



NAME CHANGE AND FINANCING for Bridge Global Pharmaceutical Services

Bridge Laboratories has changed its name from Bridge Global Pharmaceutical Services Inc.

Bridge has announced its new company name accompanied by a corporatwide rebranding initiative to present a clearer message to the market about the type of work the company does.

The preclinical contract research organization made the decision to change its corporate name to better describe the services it provides: U.S.-level regulatory compliant drug development services globally.

The company also received \$18 million in new funding. This new capital enables Bridge Laboratories to execute its strategy of expanding its toxicology lab in Beijing, China, and continue to grow its U.S. operations. In addition, the funding provides the company with the flexibility to consider acquisitions that would enhance Bridge's facilities or capabilities.

"We are excited about the possibilities this funding opens up for us and, ultimately, for our customers," says Tom Oakley, president and CEO of Bridge Laboratories. "In the year ahead, we will be actively considering many different opportunities to expand our ability to serve our customers."

The funding was secured from returning Series B investors and several new global investors.

HealthEd Group Creates **NEW AGENCY** to Support Demand for Patient Education

HealthEd Encore was launched in response to increasing client demand for educational patient marketing campaigns.

HealthEd Group has launched HealthEd Encore, which operates as a stand-alone agency, in response to increasing client demand for educational patient marketing campaigns. HealthEd Encore offers a full-range of services, including consumer/patient product education, Website development, treatment adherence programs and provider/patient dialogue support. Similar to HealthEd, the new agency maintains an entrepreneurial, collaborative small company culture, with cross-functional teams dedicated to delivering best-in-class service.

As president, Karen Patton, 37, is charged with the management of both HealthEd Group agencies, HealthEd and HealthEd Encore, while Roy Broadfoot will continue as CEO of both companies. Previously senior VP of strategic services with HealthEd, Ms. Patton joined the company in 2005.

"We are proud of HealthEd's record of success in developing effective educational marketing programs for our clients that motivate patients to change how they think and act," Ms. Patton says. "The founding of HealthEd Encore is an important step in our company's growth and will enable us to continue offering high levels of service to the industry."

While Ms. Patton heads both agencies as president, HealthEd Encore is being led by Anita St. Clair, who has been promoted to managing director. Ms. St. Clair was previously senior VP and management supervisor at HealthEd, responsible for managing key account relationships and overall campaign supervision.

The founding of HealthEd Encore is an important step in our company's growth, says Kristin Patton, President, HealthEd Group.



New **MONTHLY MAGAZINE** Readies For Launch

A new vehicle for healthcare advertising — both pharmaceutical and OTC — will be launched this May when the first issue of *Great Health* magazine arrives in the mailboxes of half a million high-end customers of CVS/Pharmacy, the drugstore chain. The monthly magazine, sponsored by CVS, is the latest creation from Basic Media Group, a custom publishing company whose list includes periodicals for other health-oriented retail partners, including General Nutrition Centers and Vitamin Shoppe.

"By going straight into the customers' homes, we bypass newsstand distribution," says Scott Johnson, the company's CEO. "As a result, we combine the cost-effectiveness of direct marketing with editorial content that's aimed directly at the reader."

According to Bob Preston, publisher of *Great Health*, the magazine will be distributed only to the top-tier health brand buyers of CVS/Pharmacy's 75-million ExtraCare cardholders, which make the demographics perfect for the pharmaceutical or healthcare marketer.

Mr. Preston, who is based in the company's New Jersey office, added that the publication's readers are women in their early 50s, college educated (some with graduate degrees), career-oriented, and in the middle-income bracket. The majority own their own homes, have children, and still work outside the



Our readers are looking for news about health, because health affects everything in their lives, says Beth Salmon, Editor-in-Chief, Great Health.

home. Circulation, he adds, will continue to increase, reaching millions of households in 2009.

According to the National Women's Health Resource Center, women influence up to 80% of the healthcare decisions for their households, resulting in buying power estimated at more than \$1.2 trillion.

"Our readers are smart, savvy, busy career women who are also responsible for their families and home," says Beth Salmon, editor-in-chief of *Great Health*. "They're looking for news about health, because health affects everything in their lives."

The magazine will contain news and advice from experts, helping women to navigate the often-confusing world of healthcare information and inspiring them to take positive action to reach their health and wellness goals. Each month the magazine's feature section will focus on a different healthcare category. In May, the subject is women's health. Subsequent issues will highlight men's health, irritable bowel syndrome, Alzheimer's, breast cancer, cold and flu prevention, allergies, emotional wellness, and many other topics.

In addition to the print publication, *Great Health* will have its own Website, with links to CVS online. An e-mail newsletter will be coming soon, reaching the same audience.



AROUND THE GLOBE

► **CLINSYS CLINICAL RESEARCH**, Bedminster, N.J., and **FRANCE'S ITEC SERVICES** have agreed to form a strategic alliance that broadens each company's global clinical research service offerings. The alliance enables Clinsys to extend its global clinical operations and consulting services in Europe and North Africa, and provides ITEC with increased opportunities in the United States, India, and Western Europe.

Through the alliance, Clinsys and ITEC are mutually conducting training to ensure stringent adherence to standards and guidelines. ITEC also is integrating Clinsys's Global Project Solution (ClinsysGPS) into its own project management process. ITEC has headquarters in Bordeaux, France, and has operations in Casablanca, Morocco. In addition to the United States, Clinsys has operations in Dusseldorf, Germany, and Noida and Bangalore in India.

For more information, visit clinsyscro.com.

► Data-management solutions provider, **PHASE FORWARD**, Waltham, Mass., has established **Phase Forward Software Services India Pte. Ltd.**, a subsidiary based in Hyderabad, India, as it seeks to expand its presence in the country's clinical trials market.

Phase Forward is relocating senior technical resources to Hyderabad to allow the India-based team to work seamlessly with colleagues in the United Kingdom and United States, with overall activity being led by Steve Powell, senior VP of worldwide sales. In addition to India and the United Kingdom, Phase Forward's presence outside the United States includes operations in France, Belgium, Japan, and Australia.

For more information, visit phaseforward.com.

Quintiles Forms NEW OWNERSHIP TEAM

Quintiles Transnational has announced the formation of a new investor partnership to support the company's continued global growth, with private equity and venture capital firm 3i becoming a significant investor and One Equity Partners (OEP) selling its stake in Quintiles to the new partnership entity. Financial terms of the transaction were not disclosed.

OEP, the private equity arm of JPMorgan Chase, led the original acquisition of Quintiles in 2003, along with TPG Capital and Quintiles Founder, Chairman, and CEO Dennis Gillings.

Mr. Gillings and TPG, as well as Bain Capital, are lead investors in the new partnership. Temasek Holdings, a Singapore-based investment firm focused on the Asian market, also remains an investor in Quintiles.

"Our new investor partnership is a strong reinforcement of Quintiles' brand and growth strategy," Mr. Gillings says. "The strength of our capital structure and partnership with these leading global investors underscore our company's ability to bring innovative solutions to the pharmaceutical and biotechnology industries."

John Connaughton, a managing director at Bain, says the private investment firm is "very excited to sponsor the next phase of development for Quintiles, a market leader well-positioned for continued success in the highest growth segments and regions of the world."

3i Partner Robin Marshall adds that 3i "will leverage its extensive global healthcare network to help Quintiles continue its growth."

The CementWorks is growing small with the construction of The CementBloc Inc. Three independent professional agencies and one consumer healthcare creative agency form the core of The CementBloc: The CementWorks, The IronWorks, The StoneWorks, and The CementBond, respectively. The CementBloc is a community of creative agencies designed to allow all of its clients to continue to have access to top talent.

"What derails successful agencies is uncontrolled growth," says Sue Miller, partner of The CementBloc. "By growing into a community of smaller, more dynamic agencies, we can ensure that our creative vision for The CementWorks will endure."

The CementWorks is led by Andrea Bast and Daljit Telymonde; The IronWorks by Stephanie Berman, Ed Cowen, and Dave Garson; and The StoneWorks by Art Chavez and Jim Lolis. Moreover, with the formation of The CementBond, a 360° consumer healthcare agency led by Elizabeth Elfenbein and Jennifer Matthews, clients have access to service beyond the scope of legacy healthcare advertising agencies. Ms. Miller and her partner in The CementBloc, Rico Viray, oversee all of the creative agencies.

"Strategic creativity, brand allegiance, and talent recognition have never been the exclusive domain of supersized legacy agencies," Mr. Viray says. "This move allows us to continue our mission of building lasting healthcare brands in an agency environment designed to foster these goals."

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Clinical Connexion Launches PUBLICATION PLANNING DIVISION



Because of our extensive work in the area of publication planning, we have launched a fully staffed, dedicated division to focus solely on this important area, says Susan Stein, CEO, Connexion Healthcare.

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The publication planning group brings strategic insight and tactical know-how to academic communication initiatives by analyzing the gaps between the optimal message and clinically supported messages.

M&A ACTIVITY



- ▶ **AFFYMETRIX**, Santa Clara, Calif., **has entered into an agreement to purchase Cleveland-based biochemical enzymes and reagents manufacturer USB** for about \$75 million in cash. The move complements Affymetrix's existing GeneChip platform and accelerates the development of its next-generation genomics technology offerings. The acquisition also enables Affymetrix to accelerate the development and commercialization of new genetic analysis solutions, and increases the value of its current product portfolio.
For more information, visit affymetrix.com.
- ▶ **CUBIST PHARMACEUTICALS**, Lexington, Mass., **has agreed to purchase Seattle-based Illumigen Biosciences** for about \$9 million in cash, expanding its pipeline of anti-infective compounds. Illumigen's lead compound, IB657, is a protein therapeutic in preclinical development for the treatment of hepatitis C infection. The compound is expected to enter clinical trials this year. Illumigen becomes a subsidiary of Cubist, and Cubist will make IB657-related development and regulatory milestone payments to Illumigen that could total \$75.5 million to \$140 million.
For more information, visit cubist.com.
- ▶ **EISAI**, Tokyo, **has agreed to acquire biopharmaceutical company MGI Pharma**, Bloomington, Minn., for about \$3.9 billion, enhancing its oncology and acute-care portfolios and expanding its presence in the United States. Products marketed by MGI in the United States include Aloxi, a drug to prevent chemotherapy-induced nausea and vomiting; Dacogen, a treatment for myelodysplastic syndromes; and Gliadel, an implantable, biodegradable wafer that provides site-specific chemotherapy to treat high-grade malignant gliomas. Under the terms of the deal, MGI becomes a wholly owned subsidiary of Eisai Corporation of North America, Woodcliff Lake, N.J.
For more information, visit eisai.com.
- ▶ Healthcare communications, publishing, and medical education company **JOBSON MEDICAL INFORMATION (JMI)** **has acquired the assets of CenterWatch and The New England International Review Board (NEIRB)** from Thomson Healthcare, expanding its presence in the development stage of the pharmaceutical product pipeline. Terms of the agreement were not disclosed. CenterWatch is a publishing and information services company that supplies critical data to players in the clinical trials industry. NEIRB provides FDA-mandated services to pharmaceutical companies and contract research organizations. Founded in 1988, NEIRB was one of the first central institutional review boards established to meet the ethical review needs of a burgeoning drug development market. CenterWatch and NEIRB are allied with JMI's Medical Intelligence Solutions business.
For more information, visit jobson.com.
- ▶ **MCCANN HEALTHCARE WORLDWIDE** **has announced the merger of two of its medical communications agencies, United States-based Fission Communications and Caudex Medical Ltd.** of Oxford, United Kingdom. The merged company is known as Caudex Medical Inc. in the United States and Caudex Medical Ltd. in the European Union. Fission's continuing medical education business is now part of Scientific Frontiers, Caudex's CME subsidiary based in Newtown, Pa.
The merger reinforces Caudex's leading position in strategic communication planning and strengthens its service offerings in the areas of medical writing, key opinion leader (KOL) development, multimedia, and meetings management, and extends its capabilities in the U.S. market through offices in New York, San Diego, and Newtown, Pa.
For more information, visit caudex.com.

Follow up

BAIN CAPITAL, Boston, is a global private investment firm that manages several pools of capital, including private equity, venture capital, public equity, and leveraged debt assets with more than \$65 billion in assets under management. For more information, visit baincapital.com.

BRIDGE LABORATORIES, Gaithersburgh, Md., is a U.S.-owned, preclinical contract research organization that provides U.S.-level regulatory compliant drug development services globally. For more information, visit bridgelaboratories.com.

THE CEMENTBLOC, New York, a member of Indigenus, is a global alliance of independent healthcare agencies that build global brands with a "multi-local" approach. For more information, visit thecementworks.com.

CLINICAL CONNEXION, Newtown, Pa., a Connexion Healthcare Company, is a full-service healthcare communications agency. For more information, visit clinicalconnexion.com.

GREAT HEALTH MAGAZINE, published by Basic Media Group and sponsored by CVS/pharmacy, is a monthly health and wellness magazine that will make its debut in May 2008. For more information, e-mail bpreston@greathealthmag.com.

HEALTHED AND HEALTHED ENCORE, Clark, N.J., develop patient education programs for pharmaceutical and healthcare marketers. For more information, visit healthed.com and healthedencore.com.

QUINTILES TRANSNATIONAL CORP., Research Triangle Park, N.C., provides a broad range of professional services in drug

development, financial partnering, and commercialization for the pharmaceutical, biotechnology, and healthcare industries. For more information, visit qtrn.com.

TEMASEK HOLDINGS, Singapore, is an Asia investment firm. For more information, visit temasekholdings.com.sg.

3I, London, is an international private equity and venture capital firm with assets of \$16 billion. For more information, visit 3i.com.

TPG CAPITAL, San Francisco, is the global buyout group of TPG, a private investment firm with more than \$35 billion of assets under management. For more information, visit tpg.com.