

Milestones...

Spectrum CELEBRATES 15 YEARS



John Seng

Spectrum, a health and science communications agency, is celebrating its 15th anniversary. The independent agency, which was founded by John Seng in 1996, is committed to achieving the goals of clients who are involved with issues, products, provider services or research in life and human health sciences.

Roska CELEBRATES 30 YEAR ANNIVERSARY



Jay Bolling

Roska Healthcare Advertising closed out 2011 celebrating 30 years of business, marked by continuing innovation in pharmaceutical marketing communications. Roska Healthcare is redefining relationships and multichannel marketing campaigns for healthcare brands by creating deeper relationships between HCPs and patients, sales reps and HCPs, as well as agencies and clients.

Market Turmoil Overshadows BIOTECH SUCCESSES

Life-sciences companies across the globe during **2011** raised **\$82.4 billion** in public financings, up from **\$65 billion** in **2010**, according to Burrill & Company. And while the biotech industry in **2011** scored notable victories with major drug approvals, deals, and advancements, global economic worries and political fights over debt in Europe and the U.S. weighed heavily on the industry.



Robert Bradway

Amgen Names NEW CEO

Robert Bradway, currently president and chief operating officer of Amgen, will become CEO of the company in May. He replaces Kevin W. Sharer, who has been chairman and CEO since **2000**. Mr. Bradway, 48, joined Amgen in **2006** as a VP in operations. He was appointed CFO in **2007** and was named president and chief operating officer in **2010**.



Racing fans can get live updates from Charlie Kimball on Twitter @racewithinsulin (<http://mobile.twitter.com/racewithinsulin>).

Novo Nordisk and Chip Ganassi Racing RENEW PARTNERSHIP

Novo Nordisk and Chip Ganassi Racing Teams Inc. have announced the multi-year extension of their partnership. Novo Nordisk will remain the primary sponsor of the No. 83 Novo Nordisk Chip Ganassi Racing entry, driven by Charlie Kimball — the first licensed driver with type 1 diabetes in INDYCAR. Mr. Kimball uses Novo Nordisk's Levemir and NovoLog with FlexPen to help manage his diabetes.

Quote of the Month...

“Our aspiration at Millennium is to cure cancer and it’s a bold goal and one we don’t necessarily think has been achieved yet...”

DR. DEBORAH DUNSIRE
President and CEO, Millennium



PharmaVOICE.com

PODCASTS

How the New Role of the CRO Affects Patient Enrollment

Thought Leader: Dr. Richard Malcolm, Acurian

The Evolving Social Media Lifecycle in Pharma

Thought Leaders: Nagaraja Srivatsan, Dileep Srinivasan, Alexander Gochtovt, Cognizant

Transformative Leadership

Thought Leader: Dr. Deborah Dunsire, Millennium; The Takeda Oncology Company

Understanding the Impact of Drug Induced Liver Injury on Drug Development

Thought Leader: Dr. Steve Lobel, PPD

WHITE PAPERS

Transforming R&D Productivity by Redefining Success in Clinical Trial Enrollment

Sponsored by: Acurian

Adaptive Social Media in Life Sciences

Sponsored by: Cognizant

Understanding Drug-Induced Liver Injury in the Context of Pharmaceutical Development

Sponsored by: PPD

According to Manhattan Research's ePharma Consumer study, 42% of online adults agree that pharmaceutical companies should be involved in online health communities for consumers; 19% disagree that pharma should participate in this type of forum.



Do You Have Nightmares Thinking About Drug Safety?



Going to bed at night without knowing how you are going to handle all of the complexities and documentation requirements of 21 CFR Part 11 or whether or not you've taken the right steps to ensure you've evaluated your safety results properly can be scary. Finding the right solution will put your mind at ease. **Sentrx, the one-stop-shop for all of your pharmacovigilance and medical affairs needs, is the right solution.** Let us show you our world-class outsourcing pharmacovigilance operation.

It's Time to Start Having Sweet Dreams

- ✓ Hosted Oracle Argus Safety Database
- ✓ Hosted Oracle Argus Interchange for Electronic Case Submission
- ✓ Proprietary Technologies for Post-Marketing Safety (Medical Inquiries, Product Complaints and Adverse Event Intake)
- ✓ Proprietary Technologies for Case Management and Compliance
- ✓ Proprietary Technologies for REMS Registry Needs
- ✓ Variable Case Pricing Based Upon Level of Effort
- ✓ Technology Service Desk
- ✓ Medical Affairs Call Center for Medical Inquiries, Product Complaints and Adverse Event Intake
- ✓ REMS assistance and customized workflows
- ✓ DSUR and Other Safety Reporting
- ✓ Audit Ready (Clients and Health Authorities)
- ✓ Quality Tracking and Reporting
- ✓ Training Provided through Sentrx University and Kaplan EduNeering
- ✓ Enormous Pool of Health Care Professionals within the Sentrx Patient Safety Nation SM

The Patient Safety Nation SM			
Medical Doctors	Physician Assistants	Registered Nurses	Nurse Practitioners
Doctors of Osteopathic Medicine	Family Medicine Nurse Practitioners	Adult Care Nurse Practitioners	Licensed Practical Nurses
Doctors of Obstetrics and Gynecology	Pediatric Nurse Practitioners	Geriatric Nurse Practitioners	Clinical Nurse Specialists
Nurse Practitioners	Pharmacists	Certified Registered Nurse Anesthesiologists	Doctors of Pharmacy