

# MassBio

MASSACHUSETTS BIOTECHNOLOGY COUNCIL

## **2009 ANNUAL REPORT**





main: 617 • 674 • 5100 fax: 617 • 674 • 5101

Massachusetts Biotechnology Council  
Ninth Floor, One Cambridge Center  
Cambridge, MA 02142

Dear MassBio Members:



Following the economic challenges that hit our industry and others in 2008, 2009 was a year of strategic growth and transition for MassBio. With discussions on national health care reform and the need for a new biotech business model swirling in the media and in industry hangouts throughout Massachusetts, we at MassBio worked to provide more relevant, timely and effective programs and services to all of our members.

When planning and implementing our goals for 2009, we had some help. In April, we released the 2015 Report, a strategic plan to ensure the Massachusetts cluster retains its positions as the world leader in life sciences. That report—which made recommendations in the areas of collaboration and innovation, capital formation, business services, talent, company recruitment and retention and industry representation—will serve as our roadmap to build offerings for members over the next several years.

We were thrilled to re-launch and reinvigorate your trade association, not just with a new logo and name, but also with new programs and services targeted to helping our members meet the needs they've encountered in this new biotech landscape.

We are especially proud of the successes we saw in early 2010 as national healthcare reform was signed into law. MassBio has worked diligently and collaboratively to assist in creating a system in which adequate healthcare is available to all. We will continue to work with the Massachusetts delegation as the law is implemented, in order to preserve and enhance incentives for investing in the new therapies and tools that will improve and save lives.

We remain committed to the mission laid out by the founders almost 25 years ago: to foster a positive environment that enables each biotechnology company to achieve its full potential. We thank you for joining us as we tackle the work necessary to fulfill that mission.

Sincerely,

Robert K. Coughlin  
President and CEO

## The New MassBio



In September, we rolled out the new MassBio, complete with a new logo and new website. We are confident our new name and new look more appropriately captures who we are and what we do. We will be more accessible, which is crucial as we continue to position your trade association-- and the Massachusetts cluster-- as world leaders in the biotechnology industry. The new logo represents our strength as an organization, in connecting and convening, in bringing together industry leaders to teach and to learn. Most importantly, it represents the future of the industry and the hope it creates for patients around the world.

The screenshot shows the MassBio website interface. At the top, there is a navigation bar with a search box and links for 'Member Portal', 'About', 'Economic', 'LOGIN', 'Create Member Portal Account', 'MassBio', 'Contact', and 'Search'. Below this is the MassBio logo and a main navigation menu: HOME, ABOUT, MEMBERSHIP, PURCHASING CONSORTIUM, EVENTS, ECONOMIC DEVELOPMENT, POLICY, NEWS, CAREERS, MEMBER PORTAL. The main content area features a large blue banner for the 'MEMBER TO MEMBER DISCOUNT PROGRAM' with a 'Check out this NEW MEMBER BENEFIT' button. To the right of the banner are four featured programs: M2M Program, New Biotech Tax Credit, MassBio Investors Forum, and BioBasics Course. Below the banner are sections for Sponsors (Fisher Scientific, Massachusetts), More from MassBio (Newsletters, Annual Report, Calendar, Directory), About MassBio, Latest Updates, and Events.

The new [www.MassBio.org](http://www.MassBio.org) offers added value with a members-only portal. By logging in, employees of member companies located anywhere in the world can access MassBio content including live webcasts and video on demand of committee meetings, and footage from Signature Events. Members can also manage their membership online, by maintaining contact information and email subscription preferences, as well as by posting jobs or events to the MassBio website.

The rebranding effort continued throughout 2009, with the development of new marketing materials, a video to help sell sponsorship and continued outreach not just to members, but to industry stakeholders and thought leaders, to introduce them to the new MassBio.

## Economic Development

In 2009, the MassBio Economic Development Team hosted 8 BioLeads meetings. Out of a total of 62 “leads,” or parties interested in opening or expanding facilities in Massachusetts, the MassBio played an integral role in bringing and retaining 10 company facilities in the Commonwealth. The 10 “wins” include:

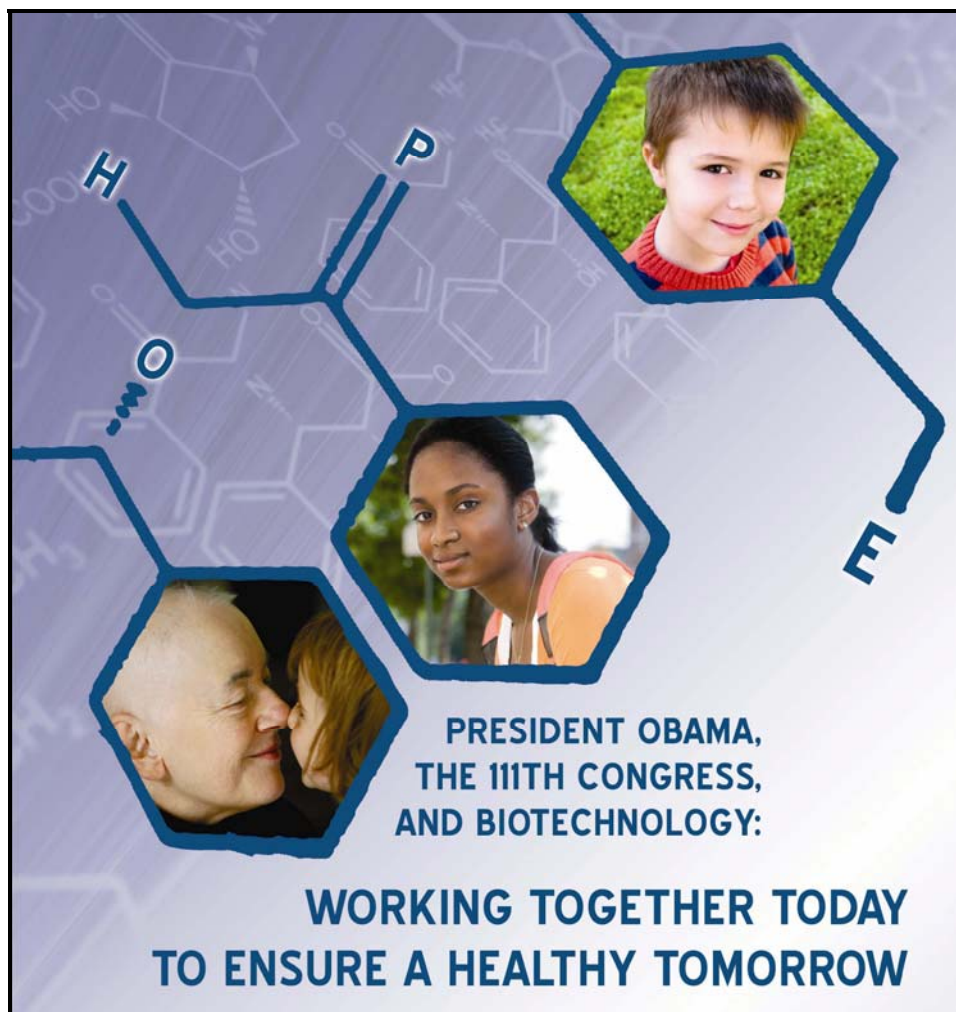


- Cubist Pharmaceuticals – Additional Expansion in Lexington, MA
- EMD Chemicals – Location of R&D space in Cambridge, MA
- Wolfe Labs – Expansion assistance through Life Sciences Center
- PX Therapeutics – French Company opens and expands in Cambridge, MA
- BioCell Center – Italian company opens U.S. HQ in Medford, MA
- Qteros – Expansion and relocation within MA
- Chemic Labs – Job retention in Canton, MA
- Variation Biotechnologies – Quebec company opens new space in Cambridge, MA
- Gingko Bioworks – Start-up space in Boston, MA
- Merrimack Pharmaceuticals – Expansion in Cambridge, MA

Combined, these wins are projected to yield 508 new jobs and result in \$141 million in private investment in Massachusetts.



Additionally, the statewide BioReady™ Communities Campaign continues to gain traction with municipalities seeking to attract biotechnology development. We now have more than 60 communities rated, with many of those actively working to improve their rating in the future.



MassBio is front and center on Capitol Hill when it comes to advocating for policies that will pave the way for innovation. In January 2009, MassBio released *Working Together Today to Ensure a Healthy Tomorrow*, a policy white paper aimed at educating President Obama and the 111<sup>th</sup> Congress on the issues and opportunities facing the biotechnology industry this legislative session. The white paper was well received and positioned MassBio as a source of industry information as discussions around national health care reform heated up.

We worked tirelessly—in conjunction with BIO, other stakeholder organizations and the Massachusetts delegation—to keep the needs of industry and patients at the forefront of the discussion. We are proud of the result, which balances the need to ensure health care coverage for all with the commitment to preserve incentives for innovation. We look forward to working with the delegation and members, as the new law is implemented.

In Massachusetts, MassBio is a constant presence at the State House, working hard to advocate for policy that encourages innovation and protects the economic engine that the life sciences industry has become in the Bay State. In 2009, we hosted a dozen Biotech Caucus meetings, which included both tours of member company facilities and programming at the State House to educate legislators and staff the work that is done in our field. MassBio harnessed the collective interest of its members to ensure that the regulations resulting from a new sales and marketing disclosure law would not impact the businesses of our members too harshly. In addition, we embarked on new initiatives to allow Massachusetts patients to access manufacturer co-pay assistance programs, and against legislation banning the use of prescriber data in the industry. To better serve and inform our members, we also rolled out a Legislative Priorities tool, showing and tracking legislation of interest to the industry.

## **Purchasing Consortium**

One of the most tangible benefits of joining MassBio is the opportunity to save a significant amount of money on products and services through our Purchasing Consortium. We were excited to bring our members the most competitive pricing available anywhere on lab supplies through a new partnership with Waltham-based Fisher Scientific. We worked to address members' insurance needs, bringing on Indigo for ancillary insurance products. And we answered the call to help members save money on energy costs with a new partnership with energy and natural gas procurement firm SourceOne.

We're pleased to announce we now have 75.4 percent participation from companies with 1-100 employees and 70 percent participation for our total membership. Overall, our members achieved savings of 30 percent off of already discounted pricing by using the Consortium.

## **Committee Meetings**

The MassBio Member Committee Meetings continue to be one of the most popular programs we offer members, and in 2009, we expanded the programming with a new Security Committee and the re-launched Information Technology Committee. Committee meetings allow MassBio members to discuss and share their ideas, advice, and experiences with the numerous challenges and opportunities that life science companies face every day. Each committee is chaired by volunteers from member organizations, and committee chairs help arrange educational seminars featuring keynote speakers and panels to address a wide variety of current topics.

Statistics:

- Our 18 committees held a total of 110 meetings over the course of 2009.
- Over 5,000 member company employees registered to attend the seminars.
- Live web streams and on-demand playbacks were launched in 2009 to expand the reach of committee meetings to member company employees around the world.

## **Pharma Days**

Pharma Days, launched in 2008 as a venue to harness ongoing biotech and big pharma partnerships and collaboration, grew leaps and bounds in 2009. These programs provide a venue for leaders from burgeoning biotech companies and make connections that may become dynamic and successful collaborations and strategic partnerships.

Pharma Days offer:

- One-on-one partnering with CEOs and heads of business development in your therapeutic/diagnostic space.
- Present your company's sourcing strategy for new licenses and acquisitions to the biotechnology community.
- Intimate and unhurried exchange of information.

Currently, Pharma Days are only open to the MassBio membership. In 2009, MassBio hosted Pharma Days for GlaxoSmithKline, Eli Lilly and Company, Merck, Pfizer, AstraZeneca and EMD Serono.

## Annual Meeting

# 09 Massachusetts Biotechnology Council ANNUAL MEETING

The MassBio Annual Meeting was revamped this year into a two-day event focused on the "Business of Science," showcasing the best science under collaboration between academia and industry. More than 430 people attended the keynote presentations, panel discussions, awards luncheon and networking opportunities. Working with Fisher Scientific, we also coordinated a Vendor Expo to allow associate members and other organizations to showcase their products and services to members. Finally, the first ever Innovative Leadership Award recognizing outstanding leadership in the industry was presented to EMD President & CEO Fereydon Firouz at the Annual Meeting awards luncheon.

Company Type		
Biotech/Pharma/CROs	217	50%
Service Providers (law firms, consultants, etc.)	135	31%
Govt Agencies, Academic Medical Centers	71	16%
Other	12	3%
<b>Total</b>	<b>435</b>	

Attendee Level		
C-Level	85	20%
SVP or VP Level	93	21%
Director Level	121	28%
Manager Level	64	15%
Other	72	17%

## Investors Forum



MassBio's Investors Forum, which took place on October 6, 2009, is New England's largest biotechnology investor forum. About 260 organizations were represented by nearly 400 individuals, and dozens of high level one-on-one meetings took place over the course of the event.

Company Type		
Biotech/Pharma/CROs	94	36%
Financing Organizations	59	23%
International Partners	12	5%
Acad Medical Centers	8	3%
Disease Foundations	8	3%
Other	79	30%
<b>Total</b>	<b>260</b>	

Attendee Level		
C-Level	120	31%
VP Level	65	16%
Director Level	72	18%
Manager Level	79	20%
Other	60	15%
<b>Total</b>	<b>396</b>	

## MassBioEd: A Continuing Partnership



## Massachusetts Life Science Education Consortium (MLSEC)



Established in 2009, the Massachusetts Life Science Education Consortium's (MLSEC) mission is to promote a coordinated approach to the development of the Massachusetts life science workforce through a partnership between the life science industry and higher education. It has garnered the support of all sectors of higher education and gathered the leading executive voices of the biotechnology industry to address the issue of STEM education and workforce development in Massachusetts. MLSEC has provided the biotech industry and educators opportunities to address curriculum development, retraining program design, co-ops and internships, and other workforce development concerns. The consortium advocates and assists in the development of the premier life sciences workforce through a commitment between the life science industry and higher education

### 2009 MLSEC accomplishments:

- MLSEC Executive Committee formed with representative leaders from the biotech sector, community colleges, private and public four-year colleges and universities.
- Through extensive work with community college faculty and industry representatives, a portfolio of biotech core competencies for community college programs was created.
- A set of criteria for community college certificate and degree programs has been proposed which will lead to industry endorsed programs.

## Annual Golf Classic Fundraiser



The MassBio and MassBioEd hosted the 15th Annual Golf Classic Fundraiser at Stowe Acres Country Club on Friday, September 11, 2009. The event raised \$104,839 for the Foundation. Proceeds from the fundraiser go to support science and biotechnology education in Massachusetts through school programs, workforce training, and lifelong learning. Nearly 290 golfers attended the event, representing 109 companies.

## MassBioEd Learning Center



Launched in 1994, MassBioEd's Learning Center offers courses, seminars, and in-depth training for biotechnology professionals and the adult public. All courses are taught by industry professionals—ensuring that the workforce pipeline is perpetually sustained.

A total of 180 students from 95 different companies participated in programs at the Learning Center in 2009. The Learning Center also introduced one new program in 2009: BioBasics: Industry Knowledge for Scientists. It has been rated very highly and is being offered in 2010.

### Current Courses:

- Biotechnology Project Management
- An Overview of Clinical Research
- BioBasics: Industry Knowledge for Scientists\*
- Leadership Training Program for Scientists
- Current Good Manufacturing Practices (cGMP) Training
- Improving Biotech Presentation Skills

\* Program was introduced in 2009

## BioTeach



MassBioEd runs BioTeach, an ambitious teacher professional development program designed to support biotechnology instruction and career awareness activities. BioTeach aims to provide professional training for educators in all Massachusetts high schools, so they can access and use biotechnology curricula, expose students and teachers to career awareness activities in the life sciences, partner with schools, government, and local businesses to support scientific curiosity, increase student participation in science, and train some for a career in the life sciences.

As of 2009, teacher professional development training and equipment had been provided to 177 public high schools, including 15 new schools in 2009 alone. Almost \$3 million in equipment supplies and consumables has been awarded, and nearly 500 science teachers have received biotechnology laboratory training, reaching over 26,000 students.

## Life Science Career Development (LSCD) Expansion

In addition to the BioTeach grant program, the LSCD Program supports the development of academic, personal, and employability skills for students pursuing careers in the life sciences at the post-secondary level. This competitive grant is available to schools that have received the BioTeach grant since 2004. The LSCD program works to institutionalize a sustainable, collaborative leadership model involving guidance, administration, and science teachers working together to create this learning environment.

2009 LSCD Program accomplishments:

- Developed awareness and excitement about life science careers among students, teachers, administrators, and guidance staff.
- Built teams of teachers, guidance staff, and administrators that work with life science business and higher education partners.
- Developed co-curricular and informal learning models to enhance students' classroom experiences.
- Participating schools provided two levels of extra curricular opportunities to students, and extending the program intervention from one year to two or more years of activities.
- Efforts secured local administrative support for the joint efforts of teachers and guidance personnel.
- Student led biotechnology clubs emerged as highly effective ongoing support structures for the program.

