing

policy & regulation

R&D

healthcare disparities

commercialization

molecule to market

breakthroughs

social media health influencers

KOL mapping

brand stewardship

03 TRENDS

Industry outlook

- Decreased M&A
- Lack of capital investment
- Last mile to commercialization

Technological advancements

- AI
- Wearables
- Digital patient engagement

Diversity, equity, and inclusion

- Healthcare disparities
- Diversity in clinical trials
- Social determinants of health

COVID-19 ripple effects

- Increase in FDA approvals
- Long-term booster strategy
- Shifting the culture of vaccines

Our readers spent nearly 2x as long on these stories than the average story:

- [This GSK clinical data leader embraces the 'Rubik's cube' problem: solving for all sides at once](#)
- [Cytokines looks to muscle into the cardiovascular market](#)

Post-COVID ups & downs

The COVID-19 pandemic shifted regulatory and market barriers, making the FDA more receptive to drug, vaccine, and treatment approvals, which has been transformative for the industry. The race to the vaccine has evolved into a long-term booster strategy, allowing room for growth. Beyond vaccines themselves, pharma execs are also navigating the shift in attitudes towards annual vaccines for adults.

After seeing a halt in M&As spurred by the pandemic, the industry continues to suffer financially under risk-averse, tight-fisted investors who are being hyper-cautious given the current economic outlook.

Emphasis on diversity

Challenges faced by minorities including lack of access, absence of trust, and unequal treatment are top of mind in the industry as the longstanding inequities in healthcare boil to the surface.

Aside from the inequalities in the social determinants of health, the historical lack of minority representation in clinical trials is jarring, putting minorities and women at risk. As the pharmaceutical industry sets out to rectify past mistakes, parties who haven't been prioritized in clinical trials previously are finally getting a chance for all-important representation.

Technological influence & the future

AI and machine learning hold great promise in the pharma space, and the industry is chomping at the bit to incorporate these emerging technologies to the benefit of public health. Being utilized as a tool, rather than a replacement, AI is being adopted in novel ways to aid in diagnoses, patient care management, and clinical trials.

Further innovations in wearable medical technology are on the rise as smart jewelry, fitness trackers, hearing aids, and the like are becoming more and more commonplace by the day. In the future, industry leaders will look to harness the data collected from patients in tandem with AI to improve patient outcomes and decrease costs.

04 MARKETING INSIGHTS

Boost your success with this audience by reflecting the content preferences of over 61,400 PharmaVoice subscribers in your strategy:

Content Characteristics

- Transparent
- Innovative
- Future-focused
- Informative

Content Types

- Insights on overarching trends via trendlines
- All-encompassing and on-demand resources like playbooks
- Interactive content like webinars

Help them keep pace with their peers

Given the rapid pace at which this industry advances, and the speed at which new challenges crop up, pharma leaders are constantly turning to each other to optimize their own practices. Keep them in the loop by showcasing how both brands and individual leaders in the space are cutting through red tape, tackling economic challenges, adopting new tech, optimizing processes, and beyond.

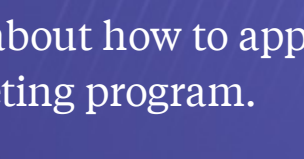
Balance business and medicine

Pharma leaders have the unique challenge of balancing medical operations like research and clinical trials with business operations like manufacturing and marketing. Implement a strong persona strategy to ensure you're producing content that speaks to the variety of responsibilities under the purview of leaders within this industry.

Stay on the pulse and optimize often

Stability is a foreign concept in this industry, so evergreen content just won't cut it. Adopt a newsroom mindset in your content strategy to deliver the most current information on fast-moving elements like approvals, FDA mandates, industry stats, tech, and more.

studio / ID



How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

Contact us