



## Syneos Health Releases 2018 Commercial Trends Forecast

January 10, 2018

### The Commercial Forecast Joins a Series of Consumer, Digital, Communications and Healthcare Trends Reports that Reveals Shifts in Media and Medicine Impacting Stakeholder Engagement

RALEIGH, N.C., Jan. 10, 2018 (GLOBE NEWSWIRE) -- Syneos Health™ (NASDAQ:SYNH), the only fully integrated biopharmaceutical solutions organization combining a CRO and a CCO (Contract Commercial Organization), today released its inaugural Commercial Trends Forecast. The report identifies important trends in biopharmaceutical commercialization – from the frontlines of drug development to patient engagement and next-generation care – expressing the biggest drivers of change.

“2018 will be a year of Commercial transformation,” said Michelle Keefe, President, Commercial Solutions, Syneos Health. “With the intensification of disruptions to the commercial model, it’s important to have a clear view on how changes impact key health stakeholders. Understanding the most significant emerging trends will allow biopharma strategists to reallocate budgets and recalibrate actions to demonstrate more relevant value.”

Commercial leaders from across Syneos Health identified 15 important trends that shape stakeholder perspectives, challenge conventional launch wisdom and drive innovation affecting every aspect of the customer experience, starting with early clinical development and beyond.

Syneos Health professionals are uniquely qualified to predict the 2018 landscape as they are engaged across the clinical and commercial continuum and at every influential touch point. The Syneos Health team includes clinical experts who have helped customers recruit more than 500,000 clinical trial participants annually; 12,000 nurses and sales experts who’ve educate healthcare professionals, patients and caregivers; and behavioral scientists immersed in ethnographic research. Experts also have access to the company’s unmatched data and insights including prescription data for nearly 200 million people that creates smarter approaches for customer engagement.

Trends identified by Syneos Health leaders align with four overarching themes that will drive 2018 commercial strategies:

- **The Influencers are Changing** - Today, integrated delivery networks (IDNs) own more than 60 percent of physician group practices. Those delivery networks as well as advocacy groups, third-party value frameworks, and an ever-smaller circle of payers all play a part in a greater shift centered on how value is defined, delivered and measured in the current healthcare environment.
- **New Voices are Being Heard** - A whole range of new voices are being elevated as influencers seeking partners who can tell a unique value story. Pharmaceutical medical teams, sales teams, key opinion leaders, advocacy partners and other critical affiliates pool capabilities in finding new ways to engage and co-create nearly every aspect of the health experience.
- **Points of Influence are Rapidly Evolving** - The average patient journey diagram once outlined four or five predictable steps representing a real-life journey – which is no longer the case. In 2018, the patient experience map is being radically updated to reflect new points of interaction.
- **The Commercial Outlook is Shifting** - In 2018, commercial teams are involved far earlier in the drug development cycle, hyper focused and crisis ready. Pharmaceutical innovators are increasingly breaking down the silos that have long divided the clinical and commercial disciplines.

The Commercial Trends Forecast is the latest addition to the annual trends series from Syneos Health Communications, including Consumer, Digital, Communications and Healthcare Trends. The report series identifies shifts in media and medicine that disrupt how we think about customers, where we engage them and what kinds of experiences we create.

This is the seventh year that Syneos Health Communications, formerly inVentiv Health Communications, is issuing its annual trends series which is read by thousands of healthcare and marketing executives. The reports assemble and analyze clues, examples, stories and big ideas collected by 250 trend watchers from around the world.

“The health experience is not just about interactions with one brand or disease state – it’s about far deeper interactions with peers, families, technology and media,” said Leigh Householder, Managing Director of Innovation at Syneos Health Communications and lead author of the trends series. “These trends help us understand how to really make connections to better meet consumer expectations based on today’s market dynamics and contemporary behaviors.”

#### Trend Implications – Connect with Us to Learn More

- Download all five of the 2018 trends reports at [trends.health](https://www.syneoshealth.com/trends)
- [Subscribe to our podcast](#) for further coverage of commercial trends and implications for biopharmaceutical companies in 2018
- Follow Syneos Health on [LinkedIn](#) where we’ll share additional perspectives from our leaders including videos from our recent panels at Biotech Showcase and Digital Medicine & Medtech Showcase

#### About Syneos Health

Syneos Health (Nasdaq:SYNH) is the only fully integrated biopharmaceutical solutions organization. Our company, including a Contract Research Organization (CRO) and Contract Commercial Organization (CCO), is purpose-built to accelerate customer performance to address modern market realities. Created through the merger of two industry leading companies – INC Research and inVentiv Health – we bring together more than 21,000 clinical and commercial minds with the

ability to support customers in more than 110 countries. Together we share insights, use the latest technologies and apply advanced business practices to speed our customers' delivery of important therapies to patients. To learn more about how we are shortening the distance from lab to life™ visit [SyneosHealth.com](http://SyneosHealth.com).

**Cautionary Statement Regarding Forward-Looking Statements**

Except for historical information, all of the statements, expectations, and assumptions contained in this press release are forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. Actual results might differ materially from those explicit or implicit in the forward-looking statements. Important factors that could cause actual results to differ materially include, but are not limited to: risks associated with the integration of our business with the business of inVentiv, and our operation of the combined business following the closing of the Merger; our ability to maintain or generate new business awards; our ability to increase our market share, grow our business, and execute our growth strategies; our backlog not being indicative of future revenues and our ability to realize the anticipated future revenue reflected in our backlog; our ability to adequately price our contracts and not overrun cost estimates; general and international economic, political, and other risks, including currency and stock market fluctuations and the uncertain economic environment; fluctuations in our financial results; reliance on key personnel; our customer or therapeutic area concentration; and the other risk factors set forth in our Form-Q for the quarter ended September 30, 2017, and other SEC filings, copies of which are available free of charge on our website at [investor.incresearch.com](http://investor.incresearch.com). INC Research assumes no obligation and does not intend to update these forward-looking statements, except as required by law.

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Source: Syneos Health