

## ▶ Trinity Pharma Introduces Real-Time Mobile Analytics Solution

**TRENDING NOW:** Mobile solutions have created an opportunity to rethink the way information is consumed and delivered.

**T**rinity Pharma has released **AGILEM**, a mobile analytics platform designed specifically for life-sciences companies. Coupled with Trinity's cloud-based master data management solution, AgileM enables users to make tactical and strategic decisions grounded in data.

Developed in HTML5, AgileM presents large amounts of data as an analytic story on a tablet, providing insights and answering questions specific to each user's role. The solution delivers critical data surrounding opportunities, performance management, market dynamics and customer targeting in a way that is both easy to understand and leverage. Delivered as a cloud solution, AgileM is meant for field sales teams and home office users alike.

"We're excited about the interface in this new paradigm of how to consume large amounts of information," says Zackary King, co-founder of Trinity. "We construct the analytics in such a way that answers to questions are available to the user without having to do a lot of digging. The interface leverages the benefits of a mobile device and it has been tailored around the ease of navigation of insights and data in a storyboard-like environment. Users are not wasting time trying to cobble together reports and data from different places to get the insight."

▼ For more information, visit [trinitypharma.com](http://trinitypharma.com).



Zackary King

## E-UPGRADES AND ENHANCEMENTS ▶

**Clinipace Worldwide** has updated its proprietary **TEMPO ECLINICAL PLATFORM**. As a private cloud-based application, the solution serves as the technology foundation to all of the company's clinical development service delivery teams. With this release, Clinipace introduces the concept of Configurable Modules, which are a set of predefined workflows, forms, and reports bundled together as a unit on the same platform within one database. Tempo replaces the need for multiple disparate technologies such as CTMS, EDC, TMF, Safety, and Portals, which are bolt-on applications that increase trial complexity, cost, and "friction" points between functional groups.

▼ For more information, visit [clinipace.com](http://clinipace.com).

**Revitas** has released **PRICING DYNAMICS V 7.7**, which is designed to help organizations in pharmaceuticals, manufacturing, technology, and other industries manage the strategic pricing initiatives and rebating scenarios that drive sales growth and profitability. Through expanded rebating functionality, the solution (called Revitas CARS in the pharmaceutical industry) offers increased flexibility to structure rebates and pricing incentives with the assurance that such incentives will be accurately executed.

▼ For more information, visit [revitasinc.com](http://revitasinc.com).

## Searching for the right audience for your next e-mail campaign?

### Target PharmaVOICE Readers with your E-mail Marketing Campaign

- Segment our opt-in e-mail database of 65,000+
- 20% off multiple emails
- 50% off all resends
- Best practices for better ROI
- Design and html coding available

Call 215-321-8656 or e-mail [mwalsh@pharmavoices.com](mailto:mwalsh@pharmavoices.com) to discuss your next email promotion with Marah Walsh.

Pharma**VOICE**



# EMPOWERING THE MEDICAL PUBLICATION COMMUNITY TO ADVANCE THE PROFESSION

April 29 – May 1, 2013 • Hyatt Regency Baltimore • Baltimore, MD, USA

Join us at this year's meeting as we learn from the experts how best to navigate the current medical publications landscape:

**Big Data  
Going Global  
View from ex-US Regions**

**The Sunshine Act  
Clinical Data Sharing  
Global Publication Plan Survey  
and more!**

**Compliance  
Academia Perspectives  
Real World Data**



**Keynote Speaker:**  
**Carol McCall, Chief Strategy Officer of GNS Healthcare**  
***"Big Data"***

Carol McCall is a health actuary with a background in innovation, predictive analytics and health services design. She will be speaking about "Big Data" and implications for medical publications.

## **NEW meeting features for this year**

- **"Table Talks"** to explore issues in greater detail with your counterparts at your table
- **"Key Takeaways"** slides articulating practical actions and recommended next steps
- **"Challenge of the Day"** where attendees can submit their work-related questions and have responses addressed by a panel of experts
- **New workshops on Alliance Partnerships**, managing **Manuscript Challenges and Journal Processes** and working in the **Asia-Pacific region**

## **Don't Forget**

- Member abstracts—original research presented by your peers
- Pre- and post-conference workshops
- Roundtable sessions
- Numerous networking opportunities

ISMPP is a non-profit global society of 1000+ members dedicated to driving integrity, excellence and transparency in medical publications.

For registration details, as well as exhibit and sponsorship opportunities, please visit the website below.

<http://www.ismpp.org/general-information-program-am>

**Register today... see you in Baltimore!**

