#### STEPPING UP

## **Star Volunteer**



Sharon Callahan, president of Summit

Grey, has been named as the 2006 HBA Star Volunteer by the Healthcare Businesswomen's Association (HBA).

Aside from

leading the interactive agency, Ms. Callahan dedicates much of her time to HBA activities. She began her involvement in 1989 and became a member of the HBA Advisory Board in 1995. She served as president of the HBA in 1997 and became president of the HBA Metro Chapter in 2005.

Ms. Callahan's focus is on effective but efficient communications and maximizing sales. Over the course of her 25-year career, she has been involved in all aspects of strategic pharmaceutical marketing and gained skills in many disciplines, including medical education, publishing sales and management, clinical programs, and interactive programs.

Ms. Callahan cofounded The Summit Group, which was acquired by in 2001 by Grey Healthcare Group. Ms. Callahan also is a member of Grey's executive management committee.

## **SPENDING TRENDS**

## U.S. Healthcare Spending Rose 7.4% in 2005

U.S. healthcare spending increased **7.4%** in 2005, to surpass **\$2 trillion**, and is expected to grow **7.3%** in 2006. According to the Centers for Medicare & Medicaid Services (CMS), that's down from a recent peak of **9.1%** growth in 2002. The increase in spending on hospital services, **7.9%**, outpaced overall healthcare spending growth for the second year in a row. The CMS said Medicare spending will exceed **\$790 billion** in 2015, up from **\$309 billion** in 2004. Medicaid spending, meanwhile, will hit **\$670 billion** in 2015, up from **\$293 billion** in 2004.

#### **CLASS BENEFITS**



# **Medicare Part D Impacts Common Therapeutic Areas**

Verispan's Vector One Payer has identified the top 10 drug classes impacted by Medicare Part D in January 2006 compared with usage in these classes in all of 2005 by those 65 and older. Classes whose use appears to be most affected by Part D include common therapeutic areas.

#### **TOP 10 DRUG CLASSES IMPACTED BY PART D**

Class	% TRxs 2005 (Age 65+)	% Part D TRxs January 2006
Beta-Blockers	5.5%	4.8%
ACE Inhibitors, Alone	4.5%	4.2%
Calcium Blockers	4.2%	4.1%
Codeine & Comb. Non-Inj.	2.9%	3.5%
Proton Pump Inhibitors	2.5%	3.0%
Other Diuretics Non-Inj.	2.9%	2.9%
Antidepressants SSRIs	2.1%	2.7%
Thyroid Synthetic	3.1%	2.7%
Seizure Disorders	1.5%	2.6%

# \$30 Billion

#### PIPELINE TO DELIVER NEW REVENUE FLOW

## Phase III Drugs Slated to Add Additional \$30 Billion in Revenue by 2010

More than 200 drugs are in Phase III trials, many of which could gain U.S. regulatory approval for marketing in the next five years.

With future blockbuster drugs currently in the Phase III pipeline — many on track to be approved in 2006 — the potential to add **\$30 billion** to current market revenue is looking more and more like a reality, according to Kalorama Information.

Leading the pack are new cancer drugs, which, according to Kalorama, could add more than **\$15.5 billion** in new revenue to the market. Expected to compete with and provide advanced alternatives to current therapies, these new therapeutics could help to stimulate cancer drugs' market share to **20%** by 2010.

Also in the pipeline are myriad new neuropsychotherapeutic drugs, most significantly those in the mental illness sector, and cardiovascular drugs. Both categories each have the potential to add **\$5 billion** in value during the next four years.

URCE:KALORAMA INFORMATION, NEW YORK.

# Performance driven!

## What will it take to be today's market leader?

New business challenges and changing market dynamics require the unmatched experience and results of PDI Performance Sales Teams. Only PDI offers . . .



- The industry's longest client relationships by consistently exceeding client objectives
- Unparalleled experience building large primary care and custom specialty teams for established and emerging companies
- A GUARANTEE: Our compensation can now be directly aligned with the performance of our field forces

Discover how PDI Performance Sales Teams can maximize your sales force ROI today.

800-242-7494 x 8463 www.PerformanceSalesTeams.com

## Winning Performance Sweepstakes



Let PDI send you and a guest to Paris for the TOUR DE FRANCE.

Enter to win at www.PerformanceSalesTeams.com

Subject to Official Rules. Rules and entry details available at www.PerformanceSalesTeams.com. NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE CHANCES OF WINNING. Open only to legal U.S. residents who are 21 years of age or older and who are employed in senior management in pharmaceutical companies at time of entry. One Grand Prize: trip for two to 2006 Tour de France ARV \$5,000. Odds depend on number of entries. Begins 4/1/06, ends 5/31/06. Void where prohibited. Sponsor: PDI, Inc., Saddle River Executive Centre, 1 Route 17 South, Saddle River, NJ 07458



**MAXIMIZING SALES FORCE ROI** 

## AT THE HELM

## **New PhRMA Chair Pledges** to Improve Access to **Medicines**



"I look forward to further strengthening our partnership with patients and raising awareness of the vital importance of innovation to the future of medicine and healthcare in general."

## Peter R. Dolan, CEO of Bristol-Myers Squibb, was

elected chairman of the Pharmaceutical Research and Manufacturers of America (PhRMA) at the trade association's annual meeting.

In assuming the chairmanship of PhRMA, Mr. Dolan outlined a number of important priorities for the industry over the next year, including improving access to medicines.

Also elected were Amgen **CEO** and President Kevin Sharer as PhRMA's board chairman-elect and Pfizer Vice Chairman Karen Katen as PhRMA's board treasurer.

#### A FIELD REPORT

## **No More Free** Lunch, Or Pens, Or Mugs, Etc.

Despite marketing guidelines from the Office of Inspector General issued in 2003, at least nine states are considering bills that would require drugmakers to publicly report how much they and their sales representatives give to doctors, hospitals, and pharmacists each year. A few proposals go further: A bill under debate in Massachusetts would ban all gifts to medical professionals from the drug industry. Four states — Vermont, Minnesota, West Virginia, and Maine and the District of Columbia have laws requiring gift reporting by drugmakers. California requires that drugmakers declare they are compliant with federal and industry gift guidelines.



California Hawaii Illinois

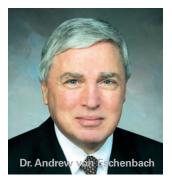
Massachusetts Mississippi **New Hampshire**  New York Ohio Pennsylvania

### HEIR APPARENT

## **Next in Line**

As the U.S. Food and Drug Administration celebrates its 100th anniversary, the long anticipated nomination of a permanent chief appears to be over. Andrew C. von Eschenbach, M.D., has been nominated to lead the FDA. Dr. von Eschenbach has served as acting FDA commissioner since September 2005. Concurrently, he maintains his position as director of the National Cancer Institute (NCI), to which he was named in January 2002.

Dr. von Eschenbach is a nationally recognized urologic surgeon, medical educator, and advocate for cancer patients. He also is a cancer survivor. Before his appointment as director of NCI, Dr. von Eschenbach spent 25 years at the University of Texas M.D. Anderson Cancer Center, ultimately serving as executive VP and chief academic officer.



A native of Philadelphia, Dr. von Eschenbach earned a bachelor of science degree from St. Joseph's University in 1963 and his medical degree from Georgetown University School of Medicine in 1967.

He completed residencies in general surgery and urology at Pennsylvania Hospital in Philadelphia and was then an instructor in urology at the University of Pennsylvania School of Medicine. From 1968 to 1971, Dr. von Eschenbach served as a Lieutenant Commander in the U.S. Navy Medical Corps.



#### THE HITS KEEP COMING

Top 10 Pharma Product

Webs	ites in 2006		
		Online Visitors	
	Product	(No. in millions)	
1	Allegra	3.7	
2	Zoloft	3.7	
3	Lipitor	3.5	
4	Wellbutrin SR	3.4	
5	Ambien	3.4	
6	Flonase	2.9	
7	Celebrex	2.8	
8	Nexium	2.7	
9	Paxil	2.7	
10	Zyrtec	2.5	