Tools of the Trade

By Carolyn Gretton

New Platforms Streamline
✳ Scientific Data Sharing

TRENDS: Service providers are harnessing the power of user-generated applications and SaaS to help take scientific search and discovery to the next level.

ELSEVIER'S **SCIVERSE APPLICATIONS** beta, a new module within the SciVerse content database platform, consists of more than a dozen applications created by academic and commercial development partners to improve researcher workflow and enhance the value of existing content.

Jay Katzen, managing director, academic and government products for Elsevier, notes that the SciVerse Applications beta responds to researchers' needs by recognizing the value in bringing user-generated apps to the scientific landscape.

"As the wider scientific community becomes involved, the potential to drive innovation and accelerate science will become exponentially greater," Mr. Katzen says.

The launch includes the release of content application processing interfaces (APIs) from SciVerse ScienceDirect, SciVerse Scopus, and SciVerse Hub beta, as well as framework APIs allowing applications to be integrated directly into SciVerse. The applications can access data from hundreds of millions of articles, abstracts, and other scientific information within SciVerse, and they can integrate these into key parts of the SciVerse user interface.

◥ *For more information, visit elsevier.com.*

Jay Katzen

E-UPGRADES AND ENHANCEMENTS ▶

Pharmaceutical Institute has added a **BUSINESS ACUMEN SUITE** of e-courses within its Beacon Series on Pharmaceutical and Biotech Sales, aimed at improving the effectiveness of sales professionals. The additional courses focus on pharmaceutical and biotech finances, the sales force's impact on profit and loss, and frameworks for geographical analysis and business planning.

◥ *For more information, visit pharmainstitute.com.*

Kantar Health has launched **EPI DATABASE EM**, a Web-accessible epidemiology database for healthcare commercial planning purposes in Mexico and Turkey. Epi Database EM expands Kantar Health's coverage of epidemiology data in emerging markets established by Epi Database BRIC, which covers the markets of Brazil, Russia, India, and China.

◥ *For more information, visit kantarhealth.com.*

StudyManager's **REVEAL VERSION 3.1** expands the recruitment, financial, and reporting capabilities of the clinical trial management software (CTMS) for clinical sites and hospitals. The latest version includes enhanced productivity and business management tools that allow research organizations to centralize study information, organize research activities, and increase recruitment and financial performance.

◥ *For more information, visit clinicalsoftware.net.*

Web updates...

Alan Horgan

Firecrest has relaunched its web site, **FIRECRESTCLINICAL.COM**, to reflect the company's recent rebranding, which includes an updated logo and tagline — Site Performance. Ignited. — as well as showcase the company's service offerings.

"The new look is a reflection of the impact and innovation our trial experts strive for, and unifying our strategies will allow us to better deliver the total package to our clients," says CEO Alan Horgan.

◥ *For more information, visit firecrestclinical.com.*

Metrics' **PHARMAVISION** monitoring service provides secure, Web-based streaming video and accompanying real-time, two-way audio, giving clients remote man-in-the-plant oversight of their contract development and manufacturing projects. PharmaVision addresses the need to have a company representative who works on site overseeing such responsibilities as auditing documents, inspecting materials, or confirming batch records.

Phil Hodges

"Technology introduced us to time- and travel-saving conveniences such as teleconferences and webinars, so it makes sense to use technology to work even more closely and collaboratively with clients worldwide," says Metrics President Phil Hodges.

◥ *For more information, visit metricsinc.com.*

Avalere Health has unveiled **EBM NAVIGATOR**, a suite of online tools that gives users on-demand access to evidence-based medicine (EBM) information. The suite's modules deliver filtered intelligence for strategic and tactical support, real-time actionable information, and key insights.

◥ *For more information, visit avalerehealth.net.*

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