

### 'Pharma sector's new partnership models'

Pharmaceutical companies are increasing their investments in new and innovative offerings to meet demands. In the last one year, investments by pharmaceutical companies in smart phone apps, educational websites, social media platforms, wireless devices and other programs have increased by 78 per cent. While many of these initiatives involve collaborating in new ways with non-pharmaceutical companies, investments by these companies are out-pacing those made by pharma companies, challenging industry members to either increase their level of investment or risk diminished relevance, according to Ernst & Young's annual global pharmaceutical report "Progressions: Building Pharma 3.0".

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