



Dowden Health Media Launches TWO PHYSICIAN JOURNALS

Dowden Health Media has launched two journals featuring articles from international thought leaders that focus on assisting readers in optimizing patient care, striving for best outcomes, and conceiving and implementing new primary-care practice models.

The Journal of Family Practice Special Edition: Current Clinical Practice is directed at family practice physicians, while its companion, *Current Clinical Practice*, is for doctors of internal medicine.

The publications are led by editor-in-chief Bernard Rosof, M.D., chair of the American Medical Association's Physician Consortium for Performance Improvement.

Under his guidance, *Current Clinical Practice* is poised to become a pivotal voice in the dialogue surrounding contemporary medicine, with articles addressing the latest trends in practice management and topics such as pay-for-performance, the patient-centered medical home, innovations in diagnostic and therapeutic technologies, and the cultivation of medical leadership.

The content also features continuing medical education (CME) modules developed through grants from industry and submitted by medical education companies, providing a venue through which clinicians can obtain timely information along with free CME credits on a variety of subject matter.

Publicis Selling Solutions Adds PATIENT EDUCATION UNIT

The new unit was formed to optimize patient compliance and wellness.

Publicis Selling Solutions Group has created a new division, Publicis Clinical Health Partners, focused on providing integrated behaviorally based education programs for patients and healthcare professionals to optimize patient compliance and treatment outcomes.

Publicis Clinical Health Partners leverages the science of behavior change through its proprietary Behavioral Wellness Optimization methodology, which incorporates the key best practices based on the latest scientific research for wellness behavior change. Each solution is customized to each sponsor's specific needs, resulting in optimized patient care and a positive influence on adherence and retention rates.

"Publicis Clinical Health Partners provides a unique win/win to all key stakeholders," says Rick Keefer, chief operating officer of Publicis Selling Solutions Group. "Patients learn to manage their own health better to live longer, more satisfying lives. Healthcare professionals can provide better disease management for their patients without sacrificing more time out of their busy schedules. Managed markets provide their members with better wellness inspiration and superior long-term health outcomes. And sponsors better serve their key customers while also positively impacting their ROI."

Publicis Selling Solutions Group conducted a comprehensive review of the key literature on adherence, retention, and behavior change and analyzed industry efforts in clinical health education to date. This effort led to the development of Publicis Clinical Health Partners, along with best practices for direct-to-patient adherence and retention and peer-to-peer behavior change.

According to the World Health Organization, "poor adherence to the treatment of chronic diseases is a worldwide problem of striking magnitude." In the United States, it's estimated that poor adherence results in \$43 billion in lost sales, and adults on chronic therapies are often nonadherent.

Publicis Clinical Health Partners recognizes that the most powerful way to impact patient behavior change is through an integrated, closed-loop system that can be customized to each pharmaceutical sponsor's specific needs.

"Typical nurse educator programs are focused solely on the nurses, and are not well integrated with other key education and promotion efforts," Mr. Keefer says. "Today's increasingly challenging marketplace calls on all of us to do things differently and to focus on what is most important — making a real difference in patients' lives."

Our objective is to extend the influence of healthcare professionals to make a significant difference in patients' lives, and our focus is on long-term disease management and wellness, says Rick Keefer, Chief Operating Officer of Publicis Selling Solutions Group.



Novartis Opens NONPROFIT VACCINES INSTITUTE

Novartis has established the Novartis Vaccines Institute for Global Health (NVGH) in Siena, Italy, to focus on developing effective and affordable vaccines for neglected infectious diseases of developing countries.

The institute's near-term emphasis is on projects where it can make the greatest impact for the amount of effort and resources expended, such as conjugate vaccines for enteric diseases. NVGH is located on the same campus as Novartis Vaccines' research center, allowing the institute to leverage Novartis' strength and experience in conjugate vaccines.

NVGH's CEO is Dr. Allan Saul, who joined Novartis from the Laboratory of Malaria and Vector Research at the



This approach will enable NVGH to play a leading role in permanently reducing the burden of neglected diseases, says Joerg Reinhardt, CEO of Novartis Vaccines and Diagnostics.

National Institute of Allergy and Infectious Diseases in the United States.

"Novartis Vaccines is already on the cutting edge of vaccines research," says Joerg Reinhardt, CEO of Novartis Vaccines and Diagnostics. "And now the opening of NVGH will allow us to apply our knowledge and expertise of vaccines research to diseases that affect the developing world. This approach will enable NVGH to play a leading role in permanently reducing the burden of neglected diseases."

NVGH joins the Novartis Institute for Tropical Diseases (NITD) in reinforcing Novartis' commitment to non-profit research work on diseases in developing nations.

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SPEAKERS

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Fulbright Scholar and NATO Fellow

Shoshanah Cohen

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AROUND THE GLOBE



- ▶ **D. ANDERSON & COMPANY (DAC)**, a Dallas-based patient recruitment and retention provider for the clinical trials industry, **has opened an office in Windsor, United Kingdom**, to service the growing international demand for recruitment and retention programs.

The Windsor office expands DAC's local support services to its growing base of clients and prospects in Europe. DAC has previously conducted onsite global training in Argentina, Australia, the Czech Republic, France, Hungary, Mexico, Puerto Rico, Russia, Turkey, Ukraine, and the U.K. An in-depth training session is currently scheduled for India this spring. DAC is a subsidiary of D.L. Anderson International.

For more information, visit dandersoncompany.com.

- ▶ **MDS PHARMA SERVICES**, King of Prussia, Pa., **has established an office in Sao Paulo** to provide expanded capabilities in global clinical trial management. The Sao Paulo office expands MDS Pharma's presence in Latin America, an increasingly important region for the global drug-development industry, and enables the company to offer high-quality, on-site clinical trial services in Brazil.

In addition to the new office in Brazil, MDS Pharma also offers Latin America-based clinical trial monitoring services from offices in Buenos Aires; Santiago, Chile; Lima, Peru; and Mexico City. The company has late-stage clinical trial management offices in 21 countries throughout Africa, Asia-Pacific, Europe, Latin America, and North America. MDS Pharma is part of MDS Inc.

For more information, visit mdsinc.com.

- ▶ **PPD**, Wilmington, N.C., **has expanded its global central lab services into China** through an exclusive agreement with Peking Union Lawke Biomedical Development Limited (PUL). The agreement allows PPD to begin immediately providing biopharmaceutical clients with its full range of highly customized central lab ser-

vices in China. The lab is overseen by PUL medical director Jian Ho, M.D., Ph.D., while PPD leads project management and investigator services and works with clients on study setup.

Under the terms of the agreement, PPD has made an unspecified investment in laboratory equipment located at Peking Union Medical College in the Beijing Zhong Guan Cun Life Sciences Park, the largest life-sciences park in China. In addition, PUL has been provided with a real-time interface to ConneXion, PPD's proprietary computer system, to assure consistent management and reporting.

In other global moves, PPD has agreed to purchase independent Russian CRO InnoPharm for an undisclosed sum. InnoPharm offers Phase II to IV clinical trials support, data management, and biostatistics services to pharmaceutical and biotechnology companies. PPD has subcontracted work to InnoPharm since 2004.

In addition to its headquarters in Smolensk, InnoPharm has offices in Moscow and St. Petersburg, as well as Kiev, Ukraine. Sergey Sudilovsky, M.D., Ph.D., director general of InnoPharm, continues to oversee operations in Russia and Ukraine for PPD.

For more information, visit ppdi.com.

- ▶ Global specialty biopharmaceutical company **SHIRE** **has established operations in Mexico City**, expanding its presence in Latin America and increasing its commitment to provide support to physicians and patients in the region. With existing offices in Argentina, Brazil, and Mexico, Shire is aiding in the development and marketing of innovative medicines intended to improve the quality of life for patients and their caregivers.

Shire anticipates continued expansion throughout Latin America and the hiring of additional employees to support the market entry of Shire's human genetic therapies and specialty pharmacy products.

For more information, visit shire.com.

Omnicare Clinical Research Creates **EXPERT PLACEMENT SERVICE**



We've seen a real need for this type of staffing solution in the drug development industry and felt the time was right to formalize our efforts, says Benoit Martin, President of Omnicare Clinical Research International.

Omnicare Clinical Research has established OmniTEAM (Tactical Experts and More), a business unit that handles the company's client placement service program. OmniTEAM's flexible staffing program places the company's clinical

experts on site at a client's location for projects requiring additional human resources for a set period of time.

"Omnicare Clinical Research has been providing client placement services for more than 20 years now," says Benoit Martin, president of Omnicare Clinical Research International and head of the OmniTEAM program. "We've seen a real need for this type of staffing solution in the drug development industry and felt the time was right to formalize our efforts and actively promote our capabilities."

The professionals provided by OmniTEAM are project-managed by sponsors, but are employed and line-managed by Omnicare Clinical Research. The program is widely available in Europe and is

expanding into the United States and other key regions. Covered services include project management, data management, biometrics, regulatory affairs, clinical quality assurance, medical writing, medical affairs, and clinical monitoring.

In other moves, Omnicare Clinical Research has expanded into China, with new offices in Beijing and Shanghai. The fully staffed facilities include professionals in project management, clinical-trial services, regulatory affairs, and business development. The move advances the company's Asia Pacific strategy and provides clients in China with a greater level of support.

Omnicare Clinical Research has existing facilities in Australia, India, Japan, Singapore, and Taiwan.



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M&A ACTIVITY



- ▶ **ADVANSTAR COMMUNICATIONS**, Woodland Hills, Calif., **has acquired CBI Research**, producer of the Centers for Business Intelligence live and electronic conferences for senior-level executives in the pharmaceutical and biotech industries. The addition of CBI strengthens Advanstar's portfolio of pharmaceutical-related media properties. Financial terms were not disclosed.

CBI President Kathy Coffey continues to direct CBI's Woburn, Mass.-based staff of 45.

For more information, visit advanstar.com.

- ▶ United Kingdom-based contract research organization **CHILTERN has acquired the business of Drug Development Solutions (DDS)**, a leading Phase I unit located at Ninewells Hospital and Medical School in Dundee, Scotland, one of the United Kingdom's major teaching hospitals. The purchase of DDS supplements Chiltern's clinical research unit in Slough, near London, and strengthens its early-phase clinical testing capabilities. Financial terms of the deal were not disclosed. Dr. Brian Sanderson, CEO and medical director of DDS, continues to lead the Dundee unit and is working closely with Chiltern's existing clinical research unit to build Chiltern's early-phase service offerings.

For more information, visit chiltern.com.

- ▶ Clinical development services provider **ICON**, Dublin, **has announced the acquisition of Healthcare Discoveries**, a San Antonio-based early-phase clinical pharmacology unit and wholly owned subsidiary of Catalyst Pharma Group. The purchase gives Icon a clinical pharmacology platform in the United States that complements its existing European Phase I operations.

Under the terms of the agreement, Icon has paid Catalyst an initial cash consideration of \$12 million for Healthcare Discoveries and will pay up to an additional \$10 million if certain performance milestones are met in 2008. Healthcare Discoveries has become part of a comprehensive early-phase development portfolio within the Icon Development Solutions division, which includes an existing clinical pharmacology unit in Manchester, England.

For more information, visit iconplc.com.

- ▶ **IMPACTRX**, a privately held market research company based in Mount Laurel, N.J., **has acquired Paragon Research & Consulting** of West Chester, Pa., a full service pharmaceutical market research and consulting firm. Financial terms of the deal were not disclosed.

As part of ImpactRx, Paragon is applying its analytical and custom research capabilities to ImpactRx's proprietary data to provide timely, accurate, and sensitive evaluation of the overall pharmaceutical market, as well as individual company and brand performance.

For more information, visit impactrx.com.

- ▶ Global public relations firm **KETCHUM**, New York, **has announced the addition of clinical trial recruitment agency MMG**, Rockville, Md., to its network of companies. Terms of the deal were not disclosed. The companies, both owned by Omnicom Group, will retain their respective brand identities, office locations, and executive teams.

Together, Ketchum and MMG are positioned to provide a diverse set of services to clients. MMG has expertise in oncology, endocrinology, cardiology, central nervous system, and general medicine, as well as infectious and rare diseases.

Ketchum's experience is complementary and spans virtually every therapeutic category. Additionally, MMG's in-depth understanding of the clinical-trial business complements Ketchum's healthcare offerings and its ability to provide clients with communication services in the earliest phase of a product's life cycle.

For more information, visit ketchum.com.

- ▶ Swiss pharmaceutical giant **ROCHE has agreed to purchase Ventana Medical Systems** for an estimated \$3.4 billion in cash. The acquisition of Ventana, a leader in the fast-growing histopathology segment, allows Roche to broaden its diagnostic offerings and complement its world leadership in both in-vitro diagnostic systems and oncology therapies.

Christopher Gleeson, Ventana's president and CEO, continues as CEO of Ventana's business and is also a member of the Roche Diagnostics Executive Committee. Ventana remains based in Tucson, Ariz.

For more information, visit roche.com.

- ▶ **TEVA PHARMACEUTICAL INDUSTRIES**, Jerusalem, **has agreed to acquire privately held CoGenesys**, Rockville, Md., for about \$400 million in cash as part of its strategic goal to expand its presence in the biogenerics segment of the biopharmaceutical sector.

Teva's existing biotechnology infrastructure includes product development and manufacturing in several countries, and the company markets a portfolio of biopharmaceutical drugs both within and outside the United States, including interferon alpha 2b, granulocyte colony-stimulating factor, and human growth hormone.

The CoGenesys research team continues to be led by cofounders Craig Rosen, Ph.D., and Steve Mayer, MBA. Dr. Rosen is CoGenesys's chief scientific officer and executive chairman, and Mr. Mayer is its CEO.

For more information, visit tevapharm.com.

- ▶ **THREE RIVERS PHARMACEUTICALS**, Cranberry Township, Pa., **has acquired the hepatitis C drug Infergen from Valeant Pharmaceuticals International** for \$91 million in cash. The move is part of Three Rivers' strategy to increase its pharmaceutical product offerings through product acquisition and internal development.

For more information, visit 3riverspharma.com.

- ▶ **WOLTERS KLUWER HEALTH**, Conshohocken, Pa., a division of Wolters Kluwer, **has obtained a minority interest in Logical Images**, a developer of visual healthcare tools based in Rochester, N.Y. Terms of the acquisition were not disclosed.

The two companies plan to integrate Logical Images' VisualDx system with Wolters Kluwer Health's Clin-eguide clinical decision support tool to deliver clinicians visual differential diagnosis within an easy online clinical decision support system. Clin-eguide helps physicians and other healthcare providers make diagnosis and treatment decisions through online access to accurate, evidence-based medical information. VisualDx visual clinical decision support software merges medical images with clinical information to guide clinicians and healthcare providers.

For more information, visit wkhealth.com.



WHAT'S NEW ON THE SHELVES

- ▶ The 2008 version of **OUTLOOK & STRATEGIES**, an annual report published by New York investment bank **Berkery Noyes**, provides analyses of six key information and technology sectors: education; media and marketing; business and financial; healthcare; publishing; and information technology and software. The report offers views on the trends likely to shape the information and knowledge markets in the coming year, providing clients with valuable market intelligence to inform their strategic decision-making.

Outlook & Strategies is currently available both in hard copy and online.

For more information, visit berkerynoyes.com.

- ▶ A new Elsevier publication, **SECRETS TO SUCCESS IN INDUSTRY CAREERS: ESSENTIAL SKILLS FOR SCIENCE AND BUSINESS** by **Lisbeth Borbye, Ph.D.**, serves as both a primer on obtaining a job in industry after completing school and as an industry-insider guide to the skills and understanding essential for success on the job. This makes the book an ideal guide on how to succeed for both new job-seekers and those already employed in industry and academic environments.

The book compares and contrasts the different qualities needed to succeed in school and in industry and walks the reader through the entire process of obtaining a job, including analysis of a job description, writing an application, preparation for an inter-

view, and conduct during and after an interview. It also contains fictional anecdotes that illustrate how to apply these skills, summarized at the end of each chapter and supported by self-guided assessment questionnaires.

For more information, visit elsevierdirect.com.

- ▶ A new book from Pfizer's Public Health Group, **MOMENTS IN LEADERSHIP: CASE STUDIES IN PUBLIC HEALTH POLICY AND PRACTICE**, examines the importance of policy leadership in promoting the health and safety of populations. Through a case study format that highlights policy advances in such areas as patient safety, health disparities, access to healthcare for the uninsured and underserved, and health promotion, the book tells the stories of 21 people who, by using their leadership qualities, changed the public health landscape through policy and practice.

The individuals and case studies selected for this book are meant to offer readers a multifaceted vision of public health leadership across a wide range of subjects and setting. Those profiled include physicians, epidemiologists, researchers, lawyers, and lawmakers, and their policy landscapes range from local communities to the federal government. The profiles underscore the interconnectedness between a local intervention affecting a specific time and place, as well as the broader national climate, both of which can be transformed through policy reform.

For more information, visit pfizerpublichealth.com.

Shaw Science Partners Launches DIGITAL COMMUNICATIONS DIVISION

Pharmaceutical marketing agency Shaw Science Partners has announced the launch of Shaw Studios, a new digital communications division.

Shaw Studios provides its clients with engaging experiences that incorporate digital media, interactive environments, and modern print technologies.

"Shaw Science Partners has an accomplished history and excellent reputation for delivering best-in-class, science-based communications for new compounds in development," says Michael Shaw, president of Shaw Science and Shaw Studios. "Shaw Studios will provide innovative and engaging digital communications through a unique blend of sophis-

ticated science knowledge and leading-edge creative capabilities for marketed products."

Kelly Tkac has been named VP of marketing and business development for Shaw Studios. His primary focus in this role is to provide solutions for a variety of needs for recently approved and in-line products. He has 15 years of sales and marketing experience.

Follow up

DOWDEN HEALTH MEDIA, Montvale, N.J., is a full-service healthcare communications company. For more information, visit dowdenhealth.com.

NOVARTIS, Basel, Switzerland, is a global provider of pharmaceuticals, vaccines, diagnostic tools, and consumer health products. For more information, visit novartis.com.

OMNICARE CLINICAL RESEARCH, King of Prussia, Pa., a division of Omnicare Inc., provides clinical-research services to pharmaceutical, biotechnology, and medical device companies through office locations in 31 countries. For more information, visit omnicarecr.com.

PUBLICIS SELLING SOLUTIONS GROUP, Lawrenceville, N.J., a Publicis Healthcare

Communications Group company, offers a range of strategic selling solutions to the pharmaceutical, biotech, and medical-device industries. For more information, visit psellingsolutions.com. **SHAW SCIENCE PARTNERS**, Atlanta, is a science-based pharmaceutical marketing agency. For more information, visit shawscience.com.