



PRESS RELEASE

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For Immediate Release

Boston Healthcare White Paper Highlights Value of Innovation in Relation to HIV/AIDS Therapy

***Importance of incremental clinical gains seen as critical process towards discovery and
development of life saving medicines***

Boston, MA and Washington, D.C. (November 29, 2012) — While HIV/AIDS remains one of the most devastating global diseases, worldwide growth of the disease in the number of new cases has stabilized, and today there are fewer AIDS-related deaths compared to twenty years ago. This progress has been unfolding over several years, primarily through innovative prevention and treatment strategies developed through numerous complex incremental discoveries over time.

Research continues to unlock new discoveries that build on previous discoveries as our understanding of how to incorporate novel therapies is refined in real-world clinical practice. This incremental process is central to the significant clinical gains made in the treatment of HIV/AIDS and many other diseases. A new report by Boston Healthcare, *Recognizing the Value of Innovation in HIV/AIDS Therapy*, examines how continued progress against HIV/AIDS has been achieved over time. This white paper, commissioned by the Pharmaceutical Research and

Manufacturers of America (PhRMA), looks at how HIV/AIDS treatment has evolved since the 1980s, when the disease was an acute, fatal disease, to its status today as a more chronic, manageable condition.

“FDA approval is only the starting point in the process to fully understand how to incorporate a new medicine into every day clinical practice through ongoing research and real-world application and validation,” said Thomas F. Goss, PharmD, Senior Vice President of Boston Healthcare and lead author of the report. “The optimal role and full value of a therapy is realized over time.”

“In order to foster continued innovation in disease areas such as HIV/AIDS, it is essential that we have sound policies that reflect the incremental nature of medical progress and the way value emerges over time,” said John J. Castellani, President and CEO of PhRMA.”

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About Boston Healthcare:

Boston Healthcare helps biopharmaceutical, medical device, and diagnostics companies unlock the value of innovation in the global health care marketplace. Boston Healthcare provides reimbursement and market access strategy services, health economics and outcomes research, market analytics and pricing strategy, and business development support to health care clients worldwide.

With offices in Boston, Washington, D.C., Berlin, and Hong Kong, our unique approach, combining strategic consulting with a deep understanding of the evidence-driven value environment, gives clients a real-world edge in assessing and capturing global market and business development opportunities.

For more information, please visit www.bostonhealthcare.com.

About PhRMA:

The Pharmaceutical Research and Manufacturers of America (PhRMA) represents the country’s leading innovative biopharmaceutical research and biotechnology companies, which are

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devoted to discovering and developing medicines that enable patients to live longer, healthier, and more productive lives. Since 2000, PhRMA member companies have invested over \$500 billion in the search for new treatments and cures, including an estimated \$49.5 billion in 2011 alone.

For more information, please visit www.phrma.org.