

Milestones

■ MORE THAN 1 MILLION SERVED

InfoMedics Inc. recently reached a set of significant milestones, including the enrollment of the 1 millionth patient and 500,000th physician in the course of implementing more than 150 patient-physician communications programs for 14 of the top 15 pharmaceutical companies in the world.

■ PLATINUM ANNIVERSARY

Medical Media Services Inc. is celebrating its 20th year in business, providing media planning and buying for pharmaceutical agencies and companies.

■ CENTENNIAL CELEBRATION

Wyeth is celebrating the 100th anniversary of its Pearl River, N.Y., research and manufacturing facility. The

Rockland county site employs about 3,200 people and is one of the largest manufacturing facilities in Wyeth's global network.

- The site pioneered the production of tetanus antitoxin and was a major manufacturing center for typhoid, smallpox, and polio vaccines.
- Researchers at Pearl River discovered aureomycin chlortetracycline, one of the first broad-spectrum antibiotics.
- The site manufactured the company's first FDA-licensed product — diphtheria antitoxin.
- The facility is responsible for producing a number of Wyeth's leading products, including Prevnar, Centrum, and Mylotarg.

If your company or organization is celebrating a major anniversary, please send your information to: feedback@pharmavoice.com, subject line Milestones.



ACEs Up

J&J Receives HBA Leadership Award

Johnson & Johnson's Women's Leadership Initiative (WLI) has been designated as the first corporate winner of the Healthcare Businesswomen's Association's (HBA) ACE Award. The award was created to recognize the "advancement, commitment, and engagement" of women's careers

in the healthcare industry, the core mission of the HBA.

The award was presented to J&J on Dec. 6, 2007, at a special awards luncheon during the HBA's 6th Annual Leadership Conference in Washington, D.C.

J&J's WLI award-winning initiative was judged against five criteria: measurable results and impact on target population; degree to which it supports the overall business; stewardship, or depth of commitment to the program; effectiveness of the execution; and built-in sustainability.

SOURCE: HBA, FAIRFIELD, NJ



LOGGING ON AND PLUGGING IN Featured Videocasts

PharmaVOICE's Industry Vision — Videocast episodes brought to your desktop — is the latest addition to a comprehensive multimedia communications platform. Please log onto pharmavoice.com/videocasts to access the following Industry Vision episodes:

- **Beyond the Script: Patient Compliance**
Featured Thought Leader:
Tyrone Brewer, Chief Operating Officer, inVentiv Patient Outcomes

- **Global Trials — Around the World in 24/7**
Featured Thought Leader:
Jeffrey A. Green, Pharm.D., CEO, DataTrak International
- **Transforming from Deliverers of Sales Messages to Coordinators of Value**
Featured Thought Leader:
Martin Holzman, Senior VP, TNS Healthcare
- **One Brand, Two Audiences, Different Messages**
Featured Thought Leader:
David Levin, Director of DTC, AbelsonTaylor
- **The Pharmacy is the Crossroads for Healthcare Management**
Featured Thought Leader:
Gary Norman, Executive VP and General Manager, RxEdge
- **Direct Marketing Delivers in Changing Pharma Economy**
Featured Thought Leader:
Terry Nugent, VP, Marketing, Medical Marketing Service Inc.