

THE VIEW

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The rapid spread of the COVID-19 pandemic has redefined the global landscape, forcing the life sciences industry to innovate at an unprecedented pace. As such, we're witnessing a slew of strategic partnerships, investments, and policy reforms in this direction. Here are the key developments we've observed over the last few weeks.

Battling the pandemic

As the COVID-19 pandemic evolves, health organizations are adapting practices to overcome new hurdles and continue to focus on safe-testing, treatment, and triage options. Promising developments in policies and global partnerships continue to expedite COVID-19 clinical trials.



Partnerships and investments

PDS Biotechnology (USA) partners with Brazil's Farmacore Biotechnology for COVID-19 vaccine development ([Pharmaceutical Technology](#))

WHO, global partners launch \$18bn COVID-19 vaccine initiative ([Fierce Pharma](#))

Leading treatments

Remdesivir (Gilead), Dexamethasone, and Convalescent plasma emerge as leading therapies for the treatment of COVID-19.

Key developments

Pfizer, BioNTech post positive COVID vaccine data, eye phase 3 ([Fierce Pharma](#))

Bharat Biotech's Covaxin becomes the first Indian COVID-19 vaccine to enter human trials ([Business Insider](#))

FDA will require 50% efficacy for COVID-19 vaccines ([Fierce Pharma](#))

Glenmark Pharmaceuticals (India) to launch in the market as 'FabiFlu' for mild to moderate COVID-19 symptoms ([CNBCTV18](#))

Tracking COVID-19 developments with social listening

COVID-19 clinical trials have been progressing at an unprecedented

pace. As the state of treatments evolves rapidly, here's how social listening can help firms stay abreast of the latest developments.



Industry news

FDA approvals

Novartis' Ilaris injection receives approval for Adult-Onset Still's Disease treatment ([fda.gov](https://www.fda.gov))

Boston Scientific gets FDA green light for its Lux-Dx Insertable Cardiac Monitor System that can detect arrhythmias ([Mass Device](#))

Partnerships

Bayer (Germany) collaborates with Ramot (Tel Aviv) to test drugs using 3D printed human heart tissues ([Manufactur3DMag](#))

Sanofi and Translate Bio expand license agreement to develop mRNA vaccines for infectious diseases ([ContractPharma](#))

Abbott's Freestyle Libre CGM combines with Tandem's t: slim X2 pump to monitor glucose without fingersticks ([Mass Device](#))



Investments and M&A

Pfizer links with SidekickHealth for digital health solution ([Pharma Times](#))

Novo Nordisk's USD 725mn acquisition of cardio-renal specialist Cordivia ([Pharmaceutical Technology](#))

Gilead acquires 49.9% equity in Pionyr Immunotherapeutics for USD 275mn ([FINSMES](#))

Merck acquires Themis to accelerate the SARS-CoV-2 vaccine program ([Business Wire](#))

Cambridge Enterprise invests EUR 1.8mn in early drug-discovery firm PharmEnable ([Pharma Times](#))



The way forward

The global pandemic has set the stage for digital health's more central, dynamic role in meeting consumers' evolving health care expectations. Going forward, applying digital tools and omnichannel approaches will offer a leg up to players across the life sciences industry.

AI transforming the future of pharma

Addressing drug shortages, drug recalls, and the opioid pandemic. ([Pharmacy Times](#))

Emerging digital health technologies

“The demand has shifted forever on

More than half of digital healthcare solution providers indicated that they are developing or planning to develop on-body or wearable devices as they begin their digital health journey. The next biggest category is patient monitoring. (MDDI)

Medical device cybersecurity

In the age of IoMT, global healthcare providers must continue to evolve their security approach to ensure the protection of care facilities, medical devices and the safety of patients. (MedTech Intelligence)

virtual care, and we're on the verge of a new era for virtual care in the health-care system."

- Jason Gorevic, CEO of Teladoc Health

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