



RUSTON POOLE International

Recruiting excellence in global healthcare

Date: 27 June 2007

RUSTON POOLE SURVEY REVEALS GENERICS INDUSTRY MYTHS

Perceptions of the generics industry by those working in 'big pharma' do not necessarily reflect reality and may be holding people back from career moves that could benefit them, according to a recent survey.

The survey was undertaken by Ruston Poole International, the specialist healthcare Executive Search firm, and presented by Chief Executive Paul Edwards to the Board of the EGA (European Generics Medicines Association) at its annual meeting. Findings are based on interviews with 30 senior employees of pharmaceutical 'innovator companies' in Europe and the UK. Respondents were split equally between operational, R&D and commercial staff.

Key points emerging are:

- 'Leaders' in the generics industry are believed to be similar to 'big pharma' companies in terms of product efficacy and ethical behaviour. They are also seen by over 75% as bringing medicines to developing countries that would otherwise be excluded from these benefits
- There is however more suspicion about other players in the generics industry, particularly those outside Europe and the US; and a general belief that generics firms put less investment into R&D
- Issues such as salary and management structures, whilst seen as potential problems for some respondents, did not register as major concerns for a large number of those questioned
- Those respondents employed on the commercial side were consistently more negative in their attitudes than those in the operations or R&D divisions
- Whilst about 50% of respondents would prefer to stay in the innovator sector, only 20% would not consider a job in the generics sector

'This is a fascinating insight, and clearly there are some myths here that need addressing,' says Paul Edwards. 'I was privileged to sit on the Executive Committee of the EGA for two years, and during this time I met some of the best decision-makers that I have ever come across in the entire pharmaceuticals and healthcare industry. The need for high quality and timely decisions, and to ensure that every cent is spent wisely, create an extremely dynamic environment, where the quality of the people and their ability to manage in a constantly changing marketplace is paramount.

'Yet our research shows that these challenges and opportunities are not well recognised, and that misperceptions are holding people back from work that is in all senses rewarding. Generics companies will move up the value chain – in fact they were responsible for more pharmaceutical patent applications in the EU in 2006 than the innovators. This means they must reconsider their recruitment policies as well, and question whether existing staff will necessarily be able to take on new types of responsibility, or whether an infusion of "new blood" is required.

'If this means looking to the innovator companies for extra experience and drive, then the myths we have revealed become dangerous to the future of the industry. We will be continuing to work closely with the EGA, our clients and candidates to ensure that professionals understand the different types of challenge and benefit to be found in both sectors, and locate environments where they can thrive.'

ends

Further information:

Paul Edwards or David Collingham
Ruston Poole International, +44 (0)20 7930 3001, search@rustonpoole.com
www.rustonpoole.com

Press enquiries:

Jenny Kartupelis or Kate Phizaklea, Elements PR, +44 (0)1223 421605,
jenny@elementspr.co.uk