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MAXIMIZING SALES FORCE ROI



AT THE HELM

## New PhRMA Chair Pledges to Improve Access to Medicines



Peter R. Dolan

**"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.

SOURCE: PHARMA, WASHINGTON, D.C.

SOURCE: U.S. FOOD AND DRUG ADMINISTRATION, ROCKVILLE, MD.

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.



SOURCES: DENDRITE INTERNATIONAL, NATIONAL CONFERENCE ON STATE LEGISLATURES

States considering bills that would restrict or require reporting of gifts include:

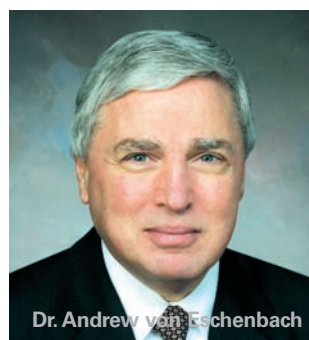
California	Massachusetts	New York
Hawaii	Mississippi	Ohio
Illinois	New Hampshire	Pennsylvania

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.



Dr. Andrew von Eschenbach

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.

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THE HITS KEEP COMING

Top 10 Pharma Product Websites in 2006

	Product	Online Visitors (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

SOURCE: EPHARMA CONSUMER V5.0, MANHATTAN RESEARCH LLC, NEW YORK