

## What's New



NEW HEALTHCARE-RELATED  
PRODUCTS, SERVICES,  
AND COMPANIES

# Ogilvy CommonHealth Worldwide Acquires Element Marketing Group

**TRENDING NOW:** Ogilvy CommonHealth extends focus on reimbursement and market share challenges.

Ogilvy CommonHealth Worldwide, the health behavior experts of Ogilvy & Mather, has acquired Element Marketing Group (EMG), a market access agency in the pharmaceutical and biotech industries.

The newly acquired entity has been re-branded as Ogilvy CommonHealth Market Access, a division of OCHWW.

The new entity continues to help clients maximize the reimbursement and market share of their brands through smart, focused access solutions that span strategy development, market research, marketing programs, and digital solutions. Additionally, the group brings to the OCHWW network a pull-through tool designed specifically to allow sales representatives to communicate formulary coverage to physicians and overcome reimbursement objections at the point of detail.

Ogilvy CommonHealth Market Access is led by Michael Navin, former EMG CEO, who reports directly to Matt Giegerich, chairman and CEO, OCHWW. From an operational perspective, the agency reports to Shaun Urban, a managing partner at OCHWW, to ensure integration with the organization's existing payer marketing agencies.

"Ogilvy CommonHealth Market Access will afford us the ability to equip clients and sales representatives like never before with up-to-the-moment local cost and reimbursement information for their brands, helping doctors to make better-informed decisions for their patients," Mr. Urban says.

For more information, visit [ochww.com](http://ochww.com)



Shaun Urban

## YourEncore Launches Center of Excellence

YourEncore, which helps life-sciences, consumer products, and food companies solve complex innovation, compliance, and productivity challenges, has launched a Quality Center of Excellence, which provides experts to guide life-sciences companies through complex regulatory compliance.

"The FDA data show that pharmaceutical recalls are on the rise," says Tim Franson, M.D., YourEncore's chief medical officer. "In addition, the number of foreign-made drugs entering the U.S.

market has grown substantially, increasing the need for strong quality programs.

The Quality Center of Excellence is composed of experts who are experienced in all areas of pharmaceutical quality assurance, including quality systems, audits and assessments, due diligence, risk management, inspection and remediation advisory services and training.

The YourEncore Quality Center of Excellence is led by Jo Ann Wells, who has almost 25 years of experience in the pharmaceutical industry, including more than 20 years in quality assurance for companies such as Pfizer and Aastrom Biosciences.

For more information visit, [yourecore.com](http://yourecore.com).

## AROUND THE GLOBE...

Chiltern has acquired **PACIFIC CLINICAL RESEARCH**, a pan-Asian CRO based in Singapore. The move allows Chiltern to offer integrated services throughout the Asia-Pacific region and strengthens in particular its oncology and anti-infective offerings.

Pacific Clinical Research Founders Robert Teoh, M.D., and Vonny Iskandar join the Chiltern management team as managing director, Asia-Pacific and VP, Asia-Pacific respectively.

The acquisition of Pacific Clinical Research comes after Chiltern's purchase of Ockham, a specialist oncology and resourcing CRO.

For more information, visit [chiltern.com](http://chiltern.com).

## West Pharmaceutical Services is

expanding its global manufacturing operations to include a new site in Waterford, Ireland. The facility will produce packaging components for insulin injector cartridges and other high-value packaging components to meet a growing demand from pharma and biotech customers. Once operational, this site could bring about 150 new jobs to Waterford.

"In the future, we intend for this site to be a center of excellence for advanced packaging components to meet the needs of our customer base for a range of sophisticated injectable therapies," says Donald Morel Jr., West's chairman and CEO.

For more information, visit [westpharma.com](http://westpharma.com)

## Allied Minds Launches Novare Pharmaceuticals

Allied Minds has launched Novare Pharmaceuticals, a biotech company focused on developing therapeutics for receptor for hyaluronan mediated motility (RHAMM) modulation technology. Novare is an expansion of the Allied Minds subsidiary previously known as ProGDerm.

Novare has licensed additional RHAMM compounds discovered by Dr. Eva Turley, at the London Health Sciences Centre in London, Ontario, for research and development into therapeutics for inflammatory conditions, including arthritis, and fibrotic diseases such as bronchopulmonary dysplasia and idiopathic pulmonary fibrosis.

For more information, visit [novarepharma.com](http://novarepharma.com). PV