

## Tools of the Trade



NEW ELECTRONIC AND  
WEB-BASED APPLICATIONS,  
SITES, AND TECHNOLOGIES

# Sermo Launches FEATURE TO ENGAGE PHYSICIANS

► **Trending now:** New free feature allows companies to engage on the leading social network for doctors.

**SERMO**, a global social network for physicians and a health-care professional polling company, is launching Sermo Pages, creating a way for brands, businesses, associations, and groups to showcase their messages and engage with Sermo's membership of more than 550,000 global doctors for free.

Sermo Pages are similar to Facebook and LinkedIn Pages. The main feature is the ability to generate posts. Pages can contain an unlimited number of posts creating an ongoing channel for companies and organizations to share news, marketing messages, and educational programs, as well as information about clinical trials and events. Page owners can invite doctors to discuss their posts and engage in active conversations or just use the property as a virtual billboard. Companies and organizations can create as many pages as they like.

A recent study of 1,033 U.S. doctors found that 62% use Sermo at least once a week. The platform is available for physicians in 24 countries, including the United States.

"Sermo Pages create a cutting-edge way to engage with doctors where they live," says Peter Kirk, CEO of SERMO. "They provide companies and organizations with the unique opportunity to converse with our physicians directly and receive insight from them. They are an essential tool for anyone who wants to market to doctors."



Peter Kirk

## Certara's Synchrogenix Division Provides AI Technology Solution



Kelley Kendle

Certara's regulatory and medical consultancy, Synchrogenix, has introduced an artificial intelligence-enabled solution to meet the data transparency requirements of the clinical and drug development market.

In January 2015, the EMA agency released new transparency and disclosure rules related to clinical study reports contained in marketing authorization applications.

"Disclosing clinical trial information so that researchers can build upon prior knowledge is an important step in bringing new therapies to patients, and fostering the industry's commitment to patients," says President Kelley Kendle.

## QPharma Offers Improved Business Intelligence Under New Brand

QPharma, a provider of compliance and commercial services to the life-sciences industry, has

rebranded its flagship technology platform as Titanium. The suite of compliance intelligence and reporting tools, formerly known as Python, helps companies manage their sample distribution, train their sales representatives, and maintain compliance with state and federal laws that include the Physician Payments Sunshine Act.

The Titanium system includes tools and dashboards to help pharmaceutical companies manage their sample accountability; a module to give home office personnel key insights into direct-to-practitioner sampling activities; a state-of-the-art platform for identifying, profiling, and engaging key opinion leaders.

"These technology solutions, and the associated consultation and assessment services we offer to complement them, are just some of the ways in which Titanium will give our clients stronger, more effective insights into their business intelligence," says QPharma President and CEO Patrick Den Boer.

## Diaceutics Introduces Tools to Avoid Planning Mistakes

Diaceutics Group has released launch and finan-

### Updates

**Simulations**, a provider of simulation and modeling software for pharmaceutical discovery and development, and its Buffalo division — Cognigen — has released Version 1.5 of KIWI, a private cloud-based platform to efficiently and consistently organize, process, evaluate, and communicate modeling and simulation results. The new version introduces enhancements in the functionality of visualization tools offered by the platform. The ease of creating plots and comparing them across multiple models greatly simplifies and accelerates the process of model refinement.



Peter Keeling

cial planning platforms for the personalized medicine industry. The platforms are designed to help pharmaceutical asset teams quantify and then plug the most common targeted therapy revenue leaks arising from poor pre-launch planning.

Diaceutics' Financial Planner enables teams to predict the revenue and patient share losses and gains to be made via diagnostic optimization for each asset. The Dx Launch Planner contains more than 150 analogues and 12 work tools integrated around the key business questions each therapy team needs to work through to avoid even the most common lost treatment opportunities arising from real world diagnostic markets.

"Four years ago, we quantified \$2 billion to \$3 billion in lost Herceptin revenue arising from suboptimal HER2 testing in the first seven years of its life," says Peter Keeling, Diaceutics' CEO. "We have now completed this analysis using PD-L1, and can already see some of the same mistakes being made. Our analysis suggests in its first year of launch, suboptimal PD-L1 testing has cost pharma some \$47 million of lost revenue in second-line NSCLC and the lost revenue associated with suboptimal testing is projected to reach almost \$800 million over the next five years in this one indication alone." **PV**

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