



## MasterControl Releases **CUSTOMER COMPLAINTS SOLUTION**



**Customer complaints should be an integral component of the overall quality system. MasterControl enables customers to connect quality processes, such as the ability to automatically launch a MedWatch form or CAPA process, directly from a severe customer complaint, says Brian Curran, Senior VP, Product Management and Strategic Marketing, MasterControl Inc.**

Customer complaints provide important feedback in any kind of business, but they are especially critical in the life-sciences and general manufacturing industries, in which complaints may indicate serious safety issues. In both FDA and ISO environments, customer-complaint handling is considered an essential part of the quality system.

With that in mind, MasterControl Inc. has released MasterControl Customer Complaints, a technology solution for automating, streamlining, and effectively managing the complaint-handling process to ensure regulatory compliance.

Its key features include: a simple, three-step process for directing complaints to the appropriate manager; a secure,

time-stamped audit trail that is FDA and ISO compliant; advanced analytics and reporting capabilities to increase management oversight and demonstrate appropriate controls to regulatory agencies; the FDA's MedWatch 3500A form for mandatory reporting of adverse events; and seamless integration with MasterControl's Corrective and Preventive Action (CAPA) solution to automatically escalate any serious quality problem.

## Covance Enhances **WEB-BASED CENTRAL LAB TOOL**

Covance Inc. has enhanced the capabilities of its LabLink online access tool for central laboratory test data. LabLink now provides clients with access to information pertaining to the management of test specimens and the status of time-sensitive kits supplied to investigator sites. Additionally, users now have increased autonomy and flexibility to create and schedule reports on the status of their clinical-trial laboratory tests.

LabLink is a secure, Web-based system that enables Covance Central Laboratory Services' biopharmaceutical clients to monitor the progress of their clinical-trial laboratory tests through online review and downloadable reports, providing laboratory results, as well as



**Covance's LabLink now provides clients with access to specimen-management data, kit-expiry information, and enhanced reporting capabilities, says John Raker, Director, Clinical Data Management, Covance Central Laboratory Services.**

investigator and patient demographic information.

The addition of specimen-management data to LabLink enables sponsors to track the shipment of their study test specimens into any of Covance's central laboratory locations worldwide. Sponsors can review the lab test results associated with individual specimens, as well as their subsequent storage at a Covance facility or transfer to a third-party referral laboratory.

Also, LabLink now provides kit expiration information that allows sponsors to communicate with investigator sites to ensure timely use of kits, as well as proactive reorder and resupply of valid kits.

Covance also has enhanced the system's reporting capabilities.

Users may now save and share report criteria, defined through LabLink's ad-hoc query function, and autogenerate reports according to predefined schedules.

## Knipper Launches **MARKETING SERVICES SUITE**

J. Knipper & Co. Inc. has launched Sample360°, a suite of tools that integrates a wide range of marketing services, which are designed to facilitate sampling programs and sample-compliance policies and procedures for pharmaceutical and biotech companies.

"Sample360°'s combination of innovative and traditional solutions for the dynamic gamut of drug-sampling practices and processes can elevate pharmaceutical companies' significant investment in sampling to new heights of performance," says James J. Knipper, president and CEO.

Sample360° features comprehensive, cost-efficient solutions for pharmaceutical companies that enable them to stay in compliance with the Prescription Drug Marketing Act (PDMA) and Drug Enforcement Administration (DEA) regulations.

Sample360° provides solutions to issues such as sample distribution support, sample agent personnel, and direct-to-practitioner distribution of samples. Additionally, the suite of services includes alternative sampling options and sample-accountability systems. Sample360° is engineered to be flexible, with customized services to complement each client's existing culture, policies, and procedures.

Understanding that the primary function of sales representatives is to call on their targeted practitioners, Sample360° features extensive sample distribution platforms to support sales efficiency. Through an easy-to-use Web-based ordering system, Knipper can warehouse and ship products directly to sales reps in bulk quantities, based on cyclical schedules or orders placed in the system.

For customers who require cost-effective assistance in reaching their targeted practitioners directly, sampling agents are available. These well-trained individuals are focused exclusively on providing samples only to physicians at lower cost than traditional sales representatives who both detail and sample practitioners.

The direct-to-practitioner option focuses on providing optional methods of response to sample requests made by physicians. Knipper ships samples directly to licensed prescribers, a service ideal for vacant territories and for reaching physicians who are in a noncalled-on category. A host of sample request options include direct mail and a novel Web-based solution. The direct-mail option features BRCs that Knipper can design, print, and personalize in-house.



**Sample360° is engineered to be flexible, with customized services to complement the client's individual culture, policies, and procedures that are already in place, says James J. Knipper, President and CEO of J. Knipper & Co.**

## PureMedEd Launches MEDICAL EDUCATION WEBSITE



*Our new Website enables us to interact with the public and the medical community to learn what they want and need so we can create state-of-the-art content in the most desirable format, says Ben Caref, Ph.D., President of PureMedEd.*

PureMedEd has launched its medical education Website at [puremeded.com](http://puremeded.com). The site features medical education, programming, and corporate information for professionals, industry partners, and consumers.

The site also provides visitors with the opportunity to sign up for the PureMedEd monthly newsletter, which offers the latest information on the company, its programs, health news, and industrywide updates.

The company plans on using the Website not only to provide agency information, but also to offer information on registration for ongoing programming, highlight health news, showcase the latest in medical-education ideas and opportunities, and feature healthcare-oriented streaming video.

## Maritz Travel Releases INCENTIVE TRAVEL INSIGHT SOLUTION

Maritz Travel has launched Maritz Travel Insight, a new survey and analysis tool that increases the effectiveness of corporate incentive travel programs.

Maritz Travel Insight works by polling employees to determine what activities and interests are most motivating to them. Results are then compiled into an easy-to-use decision-support tool that companies can use to build and test the motivational return of different travel experiences, based on a variety of trip options, activities, destination preferences, preferred month of travel, and other incentive travel reward factors.

The solution produces a report showing the value of each travel experience in motivating employees, in total and by demographic segment or segments.

According to each company's specific employee data and the Maritz Travel Insight tool, Maritz is able to help clients understand the trade-offs associated with different combinations of program elements, such as the benefits of offering a number of destinations to choose from or specific numbers of days of the trip versus offering a choice in travel dates. This enables companies to construct the most effective mix of travel experiences to better motivate their employees.

For example, a nationwide survey conducted using the Maritz Travel Insight tool found that 76% of respondents prefer smaller trips that offer choice in dates, destinations, and activities.

The poll also found that 14.5% of employees who won trips failed to attend at least one earned trip because the trip was unappealing (16%) and the dates conflicted with their schedules (65%), among other reasons.



*This tool enables companies to compare the motivational impact of one travel experience versus another across different groups of people so they can identify the most effective mix of travel rewards to increase employee performance and ultimately improve a company's return on incentive program spend, says Christine Duffy, President and CEO of Maritz Travel.*



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The prestigious **Strategic Patient Adherence (SPA) Awards** will be presented to pharmaceutical organizations that have been deemed exceptional in their compliance initiatives by an esteemed group of judges at the **5th Annual Forum on Patient Compliance, Adherence and Persistency** on April 10-11, 2006.

SPA Awards will be presented to the top 3 pharmaceutical organizations in the following categories:  
**Best Integrated Program ★ Best Branded Program ★ Best Disease Adherence State Program**  
Recognition will be based upon a combination of criteria and subject to the final approval by CBI.

Don't miss the opportunity to attend the SPA Awards Gala Dinner and network with the industry's 'Best in Class.'

### Confirmed Panel of Judges-to-Date Includes:

Grant Corbett  
Founder

**Behavior Change Solutions, Inc.**

Dorothy L. Smith, Pharm.D.  
President, CEO

**Consumer Health Information**

Jack Barrette  
Vice President, Business Development-Healthcare  
**Yahoo!**

## Pri-Med Introduces E-CME ON DISASTER RELIEF

**The online curriculum offers primary-care practitioners expert perspectives, clinical review, and case studies focused on the health issues borne by natural disasters.**

In the wake of devastating hurricanes and the threat of a flu pandemic, Pri-Med has launched a Disaster Relief and Treatment Center on Pri-Med Online. The online curriculum offers primary-care practitioners expert perspectives, clinical review, and case studies focused on the health issues borne by natural disasters.

"Primary-care practitioners are at the epicenter of catastrophes such as Hurricanes Katrina and Wilma," says Alan Lotvin, M.D., president of Pri-Med. "They contend not only with the immediate impact of a public-health emergency but the lingering effects on victims' health. The need for ongoing, focused, and readily accessible continuing medical education on these often-unfamiliar challenges is urgent."

Pri-Med Online offers accredited activities on topics such as: health effects of mold, dermatitis, West Nile virus, management of viral outbreaks, and post-traumatic stress disorder in children.

## IMS Health Unveils **GLOBAL PORTFOLIO OF PROMOTION MANAGEMENT SOLUTIONS**

IMS Health Inc. has launched IMS Promo.360, a powerful portfolio of global offerings that equip pharmaceutical marketing teams with a comprehensive, consistent, and tailored approach to promotion management.

The offerings combine the strength of IMS's global information assets and business expertise to drive improved return on investment of promotional campaigns and enhance brand performance at the local, regional, and global levels.

Enabling pharmaceutical decision makers to establish and share benchmarks and best practices, IMS Promo.360 brings together IMS's information, analytics, and consulting capabilities to support brand-marketing decisions at all stages of product development — from prelaunch through maturity — for single or multiple brands.

The robust solution features a combination of consulting and syndicated offerings, including:



**Face-to-face detailing and sampling are no longer enough to drive market share, and physicians are no longer the single customer. IMS's approach enables pharmaceutical brand managers to apply evidence-based analytics and leverage best practices across markets, which drives more efficient, effective use of promotional resources, says David Gascoigne, Practice Leader, Promotion Management, IMS Management Consulting.**

IMS Promo.Cast for forecasting brand performance based on specific investment assumptions; IMS Promo.Mix for determining the optimal mix of promotional efforts to drive brand performance; and IMS Promo.Return for quantifying the impact and return from specific promotional efforts. Additionally, the solution includes IMS Promo.Message for a comprehensive view of message efficacy and impact; IMS Promo.Equity for evaluating how companies are perceived by physicians and the role those perceptions play in promotion effectiveness and brand performance; IMS Promo.Detail for monitoring and benchmarking field-force implementation of a brand's strategy; and IMS Promo.Track a syndicated offering that tracks the volume, type, and variety of promotional efforts in the market.

These solutions can be purchased individually or as part of a customized, integrated IMS solution.

## H.D. Smith Electronically PROCESSES DEA-COMPLIANT ORDERS



**H. D. Smith's combination of RFID and CSOS technology generates efficiency, control, and accountability over controlled substance products, says Dale Smith, President and CEO of H.D. Smith.**

H.D. Smith is successfully processing electronic 222 orders for controlled substances using iSoft Corp.'s e222 CSOS solution, in accordance with the U.S. Drug Enforcement Administration's (DEA) controlled substance ordering system (CSOS).

The electronic CSOS replaces costly paper-based systems by providing secure electronic transmission of controlled substance orders between manufacturers, distributors, and pharmacies.

To facilitate this process, iSoft's e222 CSOS application creates an electronic version of DEA Form 222 (e222), supporting digital signatures and providing a secure, reliable platform for transactions between buyers, suppliers, and the CSOS.

The system also uses radio frequency identification (RFID) tags, which act as unique identifiers, or "license plates," for each individual package. The ability to track inventory individually provides maximum control over products in the supply chain.

## Isensix Launches **INTEGRATED SUITE OF WIRELESS MONITORING SOLUTIONS FOR REGULATORY COMPLIANCE**

Isensix Inc. has launched an integrated suite of solutions for the pharmacy market; the wireless monitoring solutions help pharmaceutical marketers and manufacturers meet USP 797 and other regulatory compliance requirements, including MMA Part D.

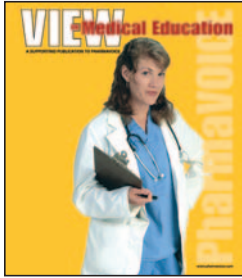
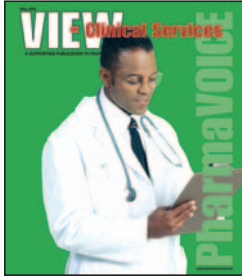
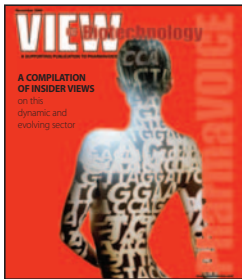
"The pharmacy market has been challenged to comply with a number of new regulatory requirements to ensure the safety of medications," says Douglas W. Berg, president and CEO of Isensix. "In addition, complying with these regulations has become tougher as inspectors from various agencies, including the Joint Commission on Accreditation of Healthcare Organizations (JCAHO), began to implement the new unannounced inspection process as of January 2006. Our new suite of products, focused exclusively for pharmacies, will contribute to our customers' plans to meet these new challenges."

The ARMS system is designed to improve the safety of stored medications, vaccines, and pharmaceutical products through automation, resulting in confidence in medication management and patient safety. The system features a simple user interface that is accessible from any Web browser.

The system is scalable to efficiently provide coverage of monitored units in large campus environments, as well as single facilities. Real-time alert capabilities through e-mail, pager, and mobile phone text, as well as escalation notification services, keep technicians and management informed of any out-of-range conditions.

"Proper differential pressure and air flow during drug compounding has been a concern in the pharmacy market based on drug-sterility and employee-safety issues," Mr. Berg says. "With the Isensix system, all processes are automatically monitored, and an alarm is triggered to notify a staff member immediately if any issue arises."

**The ARMS system is designed to improve the safety of stored medications, vaccines, and pharmaceutical products through automation, resulting in confidence in medication management and patient safety.**



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**VIEW on Advertising**

*Publication Date:* March 2006  
*Space Deadline:* December 28, 2005  
*Editorial Material Deadline:* January 16, 2006  
*Ad Material Deadline:* January 27, 2006

**VIEW on Biotechnology**

*Publication Date:* April 2006  
*Space Deadline:* February 2, 2006  
*Editorial Material Deadline:* February 15, 2006  
*Ad Material Deadline:* February 28, 2006  
*Featured Show Distribution:* BIO Annual Convention

**VIEW on Sales Training**

*Publication Date:* May 2006  
*Space Deadline:* March 2, 2006  
*Editorial Material Deadline:* March 15, 2006  
*Ad Material Deadline:* March 28, 2006  
*Featured Show Distribution:* SPBT Annual Conference

**VIEW on Clinical Services**

*Publication Date:* June 2006  
*Space Deadline:* April 3, 2006  
*Editorial Material Deadline:* April 14, 2006  
*Ad Material Deadline:* April 28, 2006  
*Featured Show Distribution:* DIA Annual Meeting

**VIEW on Medical Education**

*Publication Date:* August 2006  
*Space Deadline:* June 2, 2006  
*Editorial Material Deadline:* June 15, 2006  
*Ad Material Deadline:* June 28, 2006  
*Featured Show Distribution:* Annual Conference of the National Task Force on CME Provider/Industry Collaboration

**VIEW on Marketing**

*Publication Date:* September 2006  
*Space Deadline:* June 30, 2006  
*Editorial Material Deadline:* July 14, 2006  
*Ad Material Deadline:* July 28, 2006  
*Featured Show Distribution:* HMC Annual Development Conference

**VIEW on E-Solutions**

*Publication Date:* October 2006  
*Space Deadline:* August 2, 2006  
*Editorial Material Deadline:* August 16, 2006  
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## ONLINE CONTRACT MANAGER MODULE

Available from SciQuest



**Contract Manager is a response to our customers' needs to manage their contracts and meet regulatory reporting and compliance requirements, says Jamie Duke, Chief Operating Officer of SciQuest Inc.**

SciQuest Inc. has released Contract Manager, the latest addition to its e-suite of spend-management and procurement-automation tools. The Contract Manager module strengthens an organization's e-procurement strategy by automatically integrating supplier contracts with the purchasing experience. A centralized repository makes it easy to store, find, and view contracts. Through tight integration with SciQuest's e-procurement tools, the solution provides seamless tracking, reporting, and analysis capabilities.

Contract Manager provides the following features and benefits: contract visibility, which enables end users to control contract-management costs; improve contract-compliance rates, and increase contract awareness; contract tracking, which enables organizations to track deliverables and alert administrators when specific criteria have been met; and contract analysis, which allows organizations to identify and summarize contract commitments, spend data, rebates, or additional savings opportunities.

## Tagsys, Systech, and SupplyScape Release INTEGRATED SOLUTION TO FIGHT DRUG COUNTERFEITING



**By offering a single solution to address counterfeiting that encompasses the technology and domain expertise critical to success, our effort will eliminate the technology hurdles to deployment, says Shabbir Dahod, President of SupplyScape.**

Tagsys, Systech International, and SupplyScape Corp. have released a complete, integrated solution that allows pharmaceutical manufacturers to serialize, package, and distribute products.

The jointly developed solution enables supply-chain partners to authenticate drugs throughout the supply chain and to create significant barriers to counterfeiting and diversion.

Working seamlessly with most manufacturers' existing infrastructure, the system offers innovative approaches to address three critical areas of system integration and deployment: radio frequency identification (RFID) tagging for authentication at the item-level; packaging line device management and data capture; and authentication services and e-pedigree compliance and management.

The solution addresses the Pharmaceutical Research and Manufacturers of America's recommended approaches for securing the U.S. drug supply against counterfeiting threats.

Additionally, the solution provides compliance with pedigree requirements in Florida, California, and other states.

"Drug counterfeiting has become one of the top concerns among drug makers, and many believe that the fight starts on the manufacturing floor," says Shabbir Dahod, president of SupplyScape. "By offering a single solution that encompasses the technology and domain expertise critical to success, this effort will eliminate the technology hurdles to deployment."

Last year, counterfeit drug investigations nearly tripled, garnering extraordinary attention from the FDA and officials at state and federal levels.

This integrated solution enables manufacturers to not only comply with upcoming regulatory and customer needs, but it also paves the way for future strategic value.

## Follow up

**COVANCE INC.**, Princeton, N.J., is a comprehensive drug-development services company. For more information, visit [covance.com](http://covance.com).

**H. D. SMITH**, Springfield, Ill., is a full-service wholesale distributor that serves retail, hospital, and institutional pharmacies. For more information, visit [hdsmith.com](http://hdsmith.com).

**IMS HEALTH INC.**, Fairfield, Conn., provides information solutions to the pharmaceutical and healthcare industries. For more information, visit [imshealth.com](http://imshealth.com).

**ISENSIX INC.**, San Diego, provides Web-based, wireless monitoring systems for healthcare and life-sciences facilities. For more information, visit [isensix.com](http://isensix.com).

**ISOFT CORP.**, Addison, Texas, provides secure file transfer and B2B gateway solutions. For more information, visit [isoft.com](http://isoft.com).

**J. KNIPPER & CO. INC.**, Lakewood N.J., is a fully integrated pharmaceutical marketing services company. For more information, visit [knipper.com](http://knipper.com).

**MARITZ TRAVEL**, St. Louis, a unit of Maritz Inc., provides meeting, event, and incentive-travel management. For more information, visit [maritztravel.com](http://maritztravel.com).

**MASTERCONTROL INC.**, Salt Lake City, provides electronic quality-management systems, including comprehensive product training, technical support, and validation services. For more information, visit [mastercontrol.com](http://mastercontrol.com).

**PRI-MED**, Boston, a division of M|C Communications, is a continuing medical education provider for primary-care practitioners, psychiatrists, pharmacists, and cardiologists in the United States. For more information, visit [pri-med.com](http://pri-med.com).

**PUREMEDED**, New York, is a full-service medical education agency. For more information, visit [puremeded.com](http://puremeded.com).

**SCIQUEST INC.**, Cary, N.C., provides supplier management and procurement automation solutions that help customers gain greater visibility into and control over their

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

**SUPPLYSCAPE CORP.**, Woburn, Mass., provides electronic pedigree software and expertise to safeguard and secure the pharmaceutical supply chain. For more information, visit [supplyscale.com](http://supplyscale.com).

**SYSTECH INTERNATIONAL**, Cranbury, N.J., provides packaging performance management solutions for manufacturing operations. For more information, visit [systech-tips.com](http://systech-tips.com).

**TAGSYS**, La-Penne-sur-Huveaune, France, provides radio frequency identification systems and tags for end-to-end item-level tracking that automate labor-intensive processes, authenticate and safeguard goods, and enable real-time inventory and asset visibility. For more information, visit [tagsysrfid.com](http://tagsysrfid.com).