



Critical Path Institute Establishes the GLOBAL PEDIATRIC CLINICAL TRIALS NETWORK PRE-LAUNCH CONSORTIUM

► *Trending Now: New network is focused exclusively on pediatric trials.*

THE CRITICAL PATH INSTITUTE (C-Path), a pioneering non-profit organization dedicated to accelerating the pace and reducing the costs of medical product development by facilitating unique partnerships among a wide range of stakeholders, has formed a new consortium, the Global Pediatric Clinical Trials Network Pre-Launch Consortium.

According to Dr. Janet Woodcock, director of the U.S. Food and Drug Administration's Center for Drug Evaluation and Research (CDER), healthcare providers must have high-quality, reliable data to inform treatment decisions for their pediatric patients. C-Path has leveraged its expertise and stakeholders to support the development of a first-of-its-kind pediatric clinical trial network. The Pre-Launch Consortium signals an important step toward efficient and sustainable pediatric data collection and development of better treatments for children. "I strongly support this effort and look forward to working with this global consortium," she adds.

The mission of the Pre-Launch Consortium is the formation of an independent non-profit entity that operates a novel global pediatric clinical trials network. The consortium is charged with establishing the network, creating its organizational and operating framework, and identifying its leadership team. This work involves collaborators from academia, government, scientific, and regulatory agencies, industry, foundations, child health advocacy groups, and other important stakeholders.



Dr. Janet Woodcock

Tekmira Launches Arbutus Biopharma

Tekmira Pharmaceuticals has changed its corporate name to Arbutus Biopharma Corporation, a therapeutic solutions company focused on developing a cure for chronic hepatitis B virus infection (HBV). The name change affirms the successful integration of OnCore BioPharma and Tekmira Pharmaceuticals into a combined company with the singular goal of delivering a cure for chronic HBV.

The combined entity currently fields the largest portfolio of HBV product candidates in the industry and is led by an experienced leadership team with notable prior experience.

The development strategy of the company is to first establish safety and activity of individual product candidates, followed by rapid progression to small cohort combination studies (with multiple products) to identify the most promising therapeutic regimens.

Merger Creates Relevate Health Group



Jeff Spanbauer

Spirit Health Group and Healthcare Regional Marketing have joined together to create a new parent company, Relevate Health Group, a healthcare marketing relevance company. The new company's focus is to develop and implement marketing campaigns that resonate more strongly with patients and providers to improve the impact of the messages of pharmaceutical companies, hospitals, advocacy groups throughout the United States. Relevate Health Group is founded on the history of success of SHG and HRM in helping healthcare clients create actionable engagement through relevant communications.

Through its national network of hospitals and

health systems, Spirit Health Group designs engaging grassroots programs that move communities to better health. The mission of Spirit Health Group is focused around outreach to women, based on data showing that women make 80% of the healthcare choices for their families and loved ones.

"Our two companies hold similar values and philosophies for doing business and accomplishing excellent results for our clients, with an emphasis on trust, action and positivity," says Jeff Spanbauer, newly named president of Relevate Health Group.

The new company is headed by Bill Goldberg, who has vast expertise in pharmaceutical and healthcare marketing services.

Certara Creates Global Strategic Modeling and Simulation Consultancy

Certara, a global biosimulation technology-enabled drug development company, merged its consulting group, Pharsight Consulting Services (PCS), with Quantitative Solutions, a global pharmacometrics consulting company.

This move further strengthens Certara's position in modeling and simulation/pharmacometric services field, broadening its modeling capabilities, deepening its therapeutic areas of expertise. The resulting organization is called Certara Strategic Consulting.

Quarter Moon Communications Launches

Quarter Moon Communications, a consultancy specializing in healthcare marketing and communications, program strategy, and creative content development, has been launched by proprietor Liz Kay.

Some of the services Quarter Moon provides include story telling, translating market insights and planning into action, communicating business objectives and marketing goals, strategic digital experience, strategic business development and alliances, and directing and producing video programming. For more information, contact lizkay80@gmail.com.