



Ventiv Health, MDS Pharma Services, and Paul Capital Partners **LINK UP TO SERVE** life-sciences industry

Alliance provides support to assist companies develop and commercialize late-stage drugs

Ventiv Health Inc., MDS Pharma Services, and Paul Capital Partners have joined forces to provide life-sciences companies with a broad range of development, commercialization, and investment support.

The alliance combines the drug-discovery and development expertise of MDS Pharma Services, the commercialization expertise of Ventiv Health, and the investment expertise of Paul Capital Partners, a private equity fund founded in 1991.

The aim of the alliance is to assist life-sciences

companies to rapidly develop and effectively commercialize drugs in the later stages of development. The parties also will provide mutual business development referrals and introductions to existing clients and new prospects, with each of the parties being a preferred provider in its area of expertise.

"MDS Pharma Services, a leading provider of technology-rich services, information, and products to the drug discovery and development industry, views this alliance as a further extension of our reach in offering value to our clients' needs," says Doug Squires, president of MDS Pharma Services. "By leveraging our world-class development expertise with the commercialization knowledge and capital of our partners, we enhance our strategic position in the later stages of drug development."

"This alliance enables us to offer clients an even broader array of services and support while enabling us to pursue a wide range of new business," says Eran Broshy, CEO of Ventiv Health. "MDS Pharma Services' global capabilities in drug development and Paul Capital's expertise and capital enable us to target our efforts and build custom programs to better meet the needs of companies and products."

According to Dr. Walter Flamenbaum, managing partner of Paul Capital, the alliance allows the leveraging of combined resources and to effectively pursue and perform due diligence on a wide range of investment opportunities among the many life-sciences companies in need of capital and support.



Dr. Walter Flamenbaum is managing partner of Paul Capital.

Popular Science cites **SCRIP TALK** talking prescriptions as one of top 2001 achievements

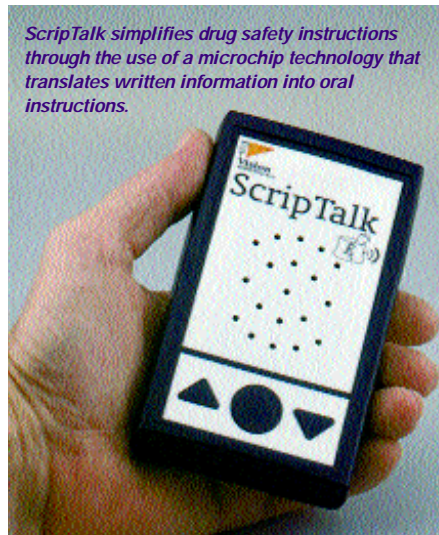
En-Vision America Inc.'s innovative ScripTalk Talking Prescription System, designed to simplify drug safety instructions, has been named one of the year's top 100 greatest achievements in science and technology by the editors of *Popular Science* magazine.

The ScripTalk System enhances the medication safety of the millions of Americans who have difficulty reading or understanding the instructions and warnings that appear on their prescription labels. The ScripTalk System includes a special label containing an embedded microchip.

The "smart label" is printed and programmed by the pharmacy's computer system and contains all the prescription label information. At home, the patient uses a handheld ScripTalk Reader that speaks the pertinent prescription information such as: patient's name, drug name and strength, directions for use, along with special warnings.

The system is the first in a new generation of live-saving prescription compliance devices based upon smart-label technology. Several leading drugstore chains are planning to make the ScripTalk technology available this year.

ScripTalk simplifies drug safety instructions through the use of a microchip technology that translates written information into oral instructions.



ePocrates **SIGNS AGREEMENT** with two J&J companies

In a deal that will bring more electronic information from two drug companies to physicians, ePocrates has signed agreements with Ortho-McNeil Pharmaceutical Inc. and McNeil Consumer Healthcare, two operating companies of Johnson & Johnson.

Under the terms of the agreements, ePocrates is distributing customized handheld devices to physicians nationwide, providing them with the ePocrates Rx drug reference guide, as well as articles from leading medical journals, and clinical content providers.

This allows Ortho-McNeil and McNeil Consumer Healthcare to communicate with selected physicians on a regular basis through the network, providing them with important medical updates relevant to their practices.

"Because we update our databases several times a week, we can make sure that physicians have immediate access to new drug information, including medical content from leading peer-reviewed journals," says Jeff Tangney, co-founder and VP of business development at ePocrates.

The ePocrates Rx drug reference, which contains definitive data on crucial safety topics such as indication-specific dosing, adverse reactions, and multiple drug interactions, was developed to address the daily challenges faced by physicians in providing accurate, up-to-date information on 99% of the most commonly prescribed drugs. In addition, ePocrates Rx includes the AutoUpdate feature, which automatically updates data on the physician's Palm OS handheld device each time the doctor performs a Hot-Sync operation while connected to the Internet.

Healthcare directory publisher unveils **STRATEGIC MARKETING DIVISION**

Dorland Healthcare Information, a nationally recognized company with five decades of expertise in defining healthcare markets, has announced plans to offer its knowledge of the healthcare industry as a marketing service provider to other healthcare and pharmaceutical companies.

The newly formed division, known as The Retention Solutions Group, offers a series of creative marketing initiatives that can lead to significant increases in corporate profits. Included in the division's core strengths are defining target markets, acquiring and retaining customers/patients/members, and tracking return on investment. A component of this marketing strategy includes creating synergy between and among pharmaceutical companies, managed-care organizations, employer groups, professional organizations, and healthcare companies.

"Through market analysis and segmentation, we felt our extensive healthcare experience would be particularly useful in aiding other companies with their own customer and patient retention," says Bob Graham, CEO of Dorland Health. "By providing new techniques in print, e-marketing, e-health platforms, and our customized strategic marketing plans, we can successfully build loyalty and reduce attrition within a company's patient/client-base."

Robert E. Brown Jr., managing partner at Meridian Venture Partners, the private equity investment firm that owns Dorland, adds, "The ability to use more than 50 years of healthcare information experience and to apply it to healthcare marketing creates a phenomenal opportunity. Dorland's knowledge of the healthcare industry, combined with its recently launched marketing services, enable the company to create significant value for customers and partners."

The Retention Solutions Group has started to accept a wide array of clients since its inception in November 2001.

Bob Graham, CEO, Dorland Health



URAC releases book on **E-HEALTH ETHICS**

URAC, in partnership with the Internet Healthcare Coalition, has released a book on the major ethical codes and guidelines for health Websites.

The publication — *The New Frontier Exploiting eHealth Ethics* — includes a variety of articles contributed by online health community leaders on topics including privacy and security, consumer trust, quality, and oversight of online health. The publication also includes detailed results of the URAC/Harris Interactive survey of consumers' attitudes toward health Websites.

"This book is important because it is the first and so far the only volume written by many of the individuals and organizations directly involved in the effort to develop and implement a universal code of e-health ethics," says John Mack, president of the Internet Healthcare Coalition and executive editor of *The New Frontier*. "While there is much work yet to do to achieve this ultimate goal, one might say that what comes after will be built upon the shoulders of these leaders."

The New Frontier offers information to members of the healthcare community who are grappling with the ever-expanding role of the Internet to disseminate health information and services.

Petra Wilson of the Directorate General for Information Society, European Commission, and a contributor to the book, says, "The translation of ethical frameworks in healthcare into the nascent e-health environment is one of the burning issues of the moment. On both sides of the Atlantic, scholars, medical and legal practitioners, and policy makers are questioning the validity of the old standards in the new world — this book sets the scene on the key issues and will provide fuel to the debates which will continue for some time to come."

The book compiles influential ethical codes by the Internet Healthcare Coalition, HI-Ethics, the American Medical Association, and the American Health Information Management Association, as well as URAC's Health Website Accreditation standards. Primary survey data regarding consumers' attitudes toward health Websites and accreditation also is available in the appendix.

Franklin adds **KEY MEDICAL REFERENCES** to electronic selection

Franklin Electronic Publishers, a worldwide provider of handheld electronic books and medical reference products, has launched three medical reference titles from Lippincott Williams & Wilkins, a publisher of professional health information, boosting Franklins' library of essential reference works for healthcare professionals.

The Washington Manual of Medical Therapeutics — 30th Edition, *Stedman's Medical Dictionary — 27th Edition*, and *Griffith's 5-Minute Clinical Consult 2001* are now available for Franklins' eBookMan and for Palm OS handheld devices, with support for Windows CE/Pocket PC devices scheduled for release by the end of the year.

"The ability to offer preeminent medical references like *The Washington Manual of Medical Therapeutics* an important step in building a comprehensive, well-known, and trusted library of medical content for handheld devices," says Toni Tracy, president of Franklins' Medical Division. "We will continue to leverage our long-standing relationship with LWW to provide the information the medical community needs in real time, as technology and medicine improves."

Established for more than 40 years, *The Washington Manual of Medical Therapeutics* is the top-selling medical reference. The 30th Edition has been updated to include the most recent and accurate dosages and patient management recommendations.

The 27th edition of *Stedman's Medical Dictionary* is the result of revision and critical review by 44 medical consultants as well as a team of editors and lexicographers. The new edition includes an update of all specialties, especially in the terminology of genetics, oncology, pediatrics, pulmonology, emergency medicine, bacteriology, and laboratory medicine.

Griffith's 5-Minute Clinical Consult 2001 is a quick reference guide to current medical diagnosis and treatment. The guide covers more than 1,000 medical/surgical conditions and includes basics, diagnosis, treatment, medications, follow-up, and miscellaneous considerations. Written by more than 330 experienced clinicians, this edition has been updated to reflect contemporary practice norms and includes a list of Websites to reference various diseases online.

The Washington Manual of Medical Therapeutics is available for \$69.95 for BookMan and Palm OS downloads and \$99.95 for a Handspring Springboard module. *Stedman's Medical Dictionary* is available on an eBookMan MMC card for \$99.95. A Handspring Springboard module is expected shortly. *Griffith's 5-Minute Clinical Consult 2001* is \$59.95 for eBookMan and Palm OS downloads.

American Association for Cancer launches MOLECULAR CANCER THERAPEUTICS JOURNAL

A journal dedicated to the relationship between basic science and cancer therapeutics has been released by the American Association for Cancer Research. The monthly publication was launched in November 2001.

The journal — *Molecular Cancer Therapeutics*— is the first publication to address the interrelationship among eight important research areas vital to preventing and curing cancer: experimental cancer therapeutics, identification of molecular targets, targets for chemoprevention, new models, cancer chemistry and drug discovery, molecular and cellular pharmacology, molecular classification of tumors, and bioinformatics and computational molecular biology.

Tap promises prevacid satisfaction with **MONEY-BACK GUARANTEE** program

In a money-back guarantee offer, Tap Pharmaceutical Products has launched a patient-satisfaction program called Prevacid Promise.

Under the program, patients using Prevacid, a proton pump inhibitor for the treatment of gastroesophageal reflux disease, can return the product if they are not fully satisfied with treatment results at the end of the treatment period.

In 2000, Prevacid was the third-best-selling prescription medication in the U.S. Currently, the Tap Pharmaceuticals' product is the most prescribed proton-pump inhibitor for new prescriptions and is the first among top-selling prescription medications to offer this type of guarantee.

Gastroesophageal reflux disease, also known as GERD, is a chronic disorder that can result in serious complications such as esophageal strictures and Barrett's esophagus. Heartburn is one of the most common symptoms of GERD and approximately 25 million Americans suffer from heartburn daily. Yet a vast majority of GERD sufferers do not consult a physician about their problem.

Prevacid is up to 95% effective in the healing of erosive GERD, although individual results may vary. Additionally, Prevacid is the only PPI indicated for the healing and risk reduction of gastric ulcers associated.

"The Prevacid Promise is a commitment Tap is making to all Prevacid patients to guarantee satisfaction with our product," says Art Rice, VP of marketing at Tap.

Patients interested in enrolling in the Prevacid Promise should consult their healthcare professional.

The journal is available online, free of charge, until April 15, 2002, at <http://mct.aacrjournals.org>. After the free trial period, access to full text HTML and PDF versions of articles will be limited to subscribers only. However, access to tables of contents, article abstracts, and the full-text search features will continue to be available to the public.

"This is an extraordinary time to be doing cancer research," says editor-in-chief Daniel D. Von Hoff, M.D., who also is the director of the Arizona Cancer Center in Tucson.

"There is great promise that new discoveries at the bench will be rapidly brought to the bedside to reduce the death and suffering caused by cancer. AACR is proud to offer *Molecular Cancer Therapeutics* as a critical new forum to shape these vital research fields, create synergies among them, and maximize their collective impact on cancer. *Molecular Cancer Therapeutics* is defining and exploring the next frontier of cancer research," Dr. Von Hoff says.

Dr. Von Hoff is joined by a distinguished group of

deputy editors: Jeffrey M. Trent, Ph.D., National Human Genome Research Institute, Bethesda, MD; Susan P.C. Cole, Ph.D., F.R.S.C., Queen's University Cancer Research Institute, Ontario, Canada; and O. Michael Colvin, M.D., Duke Comprehensive Cancer Center, Durham, NC; and an internationally diverse editorial board of more than 100 research scientists.

Molecular Cancer Therapeutics which was launched at the AACR-NCI-EORTC International Conference on Molecular Targets and Cancer Therapeutics, is the most recent addition to the library of AACR scientific cancer research journals that includes *Cancer Research*— the world's most frequently cited cancer journal — *Clinical Cancer Research*, *Cancer Epidemiology, Biomarkers & Prevention*, and *Cell Growth & Differentiation*.

Founded in 1907, the AACR is a professional organization of more than 17,000 laboratory and clinical scientists engaged in cancer research in the United States, Canada, and more than 60 other countries.

Follow up

THE AMERICAN ASSOCIATION FOR CANCER RESEARCH, Philadelphia, is a professional organization of more than 17,000 laboratory and clinical scientists.

For more information, visit aacr.org.

DORLAND HEALTHCARE INFORMATION, Philadelphia, is an independent healthcare directory publisher. For more information, visit dorlandhealth.com.

EN-VISION AMERICA INC., Normal, Ill., has been developing products for the visually impaired and senior populations since 1995. For more information, visit envision-america.com.

EPOCRATES INC., San Carlos, Calif., is a handheld physician network, enabling point-of-care access to clinical information. For more information, visit epocrates.com.

FRANKLIN ELECTRONIC PUBLISHERS INC., Burlington, N.J., is a market leader in handheld electronic books. For more information, visit franklin.com.

LIPPINCOTT WILLIAMS & WILKINS, Philadelphia, is an international publisher of professional health information. For more information, visit lww.com.

MDS PHARMA SERVICES, Toronto, Ontario, a unit of MDS Inc., offers resources to meet the drug-discovery and development needs of the pharmaceutical and biotechnology industries. For more information, visit mdsps.com.

PAUL CAPITAL PARTNERS, New York, is a private equity fund that has raised and managed more than \$1.8 billion in 13 funds since its founding in 1991. For more information, visit paulcap.com.

TAP PHARMACEUTICAL PRODUCTS INC., located in Lake Forest, Ill., is a joint venture between Abbott Laboratories, Abbott Park, Ill., and Takeda Chemical Industries Ltd., Osaka, Japan. For more information, visit www.tap.com.

URAC, Washington, D.C., offers Website accreditation programs for healthcare and managed-care organizations. For more information, phone 202-216-9010 or visit www.urac.org.

VENTIV HEALTH INC., Somerset, N.J., is a provider of outsourced marketing and sales solutions for the pharmaceutical and lifesciences industries. For more information, visit ventiv.com.