## Contents

1 Sustainable Development for the Health-Care Industry:
   Setting the Stage................................................................. 1
   Pierre A. Morgon

2 Can Innovation Still Be the Main Growth Driver of the
   Pharmaceutical Industry?...................................................... 39
   Alexander Schuhmacher

3 The Importance of Understanding the ‘Lived Experience’
   of Patients in Pharmaceutical Development Programmes.............. 69
   Kay Fisher

4 Listening to the Voice of the Patient to Facilitate Earlier
   Access to Promising Medicines: Interview with Sjaak Vink.............. 75
   Pierre A. Morgon

5 Drivers of the Real-World Data Revolution and the Transition
   to Adaptive Licensing: Interview with Dr. Richard Barker............. 81
   Pierre A. Morgon

6 Sustainable Development for the Healthcare Industry:
   Vantage Point from Emerging Economies........................................ 85
   Satish Chundru

7 Disease Management in the Perspective of Sustainable Growth
   in Health-Care System: Is Disease Management a Good Business
   Model for the Sustainability of Health-Care System?....................... 99
   Fereshteh Barei

8 Thoughts on Sustainable Health Care…in a Patient-Centric
   Society .................................................................................. 115
   Virgil Simons
9  The Biopharmaceutical Industry is Part of the Solution for Healthier, Wealthier Societies: Interview with Dr. Eduardo Pisani........................... 119
    Pierre A. Morgon

10 Sustainable Development Initiatives: Examples of Successful Programs and Lessons Learned—Interview with Dr. François Bompartz.............. 127
    Pierre A. Morgon

11 The Challenges of Sustainable Development for the Health-Care Industry: An Examination from the Perspectives of Biomedical Enterprises................................................................................................ 133
    Geoffrey Chun Chen

12 Corporation’s Social Responsibility: From the Awareness of Philanthropy to the Demand of Implementation................................. 147
    Vanessa Logerais
Sustainable Development for the Healthcare Industry
Reprogramming the Healthcare Value Chain
Morgen, P.A. (Ed.)
2015, X, 154 p. 14 illus., 8 illus. in color., Hardcover
ISBN: 978-3-319-12525-1