

LOOKING Forward

## The CRYSTAL BALL

We asked our readers to act as prognosticators and identify the top trends that they expect to shape the industry in the coming year and beyond. **SOME OF THEIR RESPONSES MAY ALREADY BE PART OF YOUR STRATEGIC VISION, WHILE OTHERS MAY ADD A WRINKLE TO YOUR PLANS.** Whether you agree or not with the following predictions, 2009 is sure to shape up to be a tumultuous 12 months punctuated by cost reductions, belt-tightening, and an overall mandate to do more with less.

### **COST, SAFETY, AND EFFICACY CONCERNS**

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Cost, safety, and efficacy concerns will play a major role in driving the research and commercial priorities of pharma companies. Each of these factors in isolation has had a varying degree of influence in the past, however the combination of the three will become a major force moving forward, primarily because of the greater push by consumer and advocacy voices.

Heightened demand for transparency in drug pricing will be driven by the government purchasers and consumers who are increasingly spending more in out-of-pocket expenses. This in turn will push the trend towards evidence-based medicine.

The breakup of the traditional business model from large pharma to specialized pharma will accelerate, particularly because of limited synergies or economies of scale in the research or commercial arenas.

*Archi-Tech Systems, West Trenton, N.J., is a provider of solutions for instant analytics and powerful reporting for pharmaceutical sales, marketing, and managed-care departments. For more information, visit [archi-tech.com](http://archi-tech.com).*

