

More Than Just a Fashion Statement: Sunovion helps bring research to the runway with Descience



Research scientists and runway models don't always mix in the same circles. But "Descience" was designed to do just that, merging two seemingly dichotomous worlds— science and fashion—with striking results. The Descience Fashion Show, staged at the MIT Media Lab on September 29th, was the culmination of a year-long competition between pairs of scientists and fashion designers. As a corporate sponsor of Descience, Sunovion had a VIP seat at the show and valuable opportunities to interact with innovators from around the world. "The event had all of the elements of a glamorous fashion show," as Anne Sullivan, VP of Corporate Development, described it, "— models, bright lights, the runway—but was elevated by a sense of scientific purpose."

Indeed, the science that inspired each look was front and center. Apparel inspired by cutting-edge research depicted diseases, disorders and scientific advances in vivid detail. Jaimin Mahadevia, Director of New Products Planning, was struck by the power of the imagery. "Sometimes as makers and marketers of therapies, you get overly clinical and can lose sight of the human element," he commented. "Seeing

these fashions made me think of how visualizing a disease would help us all bring the human element front and center."

How did Sunovion get involved in Descience? Back in September 2013, members of the Corporate Development team joined MIT's Industrial Liaison Program (ILP), an initiative designed to spur creative idea-sharing between the corporate and academic worlds. The team chose the Descience Project, brainchild of MIT student Dr. Yuly Fuentes-Medel, as its ILP project and Sunovion was pleased to sponsor such a prominent endeavor.

The entire process took roughly a year. In January 2014, designers from across the U.S. applied for a spot to participate. Scientists from around the world and from a range of fields—including neuroscience, molecular biology and biomedical engineering—were tapped for the project and took part in their own match-making. About 60 designer-scientist teams were formed, 45 of whom were selected to make dresses. Fast-forward to September 2014, where 15 finalists took to the catwalk for the final competition.

Although the garments and the cutting-edge research that inspired them took center stage, the creative challenge behind them was the main takeaway. By providing science with a new language, it made participants think about other possibilities outside their

normal spheres of study. “Descience is all about thinking outside the box and challenging new ways of looking at things,” said Amy Schacterle, VP Regulatory Affairs. “It’s really a perfect example of how innovation can be ignited through interdisciplinary collaboration.”



Out-of-Body Experience

This collaboration between a Boston designer and a bioengineer who studies a rare disease called cerebral cavernous malformation won the People’s Choice prize. The delicate red netted garment represents vascular networks that hold cells in the human body, while the 3-D printed bra and headdress represent the links between cells.



Captions:

First-Place Winner

Cytocouture, a team consisting of Boston-based designer Carlos Villamil and MIT Biomaterial Engineer Dr. Laura Indolfi, created a “Zero Waste Unisex Multifunction Clothing System.” This highly adaptable clothing system was inspired by Dr. Indolfi’s endothelial cells research, which focused on how endothelial cells behave differently according to the structure they grow in and cling to.

Photonic T Bone [photo:“Pink_Model.jpg”]

Research on bone tissue engineering inspired this dramatic look, which features a printed corset to illustrate the integration of a biocompatible plastic scaffold in the skin—a key element used by the scientist, together with isolated bone cells, to get neo-bone generation, monitored by multiphoton microscopy (represented here by LED lights). The hat and mask symbolize how isolated bone cells grow on a plastic scaffold to generate new bone.

People’s Choice Winner [photo: “Peoples_Choice_Scientist_Designer.jpg”]

Boston designer Candice Wu with bioengineer Chris Gibson, founder of the Salt Lake City pharmaceutical company. Gibson explained the inspiration behind the final product: “The science that inspired this dress melds experimental and computational biology to identify drugs that could be repurposed to treat genetic diseases. The design is inspired by the power and independence sparked within rare diseases patients by new technologies and treatments.”

Bio-Ball Brings Pharma and Biotech to Center Court for a Good Cause

March Madness hits close to home in Marlborough this month, as Sunovion scientists, execs and sales reps team up with Special Olympics athletes to prepare for Bio-Ball, a fun one-day basketball tournament that brings 16 local biotech and pharma companies together for some friendly competition and fundraising. The 11th annual Bio-Ball tournament, to be held on Saturday, March 21 in Cambridge, supports the 1,800 Special Olympics athletes participating in basketball programs throughout Massachusetts. Over the past decade, the Bio-Ball program has raised nearly \$1 million for the cause.



With the Special Olympics state headquarters just a stone's throw (three miles) from Sunovion's Marlborough campus, Bio-Ball makes for a perfect community partnership. Our company's focus on mental health and wellness also meshes well with the mission of Special Olympics: To provide year-round sports training and competition in a variety of Olympic-type sports for all children and adults with

intellectual disabilities. Sunovion has been participating in this program since its inception, with many of our team members playing year after year.

One such enthusiast, Eric Bennett, Associate Director Marketing, has participated in Bio-Ball since 2008 and five years ago took over reign as official Team Captain. In his current role on the psychiatry marketing team he works closely with key opinion leaders and the national congresses on strategy for LATUDA. Asked if he has a strategy for winning this year's tournament, Eric laughs and says it's not that cut-throat. It's less about competition and more about teamwork, camaraderie and giving back to the community, he explains.

Eric says he's gained so much from the experience over the years and has learned a lot, too. For instance, like many others he went into the program with the misconception that The Special Olympics is just for kids. It's for adults as well. "In past years we've had teams made up mostly of teenagers, other years we've had players in their 30s, 40s and 50s," he says. "The oldest Special Olympics player was 58."

Here's how Bio-Ball works: First, 16 biotech/pharma companies each field a basketball team of their own. Next, these company teams are each paired with a local Special Olympics basketball team to form an integrated team. On the morning of the tournament, the 16 integrated teams are divided into two divisions and spend the day competing in individual skills and 5-on-5 competitions. The two top integrated teams face off in the championship game as the grand finale.

Are the Sunovion team members serious contenders? "Let's just say that we try not to hurt ourselves," jokes Eric. "This annual tournament reminds us that we're all a year older."

Kidding aside, Eric stresses that what makes this day so special is the hands-on experience and the involvement with the players. “Fundraising is important,” he says, “but it's just as important to donate from a time perspective.”

“It's really about the experience, about being there. Seeing a little girl with Down syndrome who's only five feet tall do this amazing 3-point shot—it's a feeling you just can't describe. It's what makes the whole day worth it.”



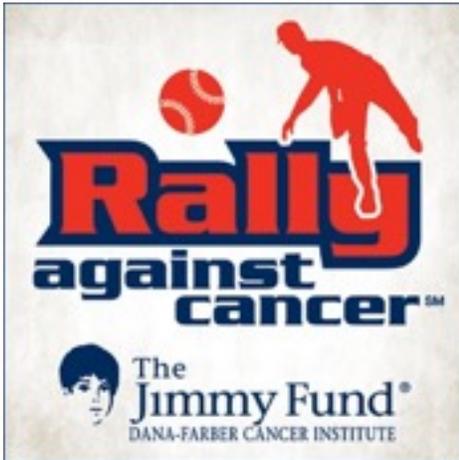
photo credit: specialolympicsma.wordpress.com

To learn more about the event visit the Bio-Ball website. And if you'd like to cheer on the Sunovion team from the bleachers, mark your calendars for March 21st! Address below:

Cambridge Rindge and Latin School 459 Broadway, Cambridge, MA 02138



EMAIL COMMUNICATIONS



Subject line: **Monday 4/13 is “Wear Red Sox Gear to Work Day!”**

Fenway Opening Day is right around the corner! This year we're joining with the Jimmy Fund to support cancer research and hope to get the entire Team Sunovion onboard. On Monday, April 13 all Sunovion employees are encouraged to sport Red Sox gear or colors to root for the home team—and to raise funds for a good cause. Companies, schools and organizations from throughout the state are joining forces to show their spirit in the fight against cancer. By rallying with the Jimmy Fund, our collective efforts will knock it out of the park!

Here's how it works:

1. Between April 6–13 you can donate \$5 or more to the Jimmy Fund online or in person. Either: Log on to <http://www.rallyforthejimmyfund.org/> and donate to “Team Sunovion.” Or, make a cash donation at the 84 or 158 reception desks.
2. On Opening Day, wear your Red Sox gear to work! Rumor has it, you'll be rewarded with peanuts and Crackerjacks.

Where does the money go?

The money raised through the Jimmy Fund Rally allows future discoveries to revolutionize cancer treatments around the world. It also helps make the everyday patient experience just a little easier.

Along with transportation and toys for young cancer patients and Mammography Van community screenings, money raised from Fenway Opening Day will help support more than 650 clinical trials taking place every day at the Dana-Farber Cancer Institute and the development of new cancer drugs.

Ready to play?

For questions or more details, just ask our Team Coach: Bruce St. Pierre, ext. 7720.

“Every strike brings me closer to the next home run.” – Babe Ruth



RESEARCH & DEVELOPMENT COMMUNICATIONS

Welcome to R&D Central on the Source!

In keeping with the DSP group vision, Sunovion strives to be a globally active R&D-based company that contributes to medical care and scientific advancement through the development of cutting-edge treatments and technology.

Here in the R&D group, we work hard to meet this challenge every day and are well positioned to contribute to Sunovion's overall success. As our expert staff adapts to the changing pharma environment both here and overseas, we will continue to bolster our pipeline and find novel approaches and treatments to improve the lives of people worldwide.

This section of the Source contains useful news and information about the R&D organization, along with guides to help you navigate among our departments and better understand our work. Browse through these pages and visit often to keep in the loop. We will keep you updated as we continue to make new discoveries and break new ground.

SUNOVION EMPLOYEE PROFILE

Meet Jack M., Vice President, Respiratory Sales

Massachusetts born and bred, Jack Mahoney is obsessed with the Red Sox, the Celtics and... fried clams. In his free time he enjoys family trips to his favorite spots on Cape Cod; engages in “old man sports” like swimming and golf; and practices with Sunovion's 40-person cycling team to prepare for the annual 180-mile American Lung Association ride.

Having worked for Sunovion for more than a dozen years, Jack has held a range of sales and marketing roles—from regional sales director to brand marketing director to national account director. Having bounced between jobs in the field and in the Marlborough office, Jack jokes that he tries to switch jobs every 2–3 years at Sunovion, just to keep on his toes. “I’m a sales guy,” he says, “I like to stay active.”

In all seriousness, he says he loves what he does and is proud of the products Sunovion sells. As he puts it, “As sales people, we can sell pens or cereal or dog food, but we choose to sell products that can really improve patients lives.”

Jack has been with the Respiratory Sales group since 2009 and has held his current position since June 2011.

Tell us about your team.

The Respiratory Sales team is made up of about 215 sales reps who we call “therapeutic specialists,” plus sales leaders. We sell BROVANA® and ALVESCO® and our job is to drive sales for both those products. The toughest job is done by our reps who make sales calls on 6–10 physicians a day. Some have really big geographies, while others have compact territories in metropolitan areas.

Where are you all located? How often do you get together?

Our team members are located across the entire country, but we try to get everyone together in person at least three times a year. In June we all came together for a national sales meeting down in Orlando, and it was a really great time. We were rolling out BROVANA® to the sales team and used the occasion as a celebration and bonding experience as well. We always try to make it fun.

How so?

We do goofy things—for instance, at the Orlando meeting we had an 'interrupter' in the audience, who played his role very well and provided some comic relief. So while we had all these talking heads up on stage, this guy kept interrupting with questions. By the end of the meeting, I think the sales team was ready to appoint him president of the company!

We also hired a motivation speaker who works with a lot of division 1 sports teams and high performing business teams. He did a really good 'no excuses' presentation about going the extra mile, doing one more sales call, and being accountable for your own success.

Last but not least we put on a game show! It was a product knowledge competition and one of our trainers dressed up like a game show host with a tux, etc. and the winner actually got a pretty good prize.

How do you make it all meaningful?

We also invited a BROVANA® patient named Linda Bray to speak at the meeting. She talked about how before she was on BROVANA® she was so sick with COPD that she recalled crawling to the door after calling 911 because she could barely move.

The meeting theme was 'Everyday Heroes' because we think our sales force are heroes in what they do every single day. About five people got up and talked about why they do what they do. What we found out is that they all almost sell to a higher purpose.

They've had a family member or friend or know someone with COPD and have been touched by that experience. For many of our top reps, that was a common denominator as they got up to the stage. It was very emotional and inspiring and motivating.

Sure these reps are very competitive, and they're high achievers. They all do compete against one another, but there's a really big team component here as well and they're much more passionate about what they do than one might expect. It's more than just selling to get the next bonus or salary increase. It's about delivering a medicine to patients or giving patients access to a medicine that's really going to change their lives. We talk about this a lot throughout the entire company.

That seems central to your core values as a team.

It's a patient-centered approach; selling with a purpose. The vision for us in Respiratory is to be the best at delivering customer experiences that exceed expectations and drive business results.

What makes your team so successful?

They're a really experienced sales team; they have a lot of initiative, creativity, ambition and resilience. Sales is not for the weak of heart. We've talked a lot about personal accountability and they really do feel accountable. They are owners of the product. It's almost like a small company and I think that, across the board, the team has really done an amazing job with these products.

Which team accomplishment makes you most proud?

When BROVANA® was launched in 2007, the highest sales level that they ever expected this product to reach was \$85 million. Last year we did \$160 million in sales and next year we're shooting for \$200 million in sales.

This product was pretty much on the shoulders of our sales team, who really found a way to make this product bigger than it actually was by finding some innovative ways to sell it. The team has really done a great job in DME (durable medical equipment). We have just one branded competitor and we have done a phenomenal job of keeping a strong lead over the competitor. This has really surpassed the original expectations at the launch of this brand.

What's the most rewarding part?

We have a really great group of people and it's wonderful to watch them grow and develop and achieve success. That's why I've stayed with this company. Sales people are different: They're very outgoing, very solutions driven. The glass is always more than half full. They've got initiative and lots of drive, and it's very rewarding to work with these people and watch them succeed.

Talk about challenges. There must be many in this business.

There's a lot that can happen in the marketplace that could almost derail what you're trying to do. Therefore, you have to respond quickly and rebound.

For me, the challenge is to make sure all of us have our eyes wide open—so that we've got a good view of the market, so that we get the right strategies, and so that we can execute those strategies in the right way.

What did you study in school? How did you decide to go into pharmaceutical sales?

I got a BA in Economics and an MBA. My first job was working for a medical company in a manufacturing environment and it was pretty dull. I guess I didn't know I wanted sales until I was working in a field I didn't like!

I had always been intrigued by sales and marketing, but my impression of sales had been selling encyclopedias or door-to-door vacuum cleaners. Once I got into sales I saw that every day was different and I loved that. Products evolve and are always improved so that makes the work interesting as it's constantly changing.

Also, I'm a competitive person by nature and I think you find a lot of people in sales are as well. Most of us played sports as kids or adults, and we all still have that competitive spirit.

Which sports did you play growing up?

I played basketball and baseball in high school and rugby in college – but that was a long time ago. Now I'm trying to ease into middle age by doing a lot of cycling, swimming and playing golf. They're all good 'old men' sports.

We've actually got a cycling team here at work and this is our third year doing the American Lung Association (ALA) ride. We do the ride every September—covering 180 miles over three days.

Where are you from? Tell us a bit about your background.

I grew up in Worcester, Mass., one of six kids. I come from a humble background; my dad as a state cop, my mom was a nurse.

I now have a pretty good sized family myself with four kids. My oldest, Meredith, is in grad school. My next oldest, Katherine, just graduated from Xavier University in Cincinnati, and my son is going to be a junior at Xavier next fall. My youngest, Claire, will be a junior in high school. She's a three-sport athlete down in Mansfield, MA.

Having four kids must keep you busy!

Well, years ago I was busy coaching all of their sports teams and now I'm busy paying all their tuition. I've got 10 out of 16 years of college paid for, so six more to go.

Where's your favorite place to travel?

Florence, Italy. I've been to Italy a couple times, and Florence is my favorite city.

What about here in the States?

I love Cape Cod, and it's always been a big part of our lives. My wife grew up on the Cape; we met the first year of college and we even worked together on the Cape one summer. Cold Storage Beach in Dennis is our favorite spot. We took our kids there when they were babies and we've been taking them there ever since.

If you were stuck on a desert island and could have just one type of food delivered, what would it be?

A lobster roll, definitely. Fried clams would be a close second. If you asked my office mates, they'd probably say I'd answer fried clams. And I do love fried clams.

Any good tips on where to find the best lobster rolls?

Yes. The Sesuit Harbor Cafe in Dennis. It's right off 6A , almost hidden in a boatyard. You might not recognize the place, as it's almost like a clam shack within a marina. You sit on picnic tables overlooking the harbor, and it's standing room only—that's how good it is. It's probably the best lobster roll I've ever had in my life.

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SUNOVION EMPLOYEE PROFILE

Meet Andrei P., Executive Medical Director, Clinical Development and Medical Affairs

A former flight surgeon with the Russian air force, Andrei Pikalov is skilled at making critical decisions under pressure. Having switched gears in the late 1990s to study psychiatry in the States, he now has his finger on the pulse of medical affairs, as well as the latest cutting-edge clinical data in both CNS and respiratory therapeutic areas. As for adventure, the avid downhill skier now gets his adrenaline rush on the winter slopes—the steeper, the better.

At Sunovion, Andrei is in charge of a lot of moving parts. He is responsible for all Medical Affairs business related to Latuda® (lurasidone HCl) in the U.S. and U.K.; and for Scientific Communications, Medical Information and Grants CME and IITs) for all current brands, both in CNS and respiratory therapeutic areas. He also handles the coordination of work between Clinical Development and Translational Medicine, Marketing, Managed Markets, HEOR, MSLS, Financial, HR and Data Sciences. As skilled as he is in all of the areas above, he says he could not keep all the balls in the air without the support of his stellar team.

Describe your team's role. How does it fit into the big picture?

The Medical Affairs function/department is vital for overall business success. We serve as a bridge between Clinical Development and Commercial; we are the key contact for the outside world when they have any question about any Sunovion compound; we are responsible for medically correct and scientifically appropriate interpretation and communication of our pre-clinical and clinical data. We are scientific/medical “face” of Sunovion for the medical and academic/research community.

What makes your team successful?

People. Professional, educated, experienced, energetic, ambitious people, striving for the best outcome and looking at the interests of business at every step of their daily work. (“And a great boss/thoughtful leader above them, of course,” he adds, with a chuckle.)

Are these people all based in one location?

We have two team members in Fort Lee, but the majority (currently 15) are based full-time in Marlborough. I split my time 50/50 between Marlborough and Fort Lee.

How do you all stay connected?

Through daily phone and in-person communication with my team members. I also strive to acknowledge and respond to every email—making it a mainstream of cross-communication throughout the day. However, I give the highest value to face-to-face meetings and interactions with my team members, which has me traveling to Marlborough on a weekly basis. I also use mobile communication and video conferencing as much as possible.

How often do you meet in person?

As often as I can. I have regular, scheduled one-on-ones with my staff and will go out of my way to have these face-to-face versus by phone.

How do you collaborate with other teams?

Matrix team work and cross-functional collaboration is the nature of our work. Many stakeholders depend on us for successful execution of their projects. For example, we collaborate on coordination of research projects and results interpretation with the HEOR team; on both strategic and tactical levels with Commercial; on development of key medical communication messages with our MSL group; on resource and project planning with Data Sciences group; and on disease state and data education related activities with Marketing, Managed Markets and the wider Commercial group. We have regular and ad hoc meetings at both campuses, looking for the maximum number of attendees to be face-to-face in the room at the same time, whenever possible.

If you had to name one main team accomplishment, what would it be?

Overall, I am very proud to state that our Medical Affairs group has become the expert on subject matter (lurasidone scientific data) and has been able to support successful communication of key findings to those who need it the most while caring for patients with devastating mental illnesses.

How does your group strive to expand global reach and advance science?

We are active educators (on principles of Medical Affairs business) and supporters of Sunovion Canada, DSP Medical Affairs and now Medical Affairs in the U.K. We do research and analyses on methodological aspects of our data, presenting it at multiple meetings thereby further advancing the understanding of better clinical trial design and outcomes.

What do you find most challenging about your work? What do you find most rewarding?

The most challenging part is the constant need to set priorities and put aside some projects because of lack of time or resources. I would like to do more, but 24 hours in a day is never enough. The most rewarding part is to see how my team members reach success after hard and smart work, seeing a smile on their face and hearing them say “yes, I did it!,” and knowing that I have something to do with that as well. The other reward is when a physician, whom I do not know, approaches me at meeting and starts thanking Sunovion for the great effort developing and bringing “this great medication” to the market, which has helped many of his patients.

Tell us about your professional background.

I graduated as a Flight Surgeon with an M.D. degree from the Military Medical Academy and later received my Ph.D. in Aviation and Space Medicine from the Institute of Aerospace Medicine of the U.S.S.R. Air Force. After moving to the U.S. I completed my residency training in psychiatry and practiced for several years in both private and community settings, while also conducting clinical trials for major pharma companies. I started my industry career as Director of Medical Affairs at Otsuka and have been with Sunovion for five years.

What were your favorite classes as a student?

Psychiatry was my favorite subject by far! I was always wondering, why can we fix so many things in the human body, but there is so little we can do to help our brain?

If you had it to do all over again, would you study something different?

No question, I would go into medicine again. But I would study more and harder though.

Tell us about your early years. Where were you raised?

I was born and raised in St. Petersburg, Russia—the “Venice of the North,” a beautiful city with deep and refined cultural traditions. I love its gorgeous architecture and have spent much time in its museums, including the Hermitage, one of the largest and oldest museums in the world.

As a child, what did you want to be when you grew up?

I wanted to be a military pilot and a doctor, so I became a flight surgeon!

Describe a memorable childhood science experiment (gone right or gone wrong!).

I was about 4 or 5 years old and was growing a plant in a glass container. I closely observed how the seed developed roots, stem and then flow. I remember thinking, Where it all is coming from? It was a big question from a small kid.

What do you like to do in your free time? Do you have hobbies or favorite activities?

In winter I do downhill skiing; in summer I enjoy hiking and other outdoor activities. When everyone has time to get together, there is no substitute for a family movie.

Can you tell us about your family?

I've been married to Laura for 26 years and we have three children. Our son Andrew is a hardware engineer at Dell; our older daughter, Sofia, is enrolled in an MS (pre-med) program at Rutgers; and our younger daughter, Anna (the family's sweetheart), is an entrepreneur.

Do you have any pets?

We are taking care of my older daughter's pets while she is at college—a Miniature Alaskan Eskimo dog called Ziggy, a chinchilla and many fishes!

What's your favorite vacation spot?

Vail, Colorado

If stuck on a desert island and you could have one type of food delivered, what would it be?

Dark chocolate

What excites you about the current state of the pharma industry?

Continuous innovation and a chance to find a remedy to alleviate devastating maladies of humankind.

In what ways do you see the company or field becoming more creative and or innovative?

Thinking out of the box, looking for non-conventional ways to accomplish tasks more effectively, allowing experimentation and exploration.

Does the impact of improving more patients's lives make your work more personally rewarding?

ABSOLUTELY!