

## Ribotsky Worldwide **EXPANDS** **ANALYTICAL SERVICES** with new division

**Strategic Health care Solutions is equipped to assist clients in developing and integrating brand and corporate messaging and positioning through market trend analysis**

Ribotsky Worldwide Inc., a full-service communications company, has expanded its offerings to clients through a new division. Strategic Health care Solutions provides healthcare market-trends analysis, competitive market and brand analysis, and healthcare market-communications analysis. Strategic Health care Solutions is equipped to assist companies in developing and integrating brand and corporate messaging and positioning and provide a business case for promotional and business communications plans and spending. The new offering also provides highly specific disease category troubleshooting, issues management, and integrated business solutions.



**Bob Karczewski** says identifying emerging trends will help clients better define and reach their business goals.

## CSC **REALIGNS** healthcare operations

Computer Sciences Corp., responding to industry demands for complete business solutions, has realigned its U.S. healthcare operations to provide more tightly integrated services to its healthcare clients.

"Leading healthcare companies today demand comprehensive solutions — spanning industry and technology strategy, business process integration, enabling applications and infrastructure — that are integrated and managed as a whole against strategic business objectives," says Van Honeycutt, CSC's chairman and CEO. "CSC's actions today position the company to more effectively — and more efficiently — satisfy that demand."

To that end, CSC is combining certain functions in its existing Healthcare Group with similar or identical functions in other groups to consolidate expertise.

"By rationalizing our support to clients in the healthcare industry, we leverage the broad resources of CSC and deliver them as one company, while taking advantage of the synergies this realignment affords us," says Pete Boykin, CSC's president and chief operating officer.

"Our goals of delivering superior service and achieving high customer satisfaction remain unchanged, as does our strategic commitment to the healthcare market," Mr. Boykin notes.

Under the realignment, CSC is moving its healthcare consulting practice into its North American Consulting Group. Daniel Garrett, previously a VP in CSC's Healthcare Group, heads the

practice. Mr. Garrett also is responsible for coordinating all healthcare activities across CSC.

CSC's portfolio of healthcare application products now is managed from CSC's competency center for vertical industry applications. CSC's Technology Management Group continues to have overall service delivery responsibility for healthcare outsourcing clients. TMG is the company's North American outsourcing center of competence and provides best practices for managing large, complex accounts.

Art Spiegel, who has managed CSC's Healthcare Group since its formation in 1996, will retire from the company at the end of the year.

CSC serves clients in the provider, health plan, life sciences, and medical sciences segments of the industry. The company provides integration and consulting services for systems installation and implementation, for medical management and for supply chain redesign. CSC's outsourcing solutions provide a wide range of services from claims imaging and storage to full claims administration with member and provider services.

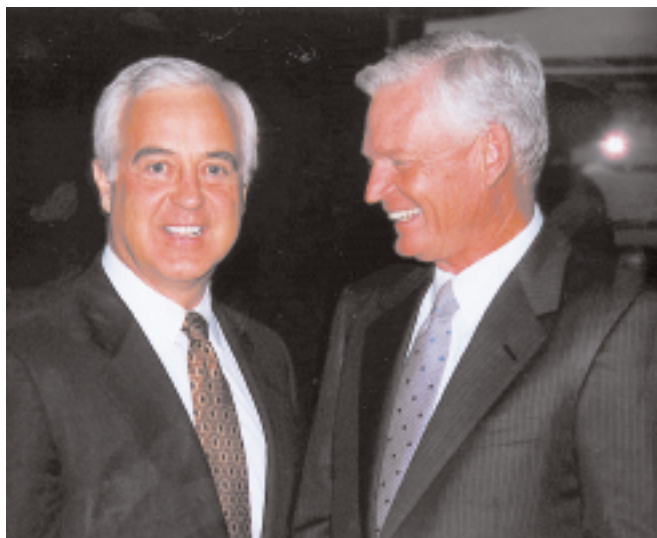
"Ribotsky Worldwide has always been devoted to being the most creative and strategic independent healthcare communications agency for our clients," says Ken Ribotsky, president and founder of Ribotsky Worldwide. "It has become increasingly evident that healthcare market needs are changing. We are evolving in order to exceed the market's business expectations, and offer a new service to meet this demand."

Bob Karczewski, RPh, was named executive VP of Strategic Health care Solutions.

Mr. Karczewski has been with the agency for six years, and has more than 20 years of agency and pharmaceutical business experience. Mr. Karczewski began his career working in a number of sales and marketing roles at Lederle Labs, which is currently part of American Home Products.

"More and more companies are forcing marketing and product development groups to integrate at the R&D level," Mr. Karczewski says. "We see Strategic Health care Solutions group as an independent offering that will serve an emerging segment of the healthcare communications market. "By providing invaluable new and emerging market insights and research, the Strategic Health care Solutions group will give the client and RWW an unparalleled view of the competitive landscape, allowing us to work together to better define and reach our client's business goals."

Ribotsky Worldwide's other offerings include: Alpha & Omega Worldwide, a medical education company, and Ribotsky & Co. Communications, a media-buying company. Ribotsky Worldwide is a member of the IN Network, an international network of independent advertising agencies with member agencies located on five continents, and is the healthcare communications agency specialist for the United States.



**Van Honeycutt, CSC chairman and CEO, and Pete Boykin, president and chief operating officer, respond to industry demands for complete business solutions, by realigning CSC's U.S. healthcare operations.**

## TRW offers hosting services to help healthcare companies **COMPLY WITH IT REGULATIONS**

TRW Inc. has introduced outsourced hosting services to help pharmaceutical and healthcare companies comply with international and Food & Drug Administration information-technology regulations.

TRW's regulated system hosting services combine technology infrastructure and associated services necessary to support compliance with new Federal regulatory requirements, which include specific documentation, processes, and operational services. These new regulations include Title 21 CFR Part 11 — the FDA's electronic records, and electronic signatures — and the Healthcare Insurance Portability & Accountability Act.

The service is being offered by TRW Systems, a \$3.2 billion business unit of TRW, which provides systems, services, and information technology to government and industry.

"TRW is uniquely positioned to fill this much needed capability for our biopharma and healthcare customers," says Bill Wilson, VP of TRW's commercial healthcare business.

Relsys International, a provider of software applications for the regulatory compliance and monitoring of product safety data from pharmaceuticals and medical devices, has keen interest in a regulated system hosting model. "Pharma customers face long implementation cycles and additional IT and deployment costs associated with systems validation and compliance not seen in other industries," says Dave Bajaj, president and CEO of Relsys. "We have seen a tremendous increase in interest in the delivery of Argus Safety Web, our Web-based drug safety software solution, via a 'turn key' hosted model."

The service-level agreement for TRW's offering includes both guaranteed system availability along with the specific documentation, processes, and operational services required for compliance with 21 CFR Part 11 and HIPAA. "This is the only service I am aware of that makes outsourced hosting a viable option for customers with strict regulatory and quality assurance requirements," says Benn Stratton, general manager of Stellar Systems, a systems integrator specializing in regulated systems management.

TRW's service includes seven areas to support regulated applications: platform availability, platform infrastructure, administration and maintenance, monitoring, business continuity, validation and quality assurance, and customer service and support. The service agreement includes the networking, data center, hardware, and operating software — including common applications such as databases and Web servers — necessary to support most Web and client-server applications. Additional value-added services such as support for digital signatures, user authentication, XML integration, electronic regulatory submissions, disaster recovery, and active archive management will be available in three to six months.

## Directions Research opens division for **PHARMACEUTICAL MARKET RESEARCH**

Directions Research Inc., recognizing that the needs of the pharmaceutical industry are constantly evolving, has created a new division called Directions Healthcare Research. The division expects to capitalize on DRI's market research experience across an array of business categories, expertise and resources, taking the company's pharmaceutical research services to a new level.

"We recognized the need to have a specialized division for the pharmaceutical industry," DRI President and Founder Randy Brooks says. "We are positioning ourselves so that pharmaceutical clients have better access to our industry expertise, in-depth knowledge and resources."

The new division is led by Scott Layne, VP and general manager, and a 20-year market research veteran. "Being a successful market-research practitioner means being well-versed and experienced," Mr. Layne says. "For that reason we're continuing to build staff with people who have a pharmaceutical background. We want to help our pharmaceutical clients take advantage of vertical opportunities."

DRI has been actively developing relationships and managing pharmaceutical clients since 1995. DHR is managed by industry veterans, Dr. Charlotte Mackenson-Dean and Dr. Lisa Rayder.

In related company news, DRI has opened a new office in Newtown, Pa. The new office is to be managed Dr. Rayder. As a VP/account executive, her responsibilities include sales, analytical, and consulting services for pharmaceutical clients. "By expanding in the Northeast, we are making an investment so that healthcare clients have better access to our industry-based expertise," Mr. Layne says.



*Dr. Lisa Rayder, as head of Directions Research's new Pennsylvania office, is responsible for sales, analytical, and consulting services for pharmaceutical clients.*

## Medical and healthcare guide **EXPANDS REACH** for market researchers

The 17th edition of the Medical & Healthcare Marketplace Guide, the most comprehensive biomedical industry resource, features two volumes containing more than 700 articles from world-renowned biomedical industry experts, plus expanded coverage of markets and leading pharmaceutical, medical device, and healthcare companies throughout the world.

In addition to quick updates on specific technologies and market trends in the biomedical industry, market researchers and product managers, as well as corporate development and business intelligence rely on the guide's complete listing of 20,000 key executives in the global biomedical industry, including names, e-mail addresses, and phone numbers, to promote products, clinical testing, and methods. Researchers can find more than 6,500 company profiles containing information such as financial histories, level of business activities, and ownership.

"There are \$2.8 trillion in worldwide medical and healthcare expenditures annually," says Robert Smith, editor in chief of the guide. "This is the only information resource that defines this industry in its total perspective, including its four major categories — pharmaceuticals and related products and services, medical devices and related products and services, clinical healthcare services, and non-clinical healthcare services."

The guide includes a glossary and acronyms section, biomedical company mutations, the company master list, companies grouped by market classes, company descriptions, the geographic index, and the executive index.

"The guide has a 20-year track record as the premier source for researching the medical and healthcare industry," adds Bob Graham, CEO of Dorland Healthcare Information.

In conjunction with the print version of the guide, Dorland's updated online offering, MHMGonline.com, mirrors the print publication's data, but also provides weekly updates reflecting company additions, address and personnel changes. MHMGonline brings market researchers up to date on crucial industry news such as joint ventures, alliances, mergers, and new product introductions. The online version, fully searchable by key word and zip code, is available separately or bundled with the print version.

The cost of the print directory in the U.S. is \$690 plus \$9.95 shipping; Internet subscriptions are \$799 for a single-user password, providing unlimited usage for one year from date of purchase. Multi-user and corporate Intranet pricings are available. The print directory and a single-user Internet subscription can be purchased together for a discounted price of \$965.

## Burrill forms **DIAGNOSTICS CAPITAL FUND** and has added an online marketplace for biopharmaceutical deal making

Burrill & Co. and Bayer Diagnostics, through Bayer Innovation BmbH, have united to form the Burrill Diagnostics Capital Fund, a \$50 million venture capital fund with an initial closing of \$25 million. Additional funding is expected to be completed by June 2002.

"We are honored and enormously pleased to have so venerable a partner as Bayer in this venture," says G. Steven Burrill, CEO of Burrill & Co. a life-sciences merchant bank. "The diagnostics sector is an exciting market with opportunities for investment in the development of products that will aid not only in the diagnosis of disease, but also the monitoring of treatment. On the clinical development side, the use of diagnostic biomarkers also will help in efforts to personalize medicine and reduce drug development costs by aiding in patient selection."

The Burrill Diagnostics Capital Fund will provide innovative diagnostic technology companies with resources to fully exploit the application of novel, bio-based technologies and provide growth capital to product-based companies.

Genomics, proteomics, pharmacogenomics, functional genomics, and other technologies are enabling researchers to better understand disease function and thereby design more effective means for the diagnosis of disease and the monitoring of a given therapy's success in treating the ailment. Such tools also provide the means for genotyping for disease susceptibility and for stratifying patient populations in clinical trials for drug approval. The market opportunities for these technologies include in vitro and in vivo diagnostics as well as the emerging field of diagnostics.

The Burrill Diagnostics Fund is part of a family of life science-focused funds managed by Burrill. These include the Burrill Biotechnology Capital Fund (capitalized at \$140 million), the Burrill Agbio Capital Fund (capitalized at \$66 million), the Burrill Agbio II Capital Fund (capitalized at \$35 million), the Burrill Nutraceuticals Capital Fund (capitalized at \$60 million), the Burrill Biomaterials/Bioprocess Capital Fund (currently capitalized at \$15 million) and the Burrill Life Sciences Capital Fund (in formation). Each fund has a focus within life sciences determined, in part, by its strategic limited partners.

In another move designed to broaden its range of life-sciences partnering services, Burrill & Co. has announced the addition of BioStreet, an online marketplace for biopharmaceutical deal making, to its strategic partnering and

spin-out services. By acquiring the assets of the BioStreet business, Burrill combines its strong network of professional relationships with BioStreet's ability to showcase potential partners' technologies and products in an efficient and powerful fashion using the Internet.

With the addition of BioStreet's DealXchange Website to its own capabilities, Mike Ullman, managing director who focuses on Burrill's partnering and spin-out business, says, "Burrill & Co. now offers pharmaceutical and biotechnology companies a winning combination that harnesses both electronic and face-to-face deal-making acumen to get the right parties talking and get the right deal done."



*Times are changing. The biotech industry has never been more dependent on dealmaking for its success, but we need to re-examine just how those deals will get done.*

— Steven Burrill

## URAC to develop **DISEASE MANAGEMENT STANDARDS**

As part of its mission to promote healthcare quality and accountability, URAC — the American Accreditation HealthCare Commission — is developing disease-management program standards. During the development process, URAC will test the draft standards on three to four disease management organizations. URAC, which expects to complete the standards in April, is soliciting interested organizations and companies to participate in the beta-site process.

"Disease management is an important strategy for reaching out to chronically ill consumers to improve health outcomes," says Garry Carneal, president and CEO of URAC. "Our disease management standards will emphasize collaborative relationships between patients and providers, and encourage companies to adopt evidence-based best practices. The beta-test process lets us apply the standards on a trial basis to ensure that we are meeting our objectives for fair, rigorous standards that help establish industry best practices."

URAC's disease management standards are being developed with guidance from a national advisory committee. Stakeholder participants include disease management organizations, providers, employers, and public organizations, as well as national organizations representing disease management and the healthcare industry.

"Disease management holds tremendous promise as a strategy that can be used by HMOs, PPOs, or any other type of health care organization," says Robert L. Crocker, M.D., senior VP and corporate medical director for WellPoint Health Networks Inc. and chairperson of the URAC Disease Management Advisory Committee.

"Accreditation is the first step to assuring that disease management programs are credible and accountable for the services they provide. These standards address the basic capabilities of an organization, and establish guidelines for reporting on performance," says Dr. Crocker.

The URAC disease management standards will incorporate URAC's core standards for organizational quality, and will include additional standards specific to the management of chronic illness. Categories of standards include:

- Disease management program scope and objectives
- Administration and staffing of the disease management program
- Information management and compliance
- Quality management and performance reporting
- Participant rights and responsibilities
- Population management
- Program design

## McDermott, Will & Emery **LAUNCHES HIPAA PRIVACY SOLUTION PROGRAM**

McDermott, Will & Emery's international healthcare practice has launched HIPAA Privacy Solutions, a comprehensive implementation product designed to help businesses comply with the complex HIPAA privacy regulations issued by the U.S. Department of Health and Human Services.

Drawing on the firm's 50-year history of serving the healthcare industry, the product is offered in modules tailored for use in specific industry segments, including hospitals and health systems, physician and medical groups, research organizations, and academic medical centers. This cutting-edge legal product includes policies, forms, and contract language which, depending on the organization, may be implemented with minimal or no additional outside legal assistance.

"Realizing the challenges that our clients face in preparing to meet the HIPAA compliance deadline, we developed a pragmatic and cost-effective option that goes beyond standardized guidelines and checklists," says Monte Dube, head of the firm's health law department. "HIPAA Privacy Solutions offers clients a comprehensive resource that is protected by the attorney-client privilege."

## Bayer to **ESTABLISH MANAGEMENT HOLDING COMPANY** with operating subsidiaries

In a major realignment of its operations, Bayer AG plans to transform its current organizational structure into a management holding company with independent operating subsidiaries. Subject to stockholders' approval, the new structure is to be operational effective Jan. 1, 2003. Plans were approved by the company's supervisory board at its meeting on Dec. 6, 2001.

Following the decision made in September to transfer the healthcare segment and the crop protection business group into legally independent corporate units within the Bayer Group, the same action is now to be taken for the polymers and chemicals business segments.

Chairman Dr. Manfred Schneider says: "In line with our proven four-pillar strategy we are adjusting our organizational structure to increase maneuverability in our markets, to improve our competitiveness, to better exploit synergies and to align our business for potential strategic partnerships."

Among the consolidation efforts, Bayer's rubber, plastics, polyurethanes, as well as coatings and colorants business groups will be merged to create one of the world's largest polymers companies. The company's basic and fine chemicals as well as specialty products business groups will also be merged to

create an independent corporate unit. Bayer also plans to divest non-core businesses — the wholly owned subsidiary Haarmann & Reimer of Holzmin-den, Germany, a manufacturer of fragrances and flavors, and Rhein Chemie Rheinau of Mannheim, Germany, a specialist in additives for the rubber, lubricants, and plastics industries as well as in polyurethane chemistry.

On other issues, the company says following the agreement to acquire Aventis CropScience in early October, preparations for the new, legally independent agrochemical company are proceeding at full speed. Subject to approval, the entire crop protection activities of Bayer and ACS will be combined into a new company named Bayer CropScience.

In a move that gives it organizational positioning similar to that of its competitors, the animal health business group — currently part of Bayer's agriculture segment — will transfer effective Jan. 1,

2002, to the healthcare segment, which also comprises the pharmaceuticals, diagnostics, biological products, and consumer-care business groups. Bayer's healthcare activities will be combined into a new Bayer healthcare company. According to Dr. Schneider, this step will increase the unit's flexibility for strategic partnerships and thus additional growth. Based on this year's figures, the healthcare company's sales will exceed 11 billion euros (\$US9.88 billion).

Dr. Schneider stresses that the intention is to preserve the Bayer Group's unity and reaffirm its focus on entrepreneurial leadership. The new organizational structure is to enhance flexibility and sharpen Bayer's competitive edge.

"Let me make it quite clear that we are not opting for a financial holding structure," Dr. Schneider says. "There will continue to be structural ties between the operating companies."

### Follow up

**BAYER AG**, Leverkusen, Germany, is an international, research-based group with core businesses in healthcare, agriculture, polymers, and specialty chemicals. For more information visit, [bayerus.com](http://bayerus.com).

**BAYER DIAGNOSTICS**, Tarrytown, N.Y., is one of the largest diagnostic businesses in the world, and is part of Bayer AG. For more information, visit [bayerdiag.com](http://bayerdiag.com).

**BURRILL & CO.**, San Francisco, is a life-sciences merchant bank, focused on biotechnology, pharmaceuticals, diagnostics, human healthcare, related medical technologies, agricultural, nutraceuticals, and biomaterials/bioprocesses. For more information, visit [burrillandco.com](http://burrillandco.com).

**COMPUTER SCIENCES CORP.**, El Segundo, Calif., provides integration and consulting services for systems installation and implementation, medical management, and supply-chain redesign. For more information, visit [csc.com](http://csc.com).

**DIRECTIONS RESEARCH INC.**, Cincinnati, is a full-service research company. For more information, visit [directionsrsch.com](http://directionsrsch.com).

**DORLAND HEALTHCARE INFORMATION**, Philadelphia, is an independent healthcare publisher. For more information, visit [dorlandhealth.com](http://dorlandhealth.com).

**INTRASPHERE TECHNOLOGIES INC.**, New York, provides technology solutions to companies seeking to maximize their Internet, Intranet, and Extranet business space. For more information, visit [intrasphere.com](http://intrasphere.com).

**MCDERMOTT, WILL & EMERY**, Chicago, is an international law firm with more than 900 attorneys in 11 offices worldwide. For more information visit, [mwe.com](http://mwe.com), for specific information regarding McDermott, Will & Emery's HIPAA Practice Group, for additional information on HIPAA Privacy Solutions, visit [mwe.com/health/hipaa.htm](http://mwe.com/health/hipaa.htm).

**RIBOTSKY WORLDWIDE INC.**, Somerset, N.J., is a full-service healthcare communications company. For more information, visit [ribotsky.com](http://ribotsky.com).

**TRW INC.**, Reston, Va., provides advanced-technology products and services for the aerospace, information systems, and automotive markets worldwide. For more information, visit [trw.com](http://trw.com).

**URAC**, Washington D.C., offers accreditation programs for healthcare and managed-care organizations. For more information, visit [urac.org](http://urac.org) or phone 202-216-9010.

## Intrasphere announces consulting service specializing in **CLINICAL DATA MANAGEMENT**

Intrasphere Technologies, a provider of technology consulting and application development to companies in regulated industries, has established a consulting service specializing in clinical data management. The company also announced two technology applications that will increase the efficiency of collecting and managing clinical data.

The two unique technology applications designed to increase the efficiency of collecting and managing clinical data are CRF Maker and Oracle Clinical Progress Monitor. CRF Maker enables trials to be initiated and completed more rapidly, by automating the process of creating first draft CRF pages and eliminating the need to design and produce them manually. Oracle Clinical Progress Monitor increases staff efficiency in using Oracle Clinical for clinical data management. The application eases access to data by way of a straightforward series of Web-page views that provide trial status information.