



Veeva Brings User-Guided DETAILING TO THE CLOUD

► **Trending Now:** New remote detailing solution expands life-sciences companies' multichannel capabilities for improved customer engagement.

VEEVA CRM CoBrowse is a new remote detailing solution that enables real-time, interactive engagement and collaboration with customers online. CoBrowse allows call center, medical affairs, and field sales teams to lead healthcare professionals (HCPs) through approved promotional and medical content, while automatically capturing all interaction details in Veeva CRM. It can also leverage Veeva Closed Loop Marketing (CLM) content to maximize message consistency and return on content investment across channels.

As a remote detailing tool, CoBrowse enables sales reps to hold a two-way dialogue with HCPs, simulating an in-person presentation. Compliant content — including images, video, presentations, Word documents, and PDF files — is shared online via remote navigation.

"With all communication channels united in the cloud, life-sciences organizations can carry on a seamless conversation with their customers as they move from one channel to another, reusing content for a consistent experience and optimizing promotional investment," says Paul Shawah, VP of product marketing at Veeva.

For more information, visit veeva.com.



Paul Shawah

BlackBerry and NantHealth Launch Cancer Genome Browser



Dr. Patrick
Soon-Shiong

BlackBerry and NantHealth, a cloud-based information technology provider, have developed a secure clinical genome browser that gives doctors access to patients' genetic data on the BlackBerry Passport smartphone: the NantOmics Cancer Genome Browser. It enables clinicians to view a patient's chromosome at an individual base-pair level. It is the first in a series of offerings being developed.

"The proprietary NantOmics Cancer Genome Browser enables clinicians for the first time to investigate a tumor genome from the full three billion bases down to the single-base level in real-time, thanks to the power of the NantOmics supercomputing infrastructure," says Patrick Soon-Shiong, M.D., founder and CEO of NantHealth.

For more information, visit nantomics.com.

Thomson Reuters and Linguamatics Release Solution to Advance R&D

The Intellectual Property & Science business of Thomson Reuters, in collaboration with Linguamatics, has launched Cortellis Informatics Clinical Text Analytics for I2E. The new solution, available through Thomson Reuters Cortellis, applies Linguamatics I2E text mining platform to assist researchers in finding actionable insights.

"Our joint solution will make it easier for researchers to obtain the insights they need to help them make decisions that optimize the drug development process," says Jon Brett-Harris, managing director of Thomson Reuters Life Science business.

For more information, visit thomsonreuters.com.

Quintiles Launches Product Maintenance Offering

Quintiles is offering a new solution that combines its pharmacovigilance, regulatory dossier/label maintenance, benefit-risk management, and analytic expertise into one integrated solution.

Updates

CenterWatch has launched navigational enhancements to its Clinical Trials Listing Service (CTLS), an international database of Phase I – IV clinical trials, to help sponsors, CROs, and research centers to reach and recruit study volunteers. The update improves visibility of new and updated trials including direct navigation, a sorting feature, and graphical tags.

For more information, visit centerwatch.com.


Certara has released version 14 of its Simcyp population-based Simulator, which enables researchers to predict drug-drug interactions and pharmacokinetic-pharmacodynamic outcomes in virtual human and animal populations. V14 platform enhancements include: oral adsorption models, improved gut wall modeling, updated compound libraries.

For more information, visit certara.com.

YPrime has released Version 2.0 of Interactive Response Technology. Prime IRT 2.0 helps sponsors reduce their costs and timelines by using configurable architecture, visual build process, and intuitive user-minded components. The software introduces several new enhancements including: re-architected reporting platform, one-click access to patient data, and robust clinical supply management.

For more information, visit y-prime.com.

The new offering, called Marketed Product Maintenance (MPM), provides biopharmaceutical companies with greater data-driven insights on the benefit-risk profiles of their products. These enhanced insights enable customers to identify potential product risks, and fulfill increasingly complicated regulatory requirements.

For more information, visit quintiles.com. 

Stay Compliant with Rapidly Expanding Technologies

Marketing Pharmaceuticals 2015: Drug/Device Marketing in an Evolving Environment

Tutorial: February 17 | Conference: February 18-19 | Washington, DC

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Featured Speakers:

- **Thomas W. Abrams, MBA, RPh**, Director, Office of Prescription Drug Promotion, CDER, FDA
- **Lisa Stockbridge, PhD**, Branch Chief, CBER, FDA
- **David Blair**, Head of Industry for Health, Google
- **Craig Hashi, PhD, MBA**, Lead Pharma Strategist, Twitter

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- Excellence with Promotional Communications
- FDA Update: Recent Enforcement Actions
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