



## IBM and Accelrys Team to Deliver **LIFE-SCIENCES SIMULATION PLATFORM**



**Because of our work with Accelrys, companies can now get front-end applications and back-end servers in one package, says Jamie Coffin, Worldwide VP of IBM Life Sciences Solutions.**

IBM and Accelrys Inc. have completed the release of a full suite of modeling and simulation tools for the Linux operating system. By porting, testing, and certifying the products on IBM systems, Accelrys provides researchers with more flexibility for computer-intensive calculations and the stability, speed, and graphic capabilities of stand-alone Linux workstations.

Accelrys plans to launch Cerius2 and QUANTA, two software tools for powerful 2D and 3D modeling, on Red Hat Linux. Once these two tools are released, a complete range of modeling and simulation products will be available on Linux.

"We are committed to providing researchers with the most advanced drug discovery and development

applications on the platforms that best suit their interests and budgets," says Mark Emkjer, Accelrys' president and CEO. "By working with IBM, we can provide great science from an easy-to-use desktop environment that interacts with databases throughout the corporate IT infrastructure."

"Pharmaceutical companies are eager to have access to Accelrys' software on Linux because of the flexibility and increased capabilities Linux workstations provide," adds Jamie Coffin, worldwide VP, IBM Life Sciences Solutions. "We are working with Accelrys to help them test and certify their modeling and simulation software suite and make it easier for researchers to work with potential drug targets *in silico* (computer modeling)."

## Wolters Kluwer Launches **WEB PORTAL AND MONITORING SERVICE**

Wolters Kluwer Health Pharma Solutions business unit has launched the Website [adisonline.info](http://adisonline.info). The site is designed to inform clinicians and researchers about developments in drug therapies.

The site also provides access to all of Adis' drug-review journals and newsletters, as well as access to more than 50,000 drug-related articles.

Adis International, a Wolters Kluwer Health brand, is a provider of independently reviewed pipeline, clinical trials, and therapeutic-related information.

Visitors may register to be kept up to date with new articles as they are published. The site also provides links to the detailed homepages of Adis' 33 drug-related journals and publications and the ability to subscribe to each online.

The new Adis eTOC Alert notification service provides registered users with an Electronic Table of Contents (eTOC) from journals and newsletters in the Adis drug library.

"Although electronic table-of-contents alerts are not new, this is the first time they are being applied in such a comprehensive way to the area of drug development," says Gareth Taylor, marketing director of Adis Periodicals. "Initial response has been



**Gaining access to business-critical information and putting it in the right context is essential to success in today's information-intensive world, says Christy Wilson, VP of Global Marketing, Wolters Kluwer Health Pharma Solutions.**

quite positive, and we expect the service will help customers find pertinent articles that they might otherwise overlook."

Company leaders also launched Adis Reactions Pharmacovigilance Service, a user-customizable alerting service that monitors current literature and provides timely notification of case reports regarding adverse drug reactions.

The new service reduces the time required to identify relevant case reports for specific drugs and will help enable pharmaceutical company thought leaders to comply with regulatory agency reporting requirements with ease and reliability.

Reactions Pharmacovigilance Service scours all of the relevant drug literature, including more than 2,000 journals each month. The service delivers alerts of adverse events as they are reported.

"Reactions Pharmacovigilance Service essentially streamlines the task of monitoring the vast array of literature for case reports of adverse drug reactions," says John Monahan, president and CEO of Wolters Kluwer Health Pharma Solutions. "Improved efficiency not only saves customers time and money, it helps reduce the possibility of omissions or errors in their monitoring."

## Roche Launches **HEPATITIS PATIENT WEBSITE**

For those who have been diagnosed with the virus or for anyone who is interested in seeking information about hepatitis C, there is now a new Internet resource, [hep-links.com](http://hep-links.com).

The site is a result of a cooperative initiative among hepatitis C and liver disease patient associations in countries from across Europe and the Middle East.

Supported by an unrestricted grant from Roche, [hep-links.com](http://hep-links.com) provides access to the Websites of established local patient groups throughout the world. The site currently contains information on patient groups and resources in 15 countries.

According to Roche executives, the plan is to continue to expand the site with information from additional countries in 2005.

"The Internet has been identified by nearly two-thirds of patients as being their key source of information on hepatitis C," says Ciro Caravaggio, hepatitis franchise leader at Roche. "But patients also said they realized that not all of the information on the Internet was credible. Hence our decision to work with patient groups to create a trustworthy resource."

Content on the site is in English, and country specific Web-links are featured within the site in their native language. Information found on [hep-links.com](http://hep-links.com) includes: facts about hepatitis C, frequently asked

questions and answers, links to patient associations and liver organizations, information about relevant scientific and medical congresses, and links to relevant journals and publications.

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## Stonefly Communications Launches **NEW WEBSITE**



**The new Website communicates Stonefly's business philosophy in an innovative way, says John Racik, CEO of Stonefly.**

Stonefly Communications Group has launched a new Website: stoneflygroup.com. The site was developed in coordination with Stonefly's sister company, BlueDiesel.

The Stonefly Website uses creative navigation, writing, imagery, and sound to take visitors on a journey that explores the agency's unique capabilities.

"The launch of our new Website gives us an additional avenue to reach potential client customers, as well as communicate our business philosophy in an innovative

way," says John Racik, CEO of Stonefly.

## Dendrite International Launches **FIRST SOURCE**



**With First Source's analytics, pharmaceutical company executives have a more precise understanding of the potential for a particular product and how to adjust campaigns to boost sales and marketing efforts, and the timing for launching a new product, says Paul Zaffaroni, President and Chief Operating Officer of Dendrite.**

Dendrite International Inc. has launched First Source, an offering of clinical, marketing, and sales products and services. First Source enables pharmaceutical company executives to access data, analytics, and technology-based solutions.

First Source combines dozens of Dendrite's individual offerings into seven distinct categories that parallel each step in the pharmaceutical product life cycle: trial support, integrated marketing, sales applications, sales support, sampling, customer insight, and customer relationship management.

With First Source, pharmaceutical companies have easy access to integrated solutions that are selectively packaged to provide a sophisticated understanding of market dynamics and the ability to adjust clinical, marketing, and sales campaigns in real time.

"Most every pharmaceutical company has a sales solution with basic analytics, but the winners will soon be those companies that can combine advanced analytics with multichannel sales and marketing," says Dale Hagemeyer, research director at Gartner. "The solution has to be integrated, it has to be easy, and it has to map back to stages in the product life cycle."

## Everypath and Cognizant Form **STRATEGIC PARTNERSHIP**

Executives of Everypath Inc. and Cognizant Technology Solutions Corp. have formed a strategic partnership that allows Cognizant to provide its customers with mobile solutions.

Everypath MTA 6.0 is a suite of applications to transform business knowledge and data into actionable processes at the point of interaction with customers.

Cognizant will be certified to implement and service Everypath MTA, providing customers with the ability to increase sales, lower overall business costs, improve customer satisfaction, and increase responsiveness to market changes.

Through the partnership, Everypath and Cognizant have agreed to jointly market, sell, and implement solutions based on Everypath's MTA technology.

"Partnering with Cognizant allows more enterprises and customers to reap the benefits of effective mobile task automation, making business knowledge truly actionable at the point of customer interaction," says Mark Tapling, president and CEO of Everypath.

Everypath MTA includes two new industry solutions for the pharmaceutical and medical-device markets that make call detailing, inventory management, product sampling, order capture, and field repair more efficient and effective. This allows life-sciences enterprises to make high-impact customer interactions pervasive while increasing sales, lowering business costs, enhancing customer satisfaction, and developing greater competitive advantage.



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## Forum Unveils **CUSTOMER-SERVICE ASSESSMENT TOOL**

In an effort to help companies deliver better customer service, The Forum Corp. has released a research-based assessment tool that enables executives to quickly determine their company's current level of customer service and identify ways to improve it.

By answering the self-scoring questionnaire, customer service managers, directors, and group managers can compare the quality of their customer-service operations with other companies' and begin to take steps to enhance them.

The tool is based on Forum's research regarding the impact of customer service on customer loyalty, market reputation, and corporate profits. The questions focus on key factors, such as processes, leaders, and customers.

"Our research shows that 85 of 100 companies can profit by improving their customer service," says Jocelyn Davis, Forum's VP for service capability. "Most companies can maximize their competitive advantage through service by understanding the dynamics of customer satisfaction and by teaching their service representatives a reliable way to make sure that each and every customer who calls or visits has a positive experience. Our research shows that great customer service can deliver big results to the

bottom line."



**This tool will help companies figure out where to start in what is increasingly becoming a major strategic challenge, says Jocelyn Davis, Forum's VP for Service Capability.**

## Vente Health Responder File Helps **HEAL SICK CAMPAIGNS**

Vente's Health Responder files contain a thorough database of self-reported illnesses compiled from online surveys, direct response e-mail marketing, and consumers visiting Vente Websites. The Buying Habits Indicator reports who buys what type of medication and how often.

"Our Health Responder files contain prospects who have shared their medical conditions with us through survey responses," says Jodi Minci, director of sales at Vente. "They are an extremely valuable group that is receptive to new medications, therapies, and processes that may improve the quality of their life."

Health Responder files and category samples include, but are not limited to: adult and childhood allergies, Alzheimer's disease, angina/heart disease, arthritis/rheumatism, asthma, back pain, bleeding gums, blindness, diabetes, eczema/psoriasis, enlarged prostate, epilepsy, headaches, heartburn, heart condition, incontinence, osteoporosis, and sports injury.



**Vente has compiled all of the information necessary for pharmaceutical marketers to secure new customers, focus groups, and panelists, says Barney Marvin, Wholesale Director at Vente.**

## MarketRx Launches iFORCE TEAM SELLING SOLUTION



*iForce Team Selling enables the home office and sales teams to collaborate, significantly improving customer access, targeting, and field force morale, says Jassi Chadha, MarketRx President and CEO.*

MarketRx has launched iForce Team Selling solution for pharmaceutical salesforces. iForce Team Selling is a targeting and customer-management platform that enables sales teams, field management, and home offices to collaboratively assign calls and coordinate field activity.

"This is a significant advancement in the sales-planning process for the pharmaceutical industry," says Jassi Chadha, MarketRx president and CEO. "iForce Team Selling enables the home office and sales teams to collaborate, significantly improving customer access, targeting, and field force morale."

"This is definitely one of the most innovative and practical solutions that I have seen in recent times," says Mark Stevens, VP of sales operations at Sanofi-Aventis. "MarketRx's solution will significantly improve the effectiveness of the industry's current selling model."

## Manhattan Research Launches **NEW SITE**

Manhattan Research LLC has launched a new Website: [manhattanreports.com](http://manhattanreports.com). The site provides marketing executives and strategic planners with immediate access to hundreds of research reports covering a wide range of topics.

The site also includes access to focused topical reports probing consumers' use of technology in the healthcare process for more than 30 therapeutic and disease segments. The reports, which are now offered for purchase online, are updated on a regular basis.

"We created this strategic resource to meet the growing demand from organizations that have immediate information needs yet could not realistically invest in our larger data sets and advisory services," says Joe Farris, chief operating officer at Manhattan Research. "The reports site is positioned to serve as the single source for relevant research on timely topics relating to consumer and physician use of technology."

The site, which requires no subscription fee, offers companies the ability to search a large ever-evolving database of reports using simple keywords. In addition to requesting information via telephone and e-mail, an in-depth description, including publication date, data source, and abstract for each report, has been included on the site ensuring the report is not only informative and relevant, but also meets the customer's specific purchasing needs.



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## The Maxwell Group Introduces **MEDCONFERENCELIVE**

The Maxwell Group, a provider of live, direct-to-physician Web conferences, has introduced the industry's first integrated Web-conferencing platform and service package designed specifically to meet the demands of the pharmaceutical industry. MedConferenceLive allows drug marketers, brand managers, and medical-education agencies to sponsor, manage, and execute live, online Web conferences easily using the Internet. The service allows physicians to log onto medical Web conferences and attend live events without downloading or installing any additional software or applications.

"MedConferenceLive overcomes distance and time challenges to deliver live and important medical information directly to physicians anywhere, anytime they're at a personal computer," says Bob Maiden, president of The Maxwell Group.

## Follow up

**ACCELRYS INC.**, San Diego, provides software for computation, simulation, and the management and mining of scientific data used by biologists, chemists, and materials scientists. For more information, visit [accelrys.com](http://accelrys.com).

**COGNIZANT TECHNOLOGY SOLUTIONS CORP.**, Teaneck, N.J., is a provider of IT services. For more information, visit [cognizant.com](http://cognizant.com).

**DENDRITE INTERNATIONAL INC.**, Bedminster, N.J., offers expert, integrated global solutions for life-science companies to enhance the effectiveness of marketing, sales, and clinical-trial programs. For more information, visit [dendrite.com](http://dendrite.com).

**EVERYPATH**, Santa Clara, Calif., is a provider of mobile task automation software. For more information, visit [everypath.com](http://everypath.com).

**THE FORUM CORP.**, Boston, creates learning solutions that address important business issues. For more information, visit [forum.com](http://forum.com).

**IBM HEALTH CARE AND LIFE SCIENCES**, Somers, N.Y., provides the technology, services, consulting, and e-business experience for the life-sciences market, including biotechnology, genomic, e-health, pharmaceutical, and agri-science industries. For more information, visit [ibm.com/industries/healthcare](http://ibm.com/industries/healthcare).

**MANHATTAN RESEARCH LLC**, New York, assists healthcare and life-sciences organizations adapt, prosper, and maximize opportunities in the networked economy. For more information, visit [manhattanresearch.com](http://manhattanresearch.com).

**MARKETRX**, Bridgewater, N.J., is a provider of specialized sales and marketing effectiveness solutions to the global pharmaceutical industry. For more information, visit [marketrx.com](http://marketrx.com).

**THE MAXWELL GROUP INC.**, Norristown, Pa., provides live Web-conferencing solutions to Fortune 1,000 companies. For more information, visit [medconferencelive.com](http://medconferencelive.com).

**ROCHE**, Nutley, N.J., is a research-intensive healthcare group. Its core businesses are pharmaceuticals and diagnostics.

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

**STONEFLY COMMUNICATIONS GROUP**, Columbus, Ohio, is a full-service advertising agency that continually innovates to redefine success for its pharmaceutical and healthcare clients. For more information, visit [stoneflygroup.com](http://stoneflygroup.com).

**VENTE INC.**, Omaha, Neb., provides permission-based marketing campaigns and cost-effective database services. For more information, visit [venteinc.com](http://venteinc.com).

**WOLTERS KLUWER HEALTH PHARMA SOLUTIONS**, Parsippany, N.J., provides information and communication support for the pharmaceutical industry, from drug discovery and research to launch and marketing. For more information, visit [wkhealth.com](http://wkhealth.com).