



HMP Launches **ARTHRITIS PRACTITIONER**

HMP Communications is launching *Arthritis Practitioner* in May 2005. The publication will have editions in July, September, and November.

The journal's audience is comprised of more than 32,000 nurse practitioners and physician assistants that are profiled as high-prescribers of arthritis products and services.

Arthritis Practitioner will deliver timely and practical advice on the diagnosis and treatment of arthritis as well as disease and practice management information. Because early diagnosis of arthritis can go a long way toward better management and treatment of the condition with appropriate medication and therapy, it is key for nurse practitioners and physician assistants to properly diagnose these patients early and to recommend the correct regimen of therapy. They are typically the first healthcare professionals to see these patients.

The publication offers a forum through which clinicians can share information on best practices and the latest procedures, as well as ongoing concerns and challenges.

The journal is being launched in conjunction with The National Arthritis Foundation's annual symposium, Diagnosis Arthritis. The three-day event, to be held at the Philadelphia Convention Center beginning April 29, 2005, will bring together recognized faculty and thought leaders for in-depth discussions on numerous topics in the field of arthritis care. Subject matters include diagnostic techniques, proper coding and referral procedures, exercise and diet planning, and recent advances in pharmacological treatment and pain management.

Veteran Healthcare Marketers Launch **JYT HEALTH**

Company matches global pharmaceutical companies and device marketers with media opportunities in China.

As China's healthcare system undergoes major changes, two veteran global healthcare marketers with extensive knowledge of the market have launched JYT Health, a new media company that matches global pharmaceutical and medical-device marketers with unique opportunities to be part of the country's progress.

Lena Chow, founder of Lena Chow Advertising, is chairman and CEO, and Dr. Feiyang Shen, a physician by training and former managing director of Euro RSCG Life, China, the country's leading healthcare agency, is president.

"China is a unique and complicated market undergoing significant healthcare reform," Ms. Chow says. "Major trends include the privatization of the health system, expanded insurance coverage, and growing consumer expectations for healthcare information and services."

JYT Health is collaborating with government and professional associations to create media products that bring best practices in professional development and patient education to China's changing healthcare system.

JYT stands for Jia Yi Tong, which in Chinese means "good medicine everywhere." JYT Health offers global pharmaceutical and medical-device companies sponsorship and advertising opportunities, branded and unbranded custom programs built around JYT's proprietary platforms, and strategic relationships and collaborations.

In May 2005, JYT Health will launch the Chinese

Medical Doctors Association's (CMDA) Leadership Summit 2005 in Beijing, China. The event will bring together an exclusive group of healthcare leaders from China and the United States to facilitate dialogue and future collaboration.

The invitation-only meeting will include representatives from China's top hospitals, government officials, and CMDA's leadership.

CMDA was inaugurated in 2002 to organize and give the 1.3 million physicians in China a voice in defining the future of healthcare in China.

"JYT Health is unique because the agency offers healthcare marketers media products that are built upon our global healthcare marketing expertise, our local knowledge of China business and culture, and our relationships with and support from various levels of the Chinese government," Dr. Shen says.

In addition, the company is partnering with the Shanghai Health Education Institute to implement novel patient-education programs, examples of which are a series of community bulletin boards to reach consumers in high-traffic locations such as bicycle parking areas, as well as a healthcare hotline guidebook for consumers.



Lena Chow

Our mission is to be a driving force in helping to achieve the goals of improving healthcare and increasing accountability in the new and evolving healthcare system in China.

Redi-Mail Direct Marketing Creates Offering for **PHARMACEUTICAL DIRECT MARKETING AND FULFILLMENT**

Redi-Mail Direct Marketing has purchased the assets of PPS Medical Marketing Group Inc. As part of the transaction, Redi-Mail Direct Marketing becomes one of only 10 database licensees (DBLs) of American Medical Association proprietary data, with the ability to resell AMA data, such as physician and state license information. Redi-Mail services associated with this database license enable medical marketers to send physicians updated information on goods and services in support of their medical practices.

"The ability to combine propri-



Thomas R. Buckley

Redi-Mail has been strong in rebate, check studies, and physician dialog programs. The PPS transaction brings us additional brands, including Pharma-Scripts, and allows us to grow this element of our business.

etary list and additional data processing services with our strong lettershop, personalized direct marketing, and fulfillment capabilities is something that our customers have been asking us for and will strengthen our position in the field," says Thomas R. Buckley, co-founder of Redi-Mail Direct Marketing.

In addition to providing AMA physician databases and other list services, Redi-Mail is expanding its pharmaceutical sampling business and remarketing a number of rebate and coupon programs, including Pharma-Scripts.

MEDICAL COMMUNICATIONS COMPANY Launched by Two Industry Veterans



Dave Mittman



Gary Falcatano

Two industry veterans have formed a new company to fill a number of voids currently found in medical publishing and communications.

"Both Gary and I have spent our entire post-clinical lives in service to both professions," Mr. Mittman says. "We have launched two very successful journals in this area and been involved in the formation of a new national organization for NPs and PAs. We have worked very hard over the last 20 years to educate the industry on their importance and the tremendous opportunity that they provide companies who acknowledge that importance."

Advanced Practice Communications provides a full-service approach to its clients and offers services such as advisory boards, symposia, publication planning, CME projects, and identification of thought leaders.

APC provides consulting services to publishers who are thinking of entering markets with new publications and services.

Dave Mittman, PA, and Gary Falcatano, PA-C, have formed Advanced Practice Communications (APC).

"We are going to represent a select number of high-quality medical journals in specialties that we believe in, and where we have a long history of expertise," says Mr. Falcatano. "We have reached agreement with Quadrant HealthCom Inc. to represent certain accounts of Emergency Medicine."

Mr. Mittman has experience in urgent care/family practice and Mr. Falcatano is a fully credentialed emergency medicine physician assistant.

The second area the new company is focusing on is the increasingly important nurse practitioner/physician assistant market. Both men have held leadership and executive positions working on behalf of both groups.

ABELSON-TAYLOR Creates DTP Division

Abelson-Taylor has created a full-scale division for direct-to-patient programs.

Richard Blocki, a former state marketing director, has been appointed to build up the patient end of the business for the agency.

Mr. Blocki, who won a Gold Effie Award for his campaign to increase tourism in Illinois, an effort that netted the state an increase of \$1 billion in revenue, is account director of the new department.

Mr. Blocki is responsible for developing consumer-oriented campaigns for existing clients as well as new ones. He reports to Jay Carter, senior VP of Abelson-Taylor.

Mr. Carter says the agency has been in the process of expanding its direct-to-patient capabilities for several months.



Richard Blocki

Richard Blocki is spearheading the new DTP division at Abelson-Taylor.

Sudler & Hennessey EXPANDS MED ED CAPABILITIES Through Acquisition

Sudler & Hennessey has acquired Current Medical Directions Inc. (CMD), a provider of educational programs for healthcare professionals and patients.

CMD, a full-service communications agency, uses a variety of media to report cutting-edge science to a wide audience of healthcare professionals and patients, including live educational symposia, print, and digital technology.

"With medical education even more critical now than ever before, it's important for Sudler & Hennessey to stay at the forefront of our industry in meeting the ever-changing medical-information needs of both healthcare professionals and health-conscious consumers," says Jed Beitler, worldwide



Daniel Salomone

With the resources of S&H at our disposal, we can deliver accurate, timely medical information to our target audiences.



Jed Beitler

CMD brings additional insights and experience to the medical-education capabilities within the Sudler & Hennessey network.

chairman and CEO of Sudler & Hennessey

CMD, which is led by Daniel Salomone, president and founder, has produced educational programs on the latest scientific and medical developments for major pharmaceutical companies, universities, foundations, and medical associations.

Recently, CMD created Academic

Alliances in Medical Education (AAME).

The company's mission is to build alliances between the healthcare industry and universities, medical associations, and independent foundations by developing CME programs for physicians, nurse practitioners, physician assistants, nurses, and pharmacists.

I-FRONTIER Changes Name to Avenue A/Razorfish

i-FRONTIER has merged with sister interactive agency Avenue A/Razorfish and has changed its name to Avenue A/Razorfish. The company operates as part of the interactive agency's East region, which includes offices in New York, Boston, Atlanta, Fort Lauderdale, Fla., and Philadelphia.

"After more than two years of working hand-in-hand with Avenue A/Razorfish, I'm excited about this opportunity for continued growth and enhanced capabilities for our clients," says Brad Aronson, founder and president of i-FRONTIER.

Mr. Aronson, now executive VP, continues to lead Avenue A/Razorfish's Philadelphia office.

i-FRONTIER's Search Engine Optimization (SEO) practice is being combined with Avenue A/Razorfish's search engine marketing (SEM) division, which offers advertisers a complete, full-service offering. The SEO practice helps advertisers obtain better rankings with their searches through algorithmic search services.



Brad Aronson

Bringing together i-FRONTIER and Avenue A/Razorfish strengthens both interactive agencies and the continuity of our brand across the United States.

Kendle Expands With NEW OPERATIONS IN SOUTH AFRICA AND INDIA

PPD Opens NEW OFFICE IN KOREA

Christopher Bergen



India provides access to patients with diseases common to Europe and North America, as well as tropical diseases. When combined with the company's expanding Latin American operations and its newest office in Johannesburg, Kendle has greatly enhanced its ability to access treatment and trial naive patients for diseases such as HIV, malaria, and tuberculosis.

Kendle has established new offices in Johannesburg, South Africa, and New Delhi, India, expanding its access to patients across a broad spectrum of therapeutic areas, including HIV/AIDS, cancer, diabetes, infectious diseases (tuberculosis, malaria, and pneumonia), and neurological disorders.

Kendle's new South Africa location provides full-service Phase I-IV clinical-development solutions for its global biopharmaceutical customers.

"South Africa's diverse population, coupled with an efficient approvals process and high-quality data, make it an increasingly ideal location for the conduct of clinical trials," says Christopher Bergen, president and chief operating officer of Kendle.

In addition, strong relationships between patients and physicians historically have resulted in a high level of patient compliance and retention."

Country Manager Mary-Ann Richardson is responsible for Kendle's clinical operations in South Africa. Ms. Richardson is charged with business development, financial performance, clinical-project management, human resources, and facilities management.

Kendle's office in India further expands its access to large patient populations in the Asia/Pacific region. The new location provides full-service Phase I-IV clinical-development solutions for biopharmaceutical companies conducting trials in India.

"The ever-increasing demand for clinical-study patients coupled with the need for well-trained and motivated clinical-research professionals continues to drive our industry," Mr. Bergen says. "Kendle's new office in India not only meets those needs, but provides our customers with the ability to shorten cycle times and bring their drugs to market sooner."

Kendle's expansion reflects the growing importance of India in the recruitment of patients for clinical trials. With a population in excess of 1 billion, Western-style medical practices, an excellent information technology infrastructure and motivated investigators and patients, India provides fertile ground for international companies to address their patient recruitment needs.

Leadership for the new operation is being provided by Bharat Doshi, country manager,

PPD Inc. has expanded its presence in Asia with the opening of a new office in Korea. Additionally, the company has realigned its Asian management team to optimize access for clients to treat naive populations in the region and effectively navigate country-specific regulatory processes.

In conjunction with the realignment, Edmund C.W. Leong, Ph.D., has been named director of strategic development for Asia.

In addition to directing clinical operations in Southeast Asia, he plays a significant role in business development, interfacing with key customers and identifying new expansion opportunities for PPD in Asia.

K.C. Lau, Ph.D., director of clinical operations, directs the company's operations in Northeast Asia, including PPD's newest location in Seoul, South Korea.

The new office provides patient recruitment and clinical monitoring for Phase II-IV studies in key therapeutic areas. Other established PPD locations in the region include China, Hong Kong, and Taiwan.

"We have assembled a management team with a thorough understanding of the nuances of varying regulatory processes and systems within respective Asian nations," says Fred Eshelman, CEO of PPD. "This strategy enables us to conduct efficient global clinical studies for our clients in these emerging markets."

Follow up

ABELSON-TAYLOR, Chicago, is an independent medical advertising agency. For more information, visit abelson-taylor.com.

ADVANCED PRACTICE COMMUNICATIONS, Millburn, N.J., is a full-service medical communications company. For more information, call 973-921-2855.

ARTHRITIS PRACTITIONER is published by HMP Communications LLC, Malvern, Pa., a full-service medical communications company, combining state-of-the-art electronic media with the strength of enduring materials. For more information visit arthritispractitioner.com or hmpcommunications.com.

AVENUE A/RAZORFISH is an independent interactive agency and an operating unit of aQuantive Inc., Seattle, a digital marketing

services and technology company. For more information, visit aa-rf.com.

CURRENT MEDICAL DIRECTIONS INC., New York, is a medical-education communications company. For more information, visit cmdny.com.

I-FRONTIER, Philadelphia, is an interactive advertising agency and operating unit of aQuantive Inc. For more information, visit i-frontier.com.

JYT HEALTH, Palo Alto, Calif., and Shanghai, China, is a media company that matches global pharmaceutical and medical-device marketers with unique opportunities in China. For more information, call 650-380-3827.

KENDLE, Cincinnati, is among the world's leading global clinical research organizations, delivering innovative and robust clinical-development solutions — from first-in-man studies through market launch and surveil-

lance — to help the world's biopharmaceutical companies maximize product life cycles and grow market share. For more information, visit kendle.com.

PPD INC., Wilmington, N.C., is a global provider of discovery and development services and products for pharmaceutical, biotechnology, and medical-device companies. For more information, visit ppdi.com.

REDI-MAIL DIRECT MARKETING, Fairfield, N.J., a member of the Redi-Direct family of companies, provides marketing support services. For more information, visit redimail.com.

SUDLER & HENNESSEY GROUP, New York, is a healthcare remarketing and communications organization with offices around the world. For more information, visit sudler.com.