

Tools of the Trade

NEW ELECTRONIC AND
WEB-BASED APPLICATIONS,
SITES, AND TECHNOLOGIES

By Denise Myshko

► Symphony Health Solutions Launches ePrescribing Solutions Suite

TRENDING NOW: Technology is helping pharmaceutical brand teams understand how e-prescribing influences brand performance.

Source Healthcare Analytics, a Symphony Health Solutions company, has launched ePrescribing Solutions Suite, a set of tools designed to benchmark how electronic prescribing influences brand performance compared with traditional forms of script submissions, such as paper, phone, and fax.

Electronic prescribing, which has doubled over the last two years, now accounts for 42% of the new prescriptions written in the first half of 2012, according to Source data. Driven heavily by government incentives to physicians, e-prescriptions are also gaining popularity because of their fast, error-free delivery to pharmacists.

The ePrescribing Solutions Suite looks at the effect of e-prescribing on payer access, patient behavior, and adherence, and can help marketers fine-tune their efforts to account for this influence.

Using this suite, marketers can measure a physician's propensity to e-prescribe, determine influence on payer impact, and understand whether patients are more likely to abandon, start, or stay on a medication.

"As e-prescribing becomes fully adopted, it is increasingly problematic for brand managers as they attempt to triangulate on the specific issues driving patient and practitioner behavior," says Karin Hayes, senior director, product management, Source Healthcare Analytics. "It is essential to understand the extent to which e-prescribing is influencing the drivers of patient care."

▼ For more information, visit symphonyhealth.com.



Karin Hayes

In other technology news...

EvaluatePharma has launched a new service, **TRACKING DRUGS@FDA**, which gives clients access to the entire universe of approved FDA drugs and the related FDA document library, as well as FDA Orange Book patent data, all fully integrated into EvaluatePharma platform and analytical tools.

▼ For more information, visit evaluatepharma.com.

Sparta Systems is now offering **AUDIT EXECUTION PACKAGE**, a bundled service comprised of the TrackWise AEP software and tailored services. The suite includes support from an implementation consultant and a subject matter expert for a rapid implementation.

"The necessity to hold internal departments and external partners to the highest level of quality continues to pose cost-containment challenges in life sciences," says Mike Jovanis, VP, product management and strategy at Sparta.

▼ For more information, visit sparta-systems.com. **PV**



Mike Jovanis

Optum Accelerates Late-Phase Research

Optum has released **SMART MEASUREMENT SYSTEM FOR LATE PHASE**, a software product that helps pharmaceutical companies manage large, complex, and multiyear drug studies more efficiently and cost-effectively. The system features an intuitive user interface and interactive dashboard reports.

"With tools like this, Optum helps sponsors navigate their studies more effectively and efficiently through the increasingly challenging research and regulatory environment," says Lee Valenta, president of Optum's Life Sciences business.

▼ For more information, visit optuminsight.com.



Lee Valenta

E-UPGRADES AND ENHANCEMENTS ►

Cegedim Relationship Management's MOBILE INTELLIGENCE 9 is now fully compatible with the Windows 8 Pro tablet. The company continues to expand the breadth of its tablet-centric CRM, MI Touch, which supports Microsoft's Windows 8 PRO tablets, and features the same robust functional scope as the iOS solution, including: closed-loop marketing (CLM); meetings and expenses; and insightful analytics. MI Touch also features an off-line/online functionality and a centralized back-end platform that enables a single configuration for all devices and operating systems.

▼ For more information, visit cegedim.com/rm.

Veeva Systems' VAULT ETMF, an electronic trial master file (eTMF) solution developed as a multitenant cloud-based service, is now available. With full support for the DIA TMF Reference Model, Vault eTMF gives sponsors, sites, and CROs around the globe real-time and secure access to clinical documentation at every point in a trial's set-up, execution, and archives. Vault eTMF enables life-sciences companies to streamline trial document collection, management, and analysis, speeding time to market while improving compliance and submission quality.

▼ For more information, visit veevasystems.com.

Pharma Labeling Compliance

Optimizing Labeling Strategies to Create Accurate Core Data Sheets, Structured Product Labeling Methods While Meeting Current FDA & International Regulations

March 20-21, 2013
Boston, MA

“Overcome labeling compliance challenges

by **GAINING** a more analytical view of the current FDA regulations, SPL conversion challenges, and **EFFICIENTLY TRACKING** labeling compliance.”

From keeping up with new regulations, developing a labeling strategy, analyzing Structured Product Labeling, and tracking label compliance, it is important to manage every aspect of label development.



Attending this Premier marcus evans Conference will Enable You to:

- **Develop** a label and manage it from the initial idea to the label's creation with **Vertex**
- **Create** a core data sheet in a clear & concise manner with **Takeda**
- **Generate** core labeling content to determine what to include in the final label with **AstraZeneca**
- **Implement** a global compliance initiative, understanding its evolution, and developing the next stage technology solution with **Abbott**
- **Overcome** the challenges companies are facing tracking global labeling compliance with **Bristol-Myers Squibb**

Who Should Attend:

marcus evans invites Vice Presidents, Heads, Directors, Senior Managers and Managers with responsibilities in:

- Global Labeling
- Global Labeling Operations
- Regulatory Affairs Labeling
- Labeling and Product Communications
- Global Regulatory Affairs
- Labeling Strategy

Featuring Sessions by Leading Pharmaceutical Labeling Professionals Including:

Colleen A. McGraw
Director, Labeling & Product Communications
Vertex Pharmaceuticals

Una Ortell, M.Sc. RAC
Global Head, Labeling & Promotion,
Global Regulatory Affairs
Takeda Global Research & Development Center, Inc.

Linda S. Pollitz
Director, Regulatory Affairs,
Advertising & Promotion
Alkermes, Inc.

Antoinette Eber-Roe
Director, Regulatory Affairs, Global Labeling
& Ad Promo, Operations & Compliance
Abbott Laboratories

Patricia A. Walsh
Director, Global Labeling Operations
Bristol-Myers Squibb

Julie Batal
Associate Director,
Regulatory Labeling & Promotion
Millennium: The Takeda Oncology Company

Nina Sherak
Associate Director, Global Labeling Group
AstraZeneca

Mauricha F. Marcussen
Regulatory Affairs, Global Labeling
& Ad Promo, Operations & Compliance
Program Manager, Global Labeling Alignment
Abbott Laboratories

Kathleen M. Bulgreen
Associate Director, Global Labeling,
Regulatory Affairs
Eisai

Mary Elicone
Associate Director,
Global Regulatory Affairs Labeling
Sanofi US

Amy Ebel, PharmD
Director, Global Regulatory Affairs,
Labeling Strategy
GlaxoSmithKline

Teodora Doherty
Associate Director, Global Regulatory Labeling
Janssen Research & Development, LLC

Corey Holstrom
Manager, Packaging and Labeling Compliance /
Formulation and Ingredients Operations
Pfizer Global Quality Operations

Amy Dailey
Global Clinical Trials Supplies-Supervisor
Allergan, Inc.

