

The *NEW HEALTH* model

The German subsidiary of the biopharmaceutical services company, Quintiles was recently named as one of the Best Employers in Germany in the Great Place to Work competition. Quintiles, which operates the four segments of Clinical, Commercial, Consulting and Capital in the healthcare industry, claims to be the only company in the world offering fully integrated services in all four pillars. Operational in 60 countries around the world, it is Quintiles Commercial Germany GmbH located in Mannheim that recently grabbed media attention with the award, which the company received along with the additional title of Trust Champion in recognition of its history of repeated success.

The Great Place to Work® Institute provides Trust Assessments and publishes Best Companies to Work For lists in over 40 countries around the world by utilising employee survey methods and assessing company culture. Quintiles Commercial Germany has received the award for seven consecutive years; an accolade that only a handful of other Germany companies have achieved in the seven years that Great Places to Work® Institute Germany has been operational. According to a Quintiles company press release a number of other Quintiles subsidiaries have also been listed as Best Workplaces in their respective countries, as well as a number of them achieving Best European Workplaces which Quintiles Commercial Germany received in 2007.

In 2010 Quintiles Commercial Germany also won the award for Germany's Most Customer Oriented

Services Company, a recognition that is issued every year by market research institute Service Rating and the University of St. Gallen in Switzerland in collaboration with a Hamburg consulting company and a media partner, the daily financial newspaper, the Handelsblatt. This competition involved the participation of 3,300 German companies which, after an initial review, test and analysis phase, were wheeled down to the final 10 which were then judged and audited independently. The test phase utilises a scientific tool developed by the University of St. Gallen called the 7K model, which is used to evaluate customer orientation in the seven service categories of communication, commercialisation, competence, configuration of services, cooperation, customer orientation of management, and control. According to Axel Tietz, Human Resources Director of Quintiles Commercial Germany, the 100% positive customer feedback reporting Quintiles staff to be friendly, helpful and motivated, and the confirmation of good service quality gave the company a solid base on which to optimise in other categories. He also claimed that the continued employee satisfaction rate of 90% over the last years demonstrates a continuity that Quintiles can be proud of.



Managing Director of Quintiles Commercial Germany, Monika Beintner is of the opinion that good service companies need to show a high degree of flexibility, innovative power and execution skills. Creating an optimal balance between customers and employees, she claims, is essential to fulfil all the requirements of excelling in the healthcare services industry, a feat that is reflected in the high marks achieved in the company's recent assessments.

Initially established in North Carolina in 1982 by Dr. Dennis Gillings, the company's beginnings reach as far back as 1974 when Gillings began providing statistical and data management consulting to pharmaceutical clients. During these years, the contract research organisation (CRO) industry was formed as a way to provide independent product development services to the pharmaceutical and biotech industries. Although initially providing pre-clinical trial services, these CROs soon expanded into offering full services in drug development. Quintiles began as a CRO with a small core team in 1982, and by 1985 was providing contract services worth millions of USD to many large US pharmaceutical companies. Expansion in the US and into Europe began, and by the end of the 80s the company was one

Quintiles – Four Pillars – One Brand



of the fastest growing CROs in the industry. In 1990 a holding company called Quintiles Transnational Corporation was established for all Quintiles subsidiaries. The company expanded geographically into Asia, Africa, and South America, and began a strategy of acquisitions, in 1996 acquiring one of the world's leading contract pharmaceutical firms Innovex Ltd., which specialised in the sales and marketing of drugs for international pharmaceutical companies. In 1997 Quintiles became publicly traded, and in 1998 it reached a major milestone with reported net revenues of USD 1.19 billion, becoming the first company in its industry to break the one billion dollar mark. In 2003 the company was bought by Gillings and reverted back to being a private company. Today Quintiles employs over 20,000 people around the world and offers services in our main areas, clinical, commercial, consulting and capital.

Quintiles therapeutic areas of expertise span the entire product lifecycle in cardiovascular, endocrinology, infectious disease, central nervous system,

oncology, internal medicine, paediatrics, women's health, and public health and government services. Clinical services include clinical trials, biostatics, biosimilars, clinical monitoring, laboratory services, ECG, data management, medical writing, patient recruitment, regulatory services and model-based drug development. Quintiles commercial business is geared to bringing customers' products to market with services such as product and brand solutions, market access implementation, and multiple communications channels. Its consulting business offers expertise in product development and commercialisation, market access, regulatory requirements and quality, market intelligence, and IT and strategy implementation. Quintiles capital solutions leverage the company's financial, human and intellectual capital through partnership structures and alliance management services.

In March 2010 the company published a white paper written by Dr. Amar Kureishi, M.D., Head of Strategic Drug Development Asia, which claims that Asia will shape the future of drug

discovery and development by collaborating with western companies in a new model which will adopt multiple strategic partnerships. According to Kureishi's paper, Asia is ascending in the industry. The region's access to capital and its fresh outlook is driving new life into the discovery and development of drugs. Kureishi calls it 'New Health' and describes it as a changing landscape where patient empowerment and market access considerations will drive innovation and create a new balance between medical need and market considerations. The new model will focus on collaboration, centre on the CROs and biopharma companies, and utilise out-sourcing.



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