



By Carolyn Gretton

▶ Tufts Institute Seeks to Increase Biopharma Partnerships

TRENDS: Alliances are becoming an essential strategy for life-sciences companies seeking to deliver novel therapeutics and cutting-edge technologies, as well as significantly extend current standards of care and clinical practice.

The **TUFTS INSTITUTE FOR BIOMEDICAL PARTNERSHIPS** is a global initiative designed to create and manage a diverse portfolio of drug discovery and development partnerships. The Institute was developed and is managed by Tufts University School of Medicine and Tufts University's advancement division.

Founder and Chief Business Officer Lawrence Botticelli, Ph.D., says the Institute is focused on establishing a global brand for Tufts drug discovery and development expertise. These efforts include the recent launch of the Institute's website, tuftspartners.org.

"Our objective is to form drug discovery and development alliances between Tufts and the pharma industry based on existing assets of strategic interest, while generating revenue streams to benefit the university and industry alike," Dr. Botticelli explains.

The Institute's interactive website, or "hub," functions as the Institute's commercialization portal, communication vehicle, strategic market resource, and information



Tufts' website is not just an electronic repository but an avenue for potential commercialization opportunities.

repository. The site provides immediate access to almost 60 research activities driven by more than 50 participating faculty members with navigable information in more than 300 categories.

▶ For more information, visit tuftspartners.org.

costs in less time," Ms. Shields observes.

▶ For more information, visit mdsol.com.

In other technology news...

Hubspan's CUSTOMER INTEGRATION FOR BIOTECH solution allows life-sciences companies to extend all enterprise resource planning (ERP) and back-end systems across the business-to-business (B2B) cloud for seamless integration of key business processes such as e-commerce and e-procurement. The SaaS solution supports all major applications and data formats, and enables all members of an integration community to work from existing systems and business rules.



Margaret Dawson

Margaret Dawson, VP of marketing and product management, says the Customer Integration for Biotech solution leverages Hubspan's B2B expertise to provide fast, cost-effective customer integration for life-sciences companies. "With most of the leading universities and research organizations already on our network, we can implement most B2B integration processes for our biotech clients within a matter of weeks," Ms. Dawson adds.

▶ For more information, visit hubspan.com.

Contracting Module Reduces Study Cycle Time

Medidata Solutions has added a contracting module to its Grants Manager Web-based budgeting application that enables sites and sponsors to negotiate clinical trial site budgets directly online, eliminating the burden of managing hundreds of email messages and reducing budgeting cycle times.

Through the contracting module, trial managers are able to monitor site negotiation status by study, by site, or across the portfolio in real time, bringing visibility to the process of site recruit-



Lori Shields

ment. Lori Shields, VP of Medidata's data operations, says sponsors appreciate this visibility, which signals the need for intervention if negotiations begin slipping against the project timetable or forecasted budget.

"The module represents a significant opportunity to accelerate site recruitment by automating the arduous and manual back-and-forth between sponsors and sites during the clinical trial budget negotiation process, allowing sponsors to move seamlessly from planned budget to finalized site

Imperial's NEW BRAND IDENTITY AND WEBSITE, imperialcrs.com, better reflects the global clinical research support organization's growth strategy and focus on the life-sciences market.

The new identity was developed to capture the essence of the life-sciences industry, with a green-and-blue color palette reflecting life and change, and arches that represent Imperial's support of their customers throughout the research process.

Imperial attributes recent growth in clinical research and trial support to its iWoRx solution, an integrated, flexible e-clinical process flow incorporating design, translation, production, and fulfillment.

"By offering project management tools tailored to optimize site effectiveness and provide real-time



Steve Swanson

imperialcrs.com

information management to trial leaders, Imperial helps our clients improve study timelines and minimize risk," says Steve Swanson, VP and chief operating officer.

▼ For more information, visit imperialcrs.com.

d-Wise's REVEAL Web-based search platform enables pharma company researchers, administrators, managers, and informatics directors to perform fast, comprehensive exploration of its clinical data systems.

The Reveal solution reduces the time necessary to find clinical information from days to minutes in some cases, allowing critical questions to be answered quickly. One search can be executed across studies and document types to unlock meaningful information from data and save companies time and money. Once the results are returned, users can quickly pass those results on to existing data analysis tools or drill down into result details using the underlying data systems.

▼ For more information, visit d-wise.com.



E-UPGRADES AND ENHANCEMENTS ►►

Data and intelligence provider **BioPharm Insight** has launched an **UPGRADED PRODUCT PLATFORM** featuring proprietary intelligence, new search functionality, a worldwide reference list of approved drugs, and drug sales projections by indication. The platform tracks the entire drug development pipeline from discovery and tech transfer platforms, to approved drug licensing and generic formulations.

▼ For more information, visit biopharminsight.com.

CLEARTRIAL 4 incorporates new features that enhance the way that biopharmaceutical and medical device companies plan, source, and track clinical trials. The latest version of **ClearTrial's** clinical trial operations software includes ClearTrial Task Manager, a feature that enables organizations to add their own tasks and algorithms, extends the ClearTrial work breakdown structure to more precisely align with their study requirements and business processes.

▼ For more information, visit cleartrial.com.

The latest release of **MedNet Solutions' ENLIGHTEN** electronic data capture and clinical trial management system solution includes expanded reporting capabilities that provide users with superior report creation flexibility and increased data visibility.

The updated solution also offers increased configurability to more quickly and easily meet customers' study-specific requirements and optimized system performance to ensure rapid system response times and a superior user experience.

▼ For more information, visit mednetstudy.com.

I-WAREHOUSE 3.0 is an enhanced version of **PharmaVigilant's** clinical data warehouse system that includes a redesigned user interface to address the increasingly complex clinical trial environment. New features and functionality now streamline reporting to accommodate even more complex queries across multiple trials.

▼ For more information, visit pharmavigilant.com.

2nd

Social Media for Pharma

Transitioning From Preparation to Implementation with Social Media Strategy

June 7-8, 2011 | Philadelphia, PA

Attending this Conference will Enable You to:

- **Understand** recent enforcement brought on by the FDA guidance surrounding digital media usage
- **Discuss** trends in social media and how they can advance the pharmaceutical industry
- **Evaluate** how implementing a social media strategy into your marketing plan will impact your organization's brand awareness
- **Improve** communication with patients and physicians by exploring different social media outlets

Featured Speakers Include:

- **Glenn N. Byrd**, Senior Director Regulatory Affairs, **MedImmune LLC**
- **Xavier Petit**, Integrated Marketing - Multi-Channel Strategy Services, **Shire US**
- **Kristina Broadbelt**, Global Director, Public Relations & Advocacy, **ViroPharma**
- **Amit Pherwani**, Manager, Direct Marketing, **Bristol-Myers Squibb**

This is not a trade show; our Social Media for Pharma series is targeted at a focused group of senior level executives to maintain an intimate atmosphere for the delegates and speakers. Since we are not a vendor driven conference, the higher level focus allows the delegates to network with their industry peers and speakers.

“Establish
a strong DTC marketing approach
and brand recognition by utilizing a
robust social media strategy.”

Implementing a strong social media platform within your organization while maintaining FDA compliance.


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