

Change is in the air

AlphaBioCom continues to adapt and evolve

Change is in the air. As April turns into May, the days continue to grow longer, the sun grants us several extra hours of its light, and the weather here on the East Coast grows ever so warmer. At AlphaBioCom, we are continuing to change and adapt to new technologies, advances, and ways in which to help disseminate information. Did you know that we have begun a social media campaign? That's right; you can now find us on various social media platforms, keeping you updated on all of the goings on around the office, what's new in the industry, and fun articles that you should be reading. You can find us on Twitter @alphabiocom.

And we're not just on Twitter. Our LinkedIn page will also house many fun pieces to whet your scientific appetites. You can also find all of our monthly newsletters on LinkedIn, just in case you missed one. Oh, and did we mention our newly updated website? It's quite the eye-catcher, if we

do say so ourselves. As part of our 10th anniversary push, we wanted to do something special while maintaining a scientific/professional look and feel. With the new version of alphabiocom.com, we feel we have done just that. Have a look around the new site. And don't forget to stop by our feedback section and leave us your thoughts on the site, on

AlphaBioCom, and even what you'd like to see us touch on in future editions of the newsletter!

In this issue of AlphaBioCom Monthly, we are tackling preventative medicine and how it has evolved in the past 10 years. There have been many major advances in the field, and AlphaBioCom has played a big role in the education of these changes. Keeping in line with the evolution theme, be sure to check out Page 2, where we highlight some of the changes our culture has seen over the past 10 years. From the Windows interface to the Ford Mustang, we take a scenic walk down memory lane to show you how some of the technologies you see in your everyday life have evolved since 2005. ●



2015

- Twenty-eight states have smoking bans in workplaces, restaurants, and bars

- The cobas HPV test is approved for primary cervical cancer screening

2014

- BRACAnalysis CDx becomes first BRCA detection test approved by the FDA

2013

- Open enrollment in health insurance marketplace begins

2012

2011

- Breast tomosynthesis receives FDA approval
- The American Cancer Society publishes revised prostate screening guidelines

2010

- Congress passes the Affordable Care Act, expanding coverage of preventive services
- The World Health Organization issues recommendations that infants be immunized for hepatitis B as soon as possible

2009

- Cervista becomes the first HPV genotyping test approved

2008

- American Heart Association meets goal set in 2000 of 25% reduction in coronary heart disease and stroke

2007

- Zostavax is the first shingles vaccine approved by the FDA

2006

- Gardasil is the first HPV vaccine approved by the FDA

2005

Ten years of innovation

A look at how other technologies and styles have advanced over the past decade

The Ford Mustang (clockwise from top left, the 2005 version, 2015, and 2010) has always had the ability to turn heads. The new-look 2015 version features double-ball-joint front suspension, independent rear suspension, and improved pitch control for more precise handling and control, according to the Ford Mustang website.



If you owned an Apple computer in 2005, there's a very good chance you had a Blueberry iMac G3 (above left). At top, the all-in-one widescreen desktop was prominent in 2010. At right, the slim, sleek MacBook Air.



Windows 7 (pictured below, right) was released in late 2009 and offered increased performance from Windows Vista (at left) and a more intuitive interface with a well-received new taskbar. Windows 10 (bottom, left) is expected to be released in 2015.



The first iPhone (above, at top) was introduced to the world in June 2007. With every generation, such as the iPhone 4 (above, right; introduced in 2010), Apple sought to push the boundaries of smartphone technology. Its latest release, the iPhone 6 (above), is larger, slimmer, and faster with improved photo and video capabilities from its past incarnations.



Advancements in preventative medicine

New technology has led to more sensitive screening for diseases

Preventive medicine has dramatically changed over the past 10 years and AlphaBioCom has been involved in several of the advances. In 2010, nearly 30% of the leading causes of death in people under the age of 80 were preventable. Roughly 75% of the health spending in the United States is due to chronic diseases that are often preventable. Maintaining health and avoiding or delaying disease onset can reduce morbidity and mortality, and reduce health care costs. With the advent of the Affordable Care Act, preventive services have become more available and encourage a proactive view of health care.

Technological advances have led to the development of increasing numbers of sensitive screens for diseases and predisposing conditions. Although early intervention can ameliorate the effects of disease, screenings are associated with costs of time, money, effort, and potential anxiety or inconvenience to the patient. Recent recommendations have therefore evolved to focus on attaining a balance of risk vs benefit in interventions and screenings.

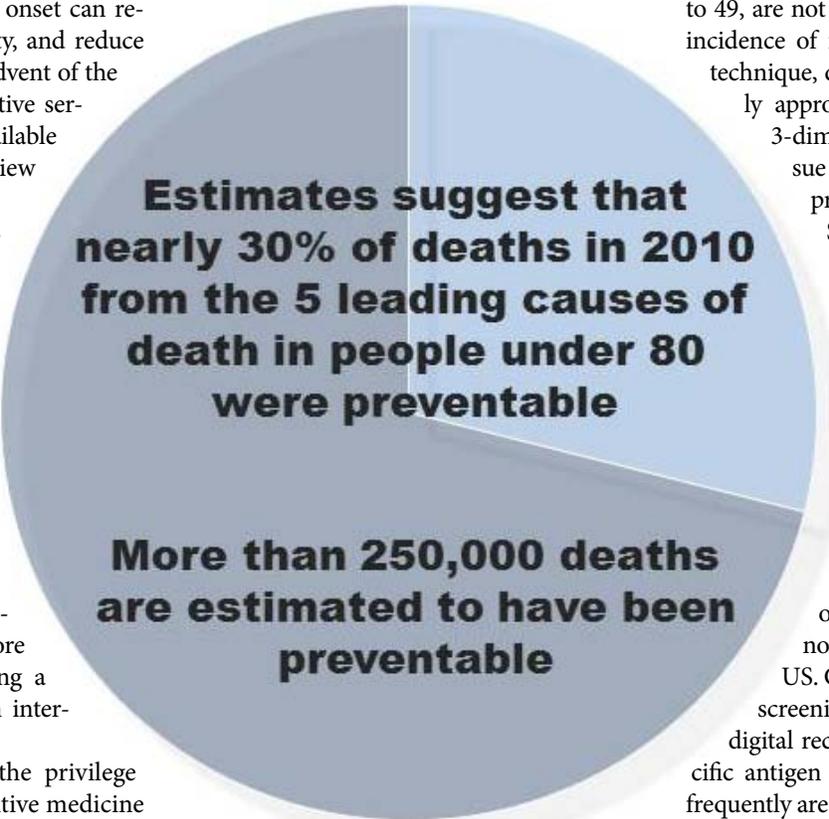
AlphaBioCom has had the privilege of working in several preventive medicine areas—vaccines, cervical cancer screening, prostate cancer screening, and breast cancer screening. Over the past 10 years, several vaccines including those against HPV, shingles, pneumococcal disease, and meningococcal disease have been approved by the FDA. Vaccines can potentially eradicate disease if rates of compliance are high within a community. AlphaBioCom has worked on HPV vaccines to prevent cervical cancer and vaccines against meningococcal disease. The discovery that HPV can cause cervical cancer led to a Nobel Prize for Harald zur Hausen and the development of a vaccine to prevent cancer. It was an honor to help educate pediatricians, gynecologists, family practitioners, and public health personnel about one of the first vaccines available to prevent cancer.

Changes in cervical screening following the addition of human papillomavirus (HPV) testing reflect attempts to improve the sensitivity of cervical cancer screening. The first ready-to-use assay for routine diagnostic commercial HPV testing, Hybrid Capture 2, was introduced in 2003. Approval of the HPV genotyping test, Cervista, in 2009,

est benefit for women aged 50 to 74. The total number of new cases of breast cancer are projected to increase 50% from 2011 to 2030. Widespread use of screening and advances in treatment have resulted in a 2% to 3% reduction in breast cancer mortality rates from 2007 to 2011. However, newly published guidelines suggest screenings for women at low risk of breast cancer, aged 40 to 49, are not recommended due to a high incidence of false-positive results. A new technique, digital tomosynthesis, recently approved by the FDA, generates 3-dimensional images of breast tissue with less discomfort and improves visibility in dense tissue. Studies suggest digital mammography in combination with 3-dimensional mammograms may result in more accurate detection of breast cancer with fewer false-positive results.

Another area in which AlphaBioCom has worked is prostate cancer. The lifetime risk of prostate cancer is almost 16%, making it one of the most commonly diagnosed cancers in men in the US. Guidelines for prostate cancer screening have long recommended digital rectal exam and a prostate-specific antigen (PSA) blood test. PSA tests frequently are associated with false-positive test results. As a result, guidelines have shifted recently from recommending PSA testing, with the US Preventive Services Task Force recommending against PSA-based screening for men who do not have symptoms. Other guidelines now recommend caution in screening men younger than 50 who are not at high risk for prostate cancer.

AlphaBioCom has enjoyed working in the preventive medicine field. It's been a joy to see advances in technology and understanding of disease risk and progression. Developments in the preventive medicine field the past 10 years have given us many opportunities to display our passion for creating quality scientific communications. We aren't a company that is solely focused on pharmaceuticals, but also medical devices and technology.



Estimates suggest that nearly 30% of deaths in 2010 from the 5 leading causes of death in people under 80 were preventable

More than 250,000 deaths are estimated to have been preventable

allowed the identification and differentiation of the two most oncogenic and prevalent HPV types associated with the majority of cervical cancers. In 2011, the mRNA-based Aptima HPV test was approved, and in 2014, the cobas HPV test was approved for primary cervical cancer screening.

AlphaBioCom has had the honor of developing scientific communications in the cervical cancer screening field and witnessed firsthand the changes in available technology. It's been exciting to see the efforts being made to further reduce cervical cancer by improving detection methods and saving women's lives.

Mammograms have been shown to help women aged 40 to 74 reduce the risk of death from breast cancer, with the great-

Reaching a major milestone

Ten years later, Precision, Integrity, and Passion continue to lead AlphaBioCom



Mike Smith,
BSc, CMPP
Managing Director

Did you know that, according to a recent survey in Entrepreneur Weekly, only 29% of all businesses started in 2005 are still in operation today?

So we at AlphaBioCom are very proud not only to have thrived over the last 10 years, but to be in a position to look forward to at least another 10 years of growth and prosperity.

Over the last 10 years, we have seen challenges come from many sides. The increased scrutiny of our industry has led to more regulations and guidelines. Our clients are being driven by a greater need for ROI data. The mergers, acquisitions, and downsizings of several of our clients has led to us living the old adage that “when one door closes, another door opens.” There has been a decline in major blockbuster drugs approved, leading to greater competition among existing products. The ongoing financial restrictions on healthcare continue to drive the need to justify the value of our clients’ respective assets.

We have met, and continue to meet, these challenges by staying true to our principles. We are Precise in our approach; we are experts at what we do and how we do it. We operate with Integrity, ensuring full legal, guideline, and policy compliance. And, above all, we are Passionate about effectively communicating the scientific story to all stakeholders.

So what do the next 10 years hold? Perhaps the biggest challenges facing us are the rise of the better-informed patient, how to harness the opportunities of social media, and how to understand the effectiveness of our strategies and plans in the new digital age. At AlphaBioCom, we are developing industry-leading strategies in these areas by adopting pragmatic, compliant, and—above all—effective approaches that we would be delighted to share with you.

Here’s to the next 10 years (and beyond).

MEET THE STAFF

Brad Zerlanko, Scientific Communications Assistant



As the Scientific Communications Assistant, Brad performs quality control and fact-checking for slide decks, manuscripts, posters, and abstracts. He also compiles and creates slide decks, conducts literature searches, and identifies key opinion leaders.

Brad graduated Summa Cum Laude from Rutgers University with a Bachelor of Arts degree in Genetics & Microbiology and earned his PhD in Biochemistry & Molecular Genetics from the University of Virginia. Brad has been the recipient of numerous grants and awards during more than a dozen years of research experience at venues such as Thomas Jefferson University and the Fox Chase Cancer Center. He has helped author numerous articles that have been published in various medical journals.

He served as a Postdoc Fellowship at the National Human Genome Research Institute, National Institutes of Health, Bethesda, MD, and spent time as a Postdoc Fellow and Graduate Student Mentor at Thomas Jefferson University in Philadelphia.

Brad joined AlphaBioCom in November 2014.

Jill See, PhD, Scientific Communications Manager



As a Scientific Communications Manager, Jill provides scientific editorial assistance to clients by aiding with the development of abstracts, posters, slide decks, and both primary data and review manuscripts.

Jill completed her PhD in Biomedical Studies with an emphasis in Neuroscience at the University of Pennsylvania, where she studied glial development. After delving further into translational neuroscience by studying how the central nervous system recovers from injury, she decided to pursue her passion for scientific writing by becoming a medical writer.

Since joining AlphaBioCom, Jill has worked with several clients and has primarily focused on publications related to developments in the fields of pain management and women’s health. Jill particularly enjoys making complicated study results accessible to audiences with diverse backgrounds, while assisting experts as they translate advances in basic science into improved outcomes for patients.

Jill joined AlphaBioCom in October 2013.



Precision Integrity Passion

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