

TOP 10 TRENDS ON THE PHARMA INDUSTRY HORIZON

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- 1 **Industry consolidation will accelerate**
 - 2 **Increased risk-sharing across development projects**
 - 3 **Continued separation of PC and specialty companies**
 - 4 **Increased pricing and regulatory pressures in Europe**
 - 5 **Slow, steady experimental re-engineering of commercial model**
 - 6 **Shift to more serious tone in DTC advertising**
 - 7 **Increasing risk-sharing to the consumer**
 - 8 **Increased Rx interest in Gx and other LCM**
 - 9 **Continued productivity and cost transformation**
 - 10 **Drug safety and healthcare compliance ???**