

Vision 2020: The Orphan Drug Forecast

For some 30 million Americans living with one of 7,000 known rare diseases, there has never been a more hopeful era. Medical interventions once deemed to be science fiction have crept into the clinic. Restore sight to the blind? Yes, that's happening. But medical miracles come with a cost.

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The 7 Deadly Sins of a Brand Launch

In this PM360 article, Jen Oleski, EVP, General Manager at [CSW](#), shares her insights on learning from brand launch shortcomings and how to avoid launch pitfalls in the future.

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How Do Breast Cancer Patients Feel about an AI Future?

We surveyed 150 European and American patients with breast cancer to better understand their perspectives about the potential role of AI in healthcare.

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Highlights from This Year's Food & Drug Law Institute Conference

Peter Pitts, Senior Policy Advisor in our [Reputation and Risk Management Practice](#), highlights topics including expanded access, real world evidence, opioids, patient-focused drug development and CDER's Office of New Drugs.

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Insight-Driven Communications and the Data Imperative

Christie Anbar, Managing Director at [Chamberlain Healthcare PR](#), explores how mining data for insights and bringing complicated data to life can enhance the impact of communications campaigns.

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The Syneos Health Podcast: ICER: Friend or Foe?

Leslie Isenegger from our [Reputation and Risk Management Practice](#) provides a primer on how the Institute for Clinical and Economic Review works, including how it determines cost effectiveness and comparative effectiveness of therapies.

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SYNEOS HEALTH COMMUNICATIONS

These emails are designed to give you the latest thinking on the changing consumer expectations of marketing and health experiences, how leading brands are keeping up, and the important political and regulatory shifts that impact the context and content of healthcare communications. Brought to you by the experts at [Syneos Health Communications agencies](#).