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**CONTRIBUTING EDITOR**

Carolyn Gretton

**DESIGN ASSOCIATE**

Cathy Liszewski

**NATIONAL ACCOUNT MANAGER**

Cathy Tracy

**CIRCULATION ASSISTANT**

Kathy Deuliis

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## Happy New Year!

Glad tidings to all as we enter a year of unprecedented uncertainty, and in some cases, opportunity. At PharmaVOICE, we are embarking on several new exciting ini-

tiatives to kick off what we hope will be a resounding 2009.

First, we have launched a digital edition of the publication that is an excellent complement to the hard copy version. Every digital edition of PharmaVOICE will include all of the content of the print edition, including the ads, as well as articles and bonus content exclusive to the online medium. To make your online interaction with the publication enjoyable as well as educational, the digital version also includes a host of bells and whistles — downloadable Podcasts, whitepapers, videos, and links to relevant Websites. The digital edition also offers enhanced capabilities that enable you to page through articles; zoom in and out of articles and ads; search by key word, thought leader, and/or company; click directly through to articles from the table of contents; click on links that take you directly to Websites for products, suppliers, and other resources mentioned in articles and advertisements; and connect back to AccessFYI.com to order reports, books, or other related information and content. It's easy to access the digital edition; the technology doesn't require any special software and the pages load quickly. Just click on the magazine cover at [pharmavoiced.com](http://pharmavoiced.com) to begin reading.

We hope you are as excited about our new online edition as we are to bring you cutting-edge technology to further enhance your experience with PharmaVOICE. For technical questions about using the digital edition of the magazine, please contact Marah Walsh at [mwalsh@pharmavoiced.com](mailto:mwalsh@pharmavoiced.com). To learn how to enhance your digital exposure, please contact Lisa Banket at [lbanket@pharmavoiced.com](mailto:lbanket@pharmavoiced.com).

You will note that we are once again taking a look at what's happening in the green arena. This has become a familiar and popular topic. "Eco-nomics" is permeating all aspects of business today. We took a hard look at what we could do to be more eco-friendly, and in the spirit of green we have adopted several new best practices. First, we trimmed the size of the publication by a half-inch on each side. This small adjustment may not sound like a lot, but in fact it translates to almost a 10% reduction in total paper usage or 1,408 pounds of paper per month, for a total of more than 10 tons of paper a year for PharmaVOICE and the VIEW publications!

We are also using a soy-based ink. To boil down the science, soy-based inks release less than one-fifth of the amount of volatile organic compounds emitted by petroleum-based inks. And unlike petroleum, soybeans are a renewable resource. Soy ink also is easier to remove from paper, so the paper fibers are less damaged during de-inking and the resulting recycled paper is brighter.

Lastly, PharmaVOICE is now being printed on paper supplied by New Page, which selects the wood fiber used in the production of the paper only from areas identified and designated for harvesting and only from verified, sustainable sources.

We wish you a healthy, happy, and eco-friendly New Year!

Change is good!