



Pharma Industry Veteran Launches **ONLINE RECRUITMENT SITE**



On the corporate side, the companies expressed increasing frustration with the methods and costs associated with employee recruitment, says Maryellen Ruvolo.

PharmStorm is a newly launched online resource with the goal of meeting both job search and recruitment needs by using a proprietary algorithm and multidimensional criteria to identify top-level candidates and present them to companies recruiting for positions ranging from entry level to C-level, research to sales, and management to production.

Despite the fact that the pharmaceutical industry's job outlook is one of the few that has not been decimated by the economic downturn, the recruitment process is not without its frustrations. This

difficulty in finding efficient search and placement resources prompted Founder and President Maryellen Ruvolo, a 27-year pharma industry veteran, to develop the PharmStorm platform.

"After many years in the industry, I saw many of my colleagues, highly qualified professionals, having great difficulty finding positions," Ms. Ruvolo notes. "I knew the industry needed a more sophisticated resource, one which relied on advanced technologies and was driven by practical business strategies."

PharmStorm's proprietary back-end software enables candidates to present their various qualifications and maximize their potential to find the right job. Candidates can track interest in their qualifications, select which companies their profiles are sent to, modify their resumes and profiles for maximum exposure and contact, and determine how their qualifications measure up to others.

inVentiv Health's FlightPath is an organizing platform for commercialization planning that provides healthcare companies with access to strategic insights, planning expertise, and tactical execution capabilities coordinated through a single point of contact.

"Even the most innovative compounds can fail to achieve commercial success without well-developed strategies, aligned tactics, and carefully coordinated execution," says Norman Stalsberg, president of inVentiv Advance Insights. "FlightPath is a tailored commercialization approach designed to help healthcare executives navigate the process with confidence, regardless of whether their product is still in early development, relaunching after being on the market for years, or somewhere in between."



Launching new products in today's complex market can be extremely daunting, observes Norman Stalsberg.

FlightPath Enables **INTERACTIVE COMMERCIALIZATION PLANNING**

New service provides clients with customized, interactive approach to commercialization planning and execution.

FlightPath is structured around four key planning disciplines:

- Commercialization strategy, which includes defining the business opportunity, establishing positioning, and setting strategies, goals, priorities and critical success factors;
- Commercialization planning, which includes the construction of a detailed cross-functional tactical plan and encompasses specific timelines and budgets, roles, and responsibilities of team members;
- Implementation, which includes execution of plan tactics through inVentiv's teams of marketing and sales experts; and
- Monitoring and reporting, which provides continuous progress monitoring and feedback and the identification of necessary planning modifications and adjustments.

Expanded SDI Media Services Measure **PHARMA AD CAMPAIGN ROI**

SDI's expanded Media Innovations division brings comprehensive de-identified patient-level data and pharmaceutical industry analytics to media and advertising agency companies, providing reporting on audience quality and products to measure campaign ROI.

HealthRatings allows media and advertising companies to profile the actual healthcare behavior of specific television, magazine, and online audiences using de-identified patient-level data. For each audience, HealthRatings includes data on the conditions they suffer from, the drugs they take, and treatment compliance. Media companies and

advertising agencies can use this information to effectively target the right audience and create relevant messages.

"SDI's Media Innovations offers an approach that addresses two of the most challenging issues for advertising pharmaceutical brands — reaching the right patient targets and determining campaign ROI — provided in language that the pharmaceutical companies already understand," says Dave Nussbaum, VP of SDI's Media Innovations division. "Media companies that profile and measure audience behavior according to their clients' standards will have a distinct advantage."

NEW TEAM ALIGNS PAREXEL EXPERTS With Biopharma Counterparts

Parexel's recently established The Expert Office is focused on delivering a new level of strategic partnership based on program design expertise, operational excellence, and project leadership.

"Biopharmaceutical companies face myriad regulatory, medical, and scientific issues that are changing the clinical development environment, and Parexel is committed to easing these challenges," says Mark Goldberg, M.D., Parexel's chief operating officer.

The Expert Office is comprised of top specialists

in their fields, many of whom are former regulators, pharmaceutical company executives, and leaders of medical institutes who draw on their regulatory, business, and scientific experience.

"This consolidation of knowledge throughout the life cycle of a program is focused on helping companies make faster, better-informed development and commercialization decisions and accelerate clinical research," observes Udo Kiessling, M.D., corporate VP and chief medical officer.

Cadient Launches **INTERACTIVE STRATEGIES CONSULTING GROUP**

Cadient Interactive's recently established Hatch Consulting services group aligns strategic experts across a range of emerging areas of focus in healthcare marketing to guide companies and brands to optimal market performance.

"We have found that healthcare and life-sciences companies are often dissatisfied with the accessibility, agility, and experience of their current marketing partners' strategic leadership teams," says Cadient Group President and CEO Stephen Wray. "We created the Hatch program as a way to address this industry challenge."

"The Hatch Consulting team stays at the leading edge of interactive marketing strategies and tactics and guides Cadient Interactive clients as they make critical decisions about how, when, and where to deploy interactive strategy," adds Cadient Group Chief Innovation Officer Will Reese, who is responsible for directing the Hatch Consulting team.

The Hatch team is segmented into distinct interactive healthcare marketing disciplines to best align



Our research, pilot initiatives, and customer insights have led us to select the areas of focus for Hatch, says Will Reese.

Our clients have access to a team of interactive marketing specialists with deep industry expertise in a multitude of areas who offer breakthrough strategic thinking, says Stephen Wray.



with Cadient Interactive clients' most critical marketing needs. These disciplines include market development, mobile marketing, social/emerging media, program optimization/analysis, customer acquisition, user experience, and research insights.

NEW INTEGRATED MARKETING SOLUTIONS

Company is Formed

MedTera, an integrated marketing solutions company dedicated to improving education, promotion and communications in the healthcare, life-sciences, and pharmaceutical industries, has officially launched.

Operating as a wholly owned subsidiary of Structural Graphics, MedTera specializes in the design and execution of integrated marketing programs for healthcare marketers and their agencies, empowering more successful relationships with patients, caregivers, and physicians.

By partnering with other industry leading organizations, MedTera creates marketing programs that enable clients to optimize their investments in the development, promotion, and delivery of healthcare products and services.

MedTera offers full-service solutions that are highly interactive and incorporate physical and digital media components. This dynamic experience engages audiences, ensuring greater brand awareness, improved patient compliance, expanded market share, and increased ROI.

David Duplay is the president of MedTera and is responsible for developing and overseeing the company's vision, mission, and strategic direction. He has more than 20 years of experience working with pharmaceutical companies, research organizations, and patient groups.

Before founding MedTera, Mr. Duplay served as the general manager for several marketing services companies where he developed strategic, closed-loop marketing programs and solutions.

He also previously founded New Colony Partners in 2003, a healthcare consulting firm dedicated to assisting healthcare and life-sciences companies open new markets, improve the delivery of professional services, and enhance clinical processes and decision-making with new and innovative technologies.

"By designing and executing innovative, comprehensive marketing programs tailored to healthcare marketers and their agencies, MedTera empowers more effective brand relationships with patients, care givers, and physicians," Mr. Duplay says. "Our full-service solutions are highly interactive and incorporate physical and digital media components to create a dynamic experience that engages audiences, ensuring greater brand awareness, improved patient compliance, expanded market share, and increased ROI."

Quintiles Adds **PATIENT-CENTRIC CME MODEL**

Quintiles Medical Education's recently introduced Validation Model represents a fundamental shift in the design and delivery of medical education for physicians by applying patient-provided information to continuing medical education program (CME) design.

Despite its underlying goal of improving the

quality of patient care, traditional CME does not incorporate feedback from patients. By applying information gleaned from patient surveys to the design and execution of healthcare provider education, Quintiles' new model significantly improves physician learning and maximizes the value of education grants.

Follow up

CADIENT GROUP is an interactive marketing network focused on the healthcare industry. For more information, visit cadient.com.

INVENTIV HEALTH INC. delivers customized clinical, sales, marketing, and communications solutions through four core business segments: inVentiv Clinical, inVentiv Communications, inVentiv Commercial, and inVentiv Patient Outcomes. For more information, visit inventivhealth.com.

MEDTERA is an integrated marketing solutions partner dedicated to improving education, promotion, and communications in the life-sciences and pharmaceutical industries. For more information, visit medterasolutions.com.

PAREXEL INTERNATIONAL CORP. is a global biopharmaceutical services organization providing a broad range of knowledge-based contract research, medical communications, and consulting services. For more information, visit parexel.com.

PHARMSTORM is an online job search and recruitment resource for the pharmaceutical industry. For more information, visit pharmstorm.com.

QUINTILES MEDICAL EDUCATION is the continuing medical education arm of Quintiles. For more information, visit quintiles.com.

SDI is a healthcare market insight and analytics firm. For more information, visit sdihealth.com.

SEE DIGITAL EDITION FOR BONUS CONTENT
WWW.PHARMAVOICE.COM

AROUND THE GLOBE



- ▶ **KANTAR HEALTH** is expanding its CardioMonitor cardiovascular and diabetes patient database service into Japan and China. The new information service helps pharmaceutical and biotech companies size opportunities, identify treatment dynamics, position products, and sharpen forecasts in the growing Japanese and Chinese markets.
For more information, visit kantarhealth.com.
- ▶ **MERCK SERONO**, a division of Merck KGaA, has established a global R&D center in Beijing to lead drug development for China and other Asian countries, both for local clinical trials and participation in global clinical trials. The Merck Serono China team is also responsible for managing Merck Serono's collaborations with research institutions in China and continuing to look for partnerships with local academic institutions and companies. Research activities conducted in the China R&D center focus mainly on biomarker research, including pharmacogenomics and bioanalytics activities.
For more information, visit merckserono.com.
- ▶ Global contract research organization **PPD** has expanded its presence in China through the acquisition of BioDuro LLC, a Beijing-based drug discovery outsourcing company that provides a broad range of integrated services to biopharmaceutical companies. The acquisition brings PPD's total staff in China to almost 1,000, making it the largest CRO to offer clinical development and discovery services in the country.
For more information, visit ppdi.com.
- ▶ **PRA INTERNATIONAL** has moved its Seoul office to a larger, more centrally located facility to accommodate the CRO's rapid growth and further broaden its ability to deliver clinical service excellence in South Korea.
For more information, visit prainternational.com.
- ▶ International pharmaceutical and medical device services company **PREMIER RESEARCH GROUP** has expanded its functional sourcing resources to Eastern Europe. Premier Research is providing these low-cost data processing services through experienced professionals based in the company's existing offices in Bulgaria and Slovakia.
For more information, visit premier-research.com.
- ▶ In response to requests from clients, **SCHULMAN ASSOCIATES IRB** has expanded its institutional review board services into Canada. For North American studies conducted in both the United States and Canada, Schulman's Canadian and U.S. board members are reviewing the research together in order to maintain consistency. Schulman's Canadian office is located in Toronto.
For more information, visit sairb.com.
- ▶ **SUDLER & HENNESSEY** has partnered with longtime healthcare industry veteran Martin Sherwood to establish an agency in Johannesburg. Sherwood Sudler & Hennessey serves as a hub to deliver advertising and promotional needs for pharmaceutical and healthcare agencies in the greater South Africa region.
For more information, visit sudler.com.
- ▶ **TAKEDA PHARMACEUTICALS NORTH AMERICA** has incorporated Takeda Pharmaceuticals Mexico S.A. de C.V., strengthening the company's North American presence and bolstering existing operations in the United States and Canada. Takeda Pharmaceuticals Mexico has headquarters in Mexico City.
For more information, visit tpna.com.
- ▶ **ZS ASSOCIATES** has opened an office in Barcelona to help clients across Spain and Portugal improve their commercial sales organizations in the face of the constantly evolving global healthcare market. Stefano DeSantis, office managing principal for the ZS office in Milan, also serves as the office managing principal for the Barcelona office.
For more information, visit zsassociates.com.

ON THE SHELVES



- ▶ Henry Stewart Publications' new peer-reviewed **JOURNAL OF COMMUNICATION IN HEALTHCARE** includes articles, research, and case studies on how to improve communication with patients, the public, and the media. It offers guidance and lessons learned from fellow professionals; examinations of innovative strategies, techniques, and campaigns; insights from healthcare insiders such as clinicians, providers, and charities; input from influential policymakers; and guidance on best practices from PR, marketing, brand management, sales, and other professionals.
For more information, visit henrystewart.com/jch.
- ▶ Informa Healthcare's Good Clinical Practice journal has been relaunched as **SCRIP CLINICAL RESEARCH**, offering readers a shift in content from the theoretical to the practical business of clinical trials. In addition to a bimonthly hardcopy publication, Scrip Clinical Research features a Web site that provides users with the latest breaking news, clinical research, drug trial, and company information, and links to relevant material from Scrip and other Informa Pharma newsletter content.
For more information, visit scripclinicalresearch.com.

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Keynote Speakers



SUNDAY, APRIL 25, 2010

Thomas Gorrie, PhD

PRESIDENT, T.M. GORRIE AND ASSOCIATES

*Social Responsibility and the
Pharmaceutical Industry in the
21st Century – A Global Perspective*

Dr. Gorrie recently retired from a 35-year career with Johnson & Johnson, with his final post being Vice President of Government Affairs and Policy.

He presently provides advice and consulting services to firms worldwide on business, government affairs, and management topics.



MONDAY, APRIL 26, 2010

Joshua Sharfstein, MD *(invited)*

PRINCIPAL DEPUTY COMMISSIONER OF THE
U.S. FOOD AND DRUG ADMINISTRATION

Dr. Sharfstein was appointed by President Barack Obama to this position earlier this year, and had previously served as the Commissioner of Health for the City of Baltimore and on the staff of the Government Reform Committee of the U.S. House of Representatives for Congressman Henry A. Waxman.

Special Event

SATURDAY, APRIL 24, 2010

Eva Mozes-Kor

An Afternoon with Eva

ACRP is very pleased to announce that Eva Mozes-Kor is returning for a special presentation.

As a keynote speaker, she mesmerized participants at our 2009 conference by recounting her childhood experience of surviving the genetic experiments of Dr. Josef Mengele in the World War II Nazi concentration camp at Auschwitz.

Eva poignantly reminds us of the need for obtaining proper consent from research participants and the need to remain vigilant on matters of human subject protection.

She remains very active traveling worldwide to discuss her personal, yet controversial, decision to forgive the Nazis



for the torture they inflicted on her and her twin sister, Miriam, in order to live her life with grace, compassion, and purpose.

Eva will retell her story of courage and survival, and provide an update on her petition to have samples of substances that were used in the Nazi experiments opened to modern scientific inquiry.

Her one-hour talk will be followed by an interactive Q&A session with the audience lead by ACRP Immediate Past Chair David Vulcano.

An Afternoon with Eva continues in the Exhibit Hall with a book signing of her autobiography, *Surviving the Angel of Death: The Story of a Mengele Twin in Auschwitz*.

Learn more at www.acrp2010.org

