



MONTHLY

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www.alphabiocom.com

Happy Independence Day!

But appreciate the others in your lives

Okay, by the time you read this newsletter, it will be August. But since independence is something we think about fairly often throughout July, it's something we wanted to call attention to at the top of this newsletter.

Here at AlphaBioCom, independence means that there are no obstacles in our continuing efforts to provide Precision, Integrity, and Passion in everything we do. There is no bureaucratic red tape tying us down, no intra-office political hoops to jump through, no one else telling us how to do our jobs. We set our own bar and do everything in our power to provide the highest-quality deliverables and client satisfaction every day.

Of course, the poet John Donne once famously wrote that "No man is an island."

The same goes for business. While we thrive as an independent entity, we also know that AlphaBioCom could not exist were it not for those with whom we have developed relationships over the years. So we'd like to take this opportunity to honor and thank the people and the businesses with whom we have worked and partnered over the past 10 years. Your trust, partnership, and friendship means more than we can express.

Again, we invite you to check out the new and improved AlphaBioCom website (www.AlphaBioCom.com) and feel free to leave comments and suggestions about our newsletter and our organization. We can be found on Twitter at @alphabiocom, and you can connect with us on LinkedIn.

Enjoy the rest of your summer. If you have children, may they continue to enjoy their independence from school. If you have a getaway planned before the weather starts to cool off, may you enjoy your independence from the office. See you next month!

DICTIONARIES MAKE SCIENCE, TECHNOLOGY OFFICIAL

Science and technology have been responsible for the creation of new words that have been added to the dictionary over the years. Below are just a few of the words that have been added to dictionaries (sources: Merriam-Webster and Oxford English Dictionary) in the past 10 years. Some of these words have been around for quite some time, but were only officially entered into the dictionary in the past decade.

2015

Photobomb
Meme
Emoji
Clickbait

2014

Crowdfunding
Hashtag
Selfie
Respawn

2013

Internet of things
Buzzworthy
Digital detox
Screenshot

2012

Geodata
Eco-driving
LARPing
Cyberchondriac

2011

Flame war
Slacktivism
e-banking
Facepalm

2010

Ampelographer
iPod
Machinima
Trastuzumab

2009

Naproxen
Pharmacogenetics
Physiatry
Vlog

2008

Malware
Norovirus
Webinar
Fanboy

2007

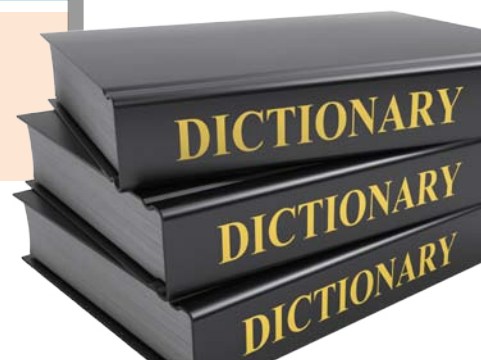
DVR
Nocebo
Hardscape
Virtualize

2006

Ringtone
Spyware
Chalcogenide
Conidiogenesis

2005

Paroxetine
Parthenogen
Aminergic
Celsius



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shutterstock/dslaven

What's New?

A decade ago, you didn't even know what Twitter or iPhones were

Last month, on this page, we took a nostalgic look back at some of the technologies and businesses that were prominent and widely used in 2005 that are obsolete or extinct today. This month, let's look at the flip side of that coin—businesses and technologies that didn't exist in 2005 that are now ubiquitous.

Our lives in cyberspace have expanded exponentially in the last decade. Two of the biggest culprits of stealing our time by staring at a computer (or smartphone) screen are YouTube and Facebook.

The domain name www.YouTube.com was activated on Feb. 14, 2005, and the first video was uploaded on April 23, 2005. Nowadays, you'd be hard-pressed to find anyone who hasn't visited YouTube to check out music videos and live performances by favorite bands, checked up on the latest postings from YouTube-based celebrities, found a walkthrough for that one level in the cellphone game they just can't complete, or simply passed the time watching old television shows or cat videos.

While social media as we know it has existed since before 2005 (sites such as Friendster existed in 2002), the social media boom may be able to trace its "Big Bang" back to Sept. 26, 2006, when Facebook was opened to every-

one at least 13 years of age with a valid email address. In March 2015, it was estimated that Facebook had 936 million daily active users.

Twitter debuted in 2006 and made it infinitely easier to pay close attention to the minutiae of the lives of celebrities. While Twitter has evolved into a mode to share news instantly, it has also become a haven for barely talented celebrities to keep in touch with fans on a regular basis, ensuring their fickle fans won't forget about them between albums or tours (OK, we admit it, we're old and bitter and we remember a time when musicians wrote their own music and played instruments, dang it!). Twitter also gave rise to calling the # symbol a "hashtag." For the record, it is officially called an octothorpe.

YouTube, Twitter, and Facebook as well as the social media sites that followed (such as Snapchat, LinkedIn, Pinterest, and Instagram) have given rise to new jobs such as the App Developer or the Social Media Manager now employed at many businesses both large and small.

Technologies that have emerged since 2005 have also allowed us to remove the clutter while becoming infinitely more efficient. Once Google Maps came along in February 2005, no longer did we need to purchase and carry around a paper map to

find our way around a foreign city. And after November 2007, we could carry thousands of books in the simple, lightweight form of an Amazon Kindle.

Perhaps you've eaten recently at a restaurant chain that has popped up in the past decade. Elevation Burger (founded in 2005) can now be found in 11 states as well as Mexico and the Middle East. Smashburger (2007) has franchises in 34 states; MOD Pizza (2008) is expanding into 15 states; and Sweetgreen (2007) is located in seven (mostly East Coast) states.

As far as game-changing hardware is concerned, it may be safe to say that nothing has changed our lives like the Apple iPhone. While the first generation iPhone, released in June 2007, was not the world's first smartphone, it certainly took a firm grasp on the public's imagination and on both Apple and Apple's competitors' focus on the future of cellphone technology. Latest generations of the iPhone and Samsung Galaxy have expanded the quality and abilities of the devices exponentially from previous versions.

Where do we go from here? While not widely in use (as Back to the Future II made us hope), there is a hoverboard out there, created by a company called Hendo. What will the next generation of iPhones bring? What's the next big social media site? What jobs will be created (and what jobs will be made obsolete) by the technology that is just a dream today, but will be reality tomorrow? We can't wait to find out!



What's new the world since 2005? Perhaps the most ubiquitous new technology is the iPhone (above), which was first released in 2007. Social media site such as Twitter and YouTube have gone from curiosities to daily destinations online, while the past decade has given rise to numerous new restaurant chains, including Smashburger and MOD Pizza.

Heart Healthy

Knowing the signs, symptoms, and solutions are keys to battling heart disease

Heat disease is the leading cause of death in the United States. When combined with stroke (the third leading cause of death in the United States), the two accounted for \$500 billion in health-care costs in 2010.¹ One in four deaths every year is caused by heart disease. Although it is a considerable healthcare burden, many of the risks associated with heart disease can be managed. Maintenance of healthy weight, diet, and physical activity are important for reducing risk and promoting heart health. Because of the high burden on healthcare due to a highly preventable and manageable disease, February has been designated as American Heart Month, sponsored by the American Heart Association to raise awareness of heart disease.

High blood pressure and high cholesterol are also major contributors to cardiovascular disease. In 2005, 12.8 million men and 12.2 million women had stage 1 hypertension; 4.1 million men and 6.9 million women had stage 2 hypertension.² Although decreasing sodium intake can be effective in reducing hypertension, dietary changes may still be insufficient and require blood pressure management through the use of antihypertensives. The risk of stroke and coronary heart disease events are reduced by 34% and 21%, respectively, by the use of antihypertensive drug therapy.³

RISK FACTORS

Over the period spanning 2009–2012, approximately 13% of adults 20 years of age or older had high serum cholesterol.⁴ Reduction of serum cholesterol can be achieved by reducing dietary consumption of saturated fat and cholesterol, and by increasing physical activity. When this is not sufficient, cholesterol can be managed through the use of cholesterol-lowering medications including statins. By decreasing low-density lipoprotein, statins reduce cardiac events by an estimated 60%, and reduce stroke risk by 17% after long-term treatment.⁵

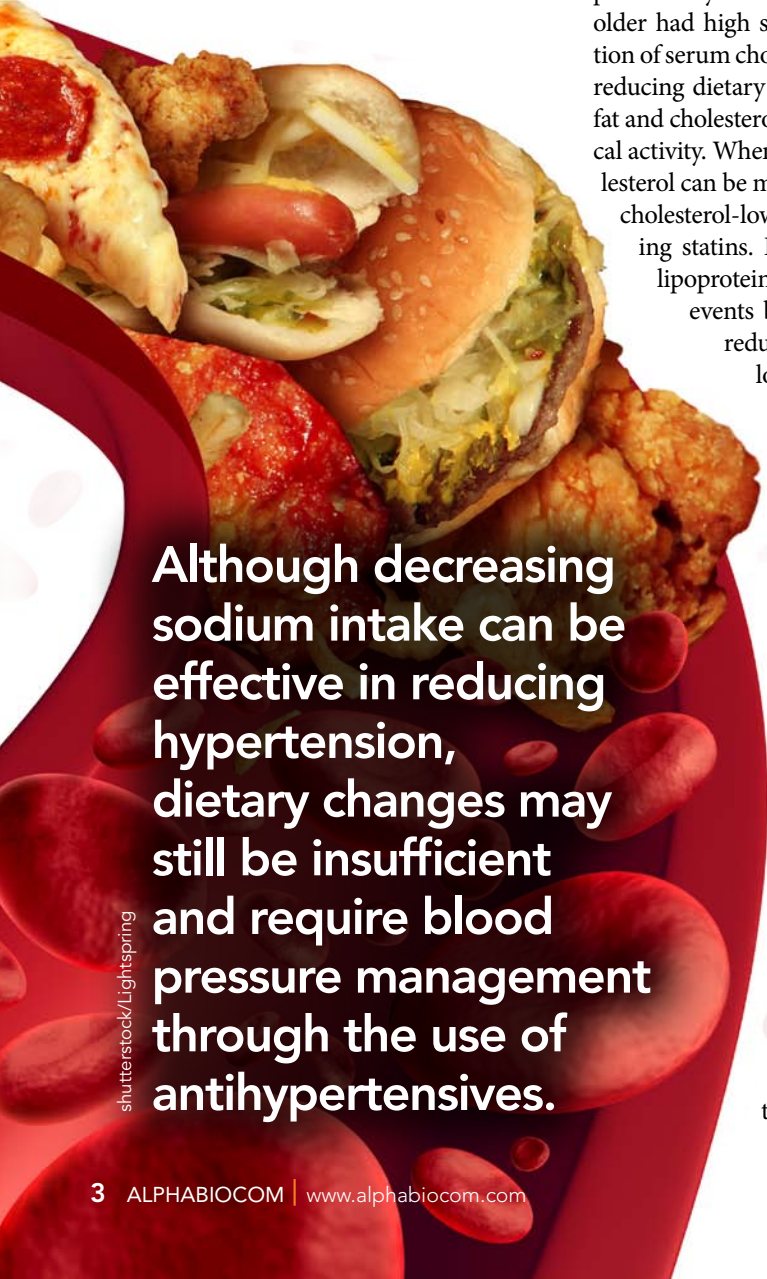
Atrial fibrillation, an irregular and rapid heart rate which may result in poor blood flow to the body, is one of the primary risk factors for stroke, and increases in prevalence with age. The incidence of atrial fibrillation is predicted to double from 1.2 million cases in 2010 to 2.6 million cases in 2030; resulting in a prevalence of 12.1 million cases by 2030.⁶ The risk of stroke or systemic embolic events associated with atrial fibrillation can be reduced by the use of anticoagulation. Historically, warfarin has been the preferred choice of anti-

coagulation, however, this drug is associated with a number of limitations. A new class of drugs, the non-vitamin K antagonist oral anticoagulants, have been developed to reduce these limitations, and have been shown to be at least as effective as warfarin in reducing the risk of stroke or SEE in patients with nonvalvular AF and associated with a similar or lower rates of bleeding. Importantly, the risk of intracranial bleeding is reduced in comparison with warfarin.⁷

AlphaBioCom has played an active role in raising physician awareness on treatment options for various types of cardiovascular disease. These include purified, prescription-strength fish oil for hypertriglyceridemia; stem cell therapy for heart failure; non-vitamin K antagonist oral anticoagulant for stroke prevention in nonvalvular atrial fibrillation and treatment of venous thromboembolic disease; management of atrial fibrillation with anti-arrhythmic medication; primary prevention of CV events and gastroprotection with fixed combination aspirin/proton pump inhibitors; and management of pulmonary arterial hypertension.

References

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My Experience at AlphaBioCom

In late November 2006, I walked into the AlphaBioCom office to interview for the position of Medical Writer. At that time, in addition to co-owners Stephen Douthwaite and Ed Shifflett, there were two other writers, an account director, and two part-time support staff. I had very little knowledge of what medical writing really was or even what was involved in the clinical development of a drug, but I hoped that my scientific background, teaching experience, and what I thought were strong verbal and written communications skills, would make me a good candidate for the job. Stephen and Ed took a leap of faith, and the rest is history. In the past 8½ years, I have moved from Scientific Communications Manager (our term for Medical Writer) to Senior Scientific Communications Manager to Director of Scientific Affairs. I have had the opportunity to work across no fewer than 15 therapeutic areas, interact with a multitude of leading experts in these areas (not to mention some really great clients), and lead teams of dedicated writers producing high-quality publi-



Meryl Gersh, PhD, Director of Scientific Affairs at AlphaBioCom, leads the discussion during a meeting.

cations and happy clients.

My success at AlphaBioCom is in part due to our environment. We encourage independence, intellectual inquiry, and direct interactions with clients and thought leaders, leading to mutually beneficial, sustainable working relationships. We train our writers, and all of our staff, to go deeper than the surface, providing

greater insight than what might be expected from a medical writer or medical writing agency. Within our work space, there are no offices, thus no doors; we have always worked together using an open floor plan. This facilitates constant team interaction and cross-support, which translates to more cohesive teams serving every client, big or small. And, just as importantly, it allows all of us here to achieve our potential. Yes, my 8½-year (and counting) tenure at AlphaBioCom is unusual in the medical writing world, but since day one of my employment at AlphaBioCom, I have felt that this is where I am supposed to be. It has been extremely satisfying to learn and grow with AlphaBioCom into the successful agency we are today, celebrating our 10th anniversary.

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MEET THE STAFF

Jeff Ruoss, Account and Project Manager



As an Account and Project Manager, Jeff serves as a primary liaison with clients to ensure their needs are met. He is responsible for fact-checking, ensuring projects meet their requirements and deadlines, and attending and maintaining information from weekly status meetings.

Jeff graduated from the University of Delaware with a Bachelor's Degree in Journalism. He served as a Managing Editor at Kappa Publishing Group/Sports & Entertainment Publications and spent time as a Publication Manager and Manager of Centralized Editors for the community magazine division at Yellowbook/hibu.

Jeff joined AlphaBioCom in December 2010 as an Editorial Assistant. He was named Account and Project Manager in July 2014.

Denise Smith, Finance Manager



As AlphaBioCom's Finance Manager, Denise is responsible for invoices, financial reports, and reconciling project costs. She possesses an exceptional ability to collaborate and communicate with business partners, and has strong technical skills, including Microsoft and Accounting applications.

Denise earned a Bachelor's Degree in Accounting from Pennsylvania State University and has been a licensed Certified Public Accountant for nearly 20 years.

Prior to joining AlphaBioCom, Denise worked for Verizon Communications, beginning as a Senior Auditor – Internal Audit before advancing to become Team Leader – Internal Audit, Financial Analyst – Corporate Books, and Asset Management Staff Consultant – Capital Efficiency Engineering.

She is a member of the American Institute of Certified Public Accountants.

Denise began working at AlphaBioCom in 2013.



Precision Integrity Passion

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