

Awards...



» INVIVODATA CO-FOUNDER WINS CARNEGIE SCIENCE AWARDS

Invivodata Co-founder and Chief Science Officer, Dr. Saul Shiffman has been recognized by the Carnegie Science Center as an honorable mention in the Entrepreneur Category of its 2012 Carnegie Science Awards. Dr. Shiffman is being recognized for his research in the scientific methods and processes that drive patient behavior to produce valid and reliable data and for his development of the first handheld computer solution for collecting patient data during clinical research.



Saul Shiffman

» NATREL WINS RX CLUB AWARD

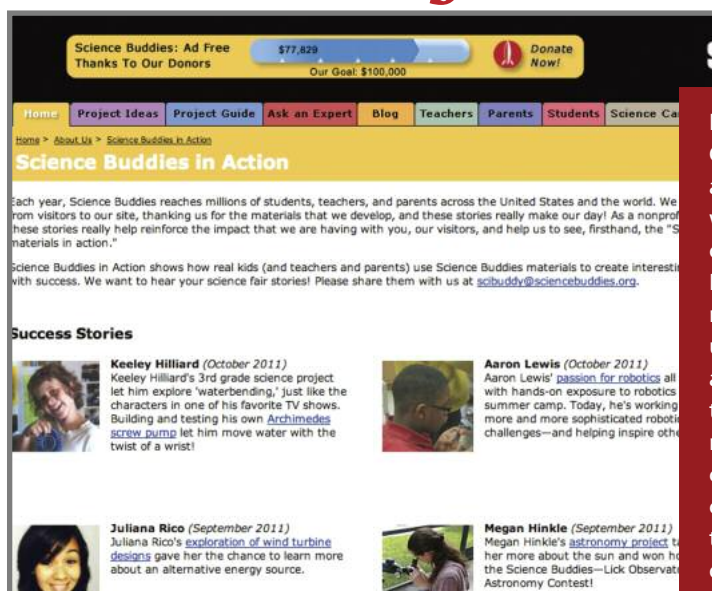
Natrel communications has received two 2011 Rx Club show awards. The awards were given for outstanding creative work in the professional advertising campaigns for Axcan Pharma's Pylera and PharmaDerm Adoxa.



» RESEARCH PRODUCTIVITY TOOL WINS AWARD

Reprints Desk has been honored as the winner of the 2012 Software & Information Industry Association's CODIE Award for Best Online Science or Technology Service. The tool, Bibliogo aggregates journal articles and helps manage current awareness alerts and suggestions, and has tools for accessing and organizing references and papers, secure collaboration, and PubMed connectivity.

INDUSTRY at Large ▼



Science Buddies in Action shows how real kids (and teachers and parents) use Science Buddies materials to create interesting science projects with success.

Astellas USA Foundation Launches CHEMISTRY CONTEST FOR KIDS

Astellas USA Foundation and Science Buddies have initiated the Science Buddies-Astellas Rosalind Franklin Chemistry Contest. The contest, open to U.S. students in grades 6-12, will recognize top chemistry projects being conducted by middle and high school students. "The future of scientific innovation in health and medicine resides in our youth, and we have very high expectations for the contest entries, which will no doubt be met," says Collette Taylor, president of the Astellas USA Foundation.

Quote of the Month...

"As recruitment becomes more challenging due to increased competition among companies targeting similar prospects, companies are looking for new channels to help identify and recruit appropriate patient types."

DR. STACY DOCE PATTERSON

ICC Lowe



Pardon Us...

In the February Digital Patient-Centric Communications: Listen and Learn article, we inadvertently provided the wrong URL for Catalina Health in conjunction with the quotes from Renee Selman, President. To learn more about Catalina Health, which uses a proprietary database platform at the pharmacy point-of-care to see the evolving prescription histories of more than 130 million health consumers to help clients develop customized, measurable messages that can incite healthier patient outcomes, please visit catalinamarketing.com/health. Again, we apologize for any confusion.

HBA 2012 AWARDS

The Healthcare Businesswomen's Association has named Carolyn Buck-Luce, global pharmaceutical leader at Ernst & Young, 2012 Woman of the Year (top right). Michael Kaufmann, CEO of the Pharmaceutical Segment of Cardinal Health, has been named 2012 Honorable Mentor (center). Nancy Larsen, CEO, PROMedica Communications, is being recognized with the 2012 STAR (Strategic Transformation Achievement Recognition) award (bottom right). The Woman of the Year (WOTY) luncheon takes place at the Hilton New York in New York City, Thursday, May 3, 2012.



Pharma to Address NEGLECTED DISEASES

Thirteen pharmaceutical companies — including Bristol-Myers Squibb, Eisai, GlaxoSmithKline, Johnson & Johnson, Merck, Novartis, Sanofi — the U.S., U.K. and U.A.E. governments, the Bill & Melinda Gates Foundation, the World Bank, and other global health organizations announced a new, coordinated push to accelerate progress toward eliminating or controlling 10 neglected tropical diseases (NTDs) by the end of the decade. The organizations will share expertise and compounds to accelerate research and development of new drugs and provide more than \$785 million to support R&D efforts and strengthen drug distribution and implementation programs.

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