Tools of the Trade

By Carolyn Gretton

Purohit Navigation Launches
Web-based Communications Platform

TREND: Web-based communication and document management system is designed to facilitate collaboration with real-time commenting ability.

INTEGRATED healthcare brand solutions company **Purohit Navigation's** recently implemented Summit workflow system handles and automates approval processes of a variety of documents from concept to copy to finished work, allowing all participants of a project to see the exact progress of the project at any time, check proofs, and make corrections/comments. Summit automates an email to inform users that an update has been made.

"All history on each of the projects is saved and automatically updated to newer versions with real-time efficiency, and can be accessed at any time, from anywhere you have Internet access," explains President and CEO Ahnal Purohit, Ph.D. "We already have plans to expand this tool to clients in the near future."
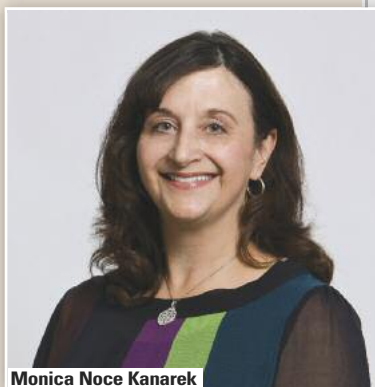
The new technology further demonstrates the agency's green initiatives by reducing reams of paper waste.

"We must continue to seek new ways of doing business that benefit not only customers, but also positively impacts our environmental community," says Monica Noce Kanarek, executive VP creative, responsible for heading up Purohit Navigation's creative department, workflow services, and interactive group. "The new workflow system has already had a significant impact on the number of color printouts made, along with a decrease in the amount of copier ink used. And because reviews are completed online, we are anticipating a 50% decrease in the use of copiers and a 75% reduction in folder usage."

◤ *For more information, visit purohitnavigation.com.*

Dr. Ahnal Purohit

Monica Noce Kanarek

In other technology news…

Physicians Office Resource (POR) has made available the first edition of its **DESKTOP DRUG REFERENCE DATABASE** as part of its free PharmaCONNECT resource for physicians, residents, medical students, and allied healthcare professionals. The database offers a go-to resource for anyone looking for access to current information on all FDA-regulated drugs.

Andrew Nimmo

"Today's medical practitioners are busier than ever, and we are committed to offering physicians and healthcare professionals the most trusted, accurate, up-to-date information right at their fingertips so they can make smart prescribing decisions," says POR President Andrew Nimmo.

◤ *For more information, visit physiciansofficeresource.com.*

Vitals' Custom Call Outs program is a targeting tool designed to increase prescriptions written for brands by using data collected from **vitals.com,** a free website that helps patients find doctors, book appointments, and prepare for their doctor visits.

Josh Kramon

Through Custom Call Outs, a pharmaceutical brand provides a list of high-prescribing doctors for list matching against its comprehensive database of physicians. When a patient does a search by specialty, those doctors have a personalized message attached to their profile result directing visitors to ask about a specific condition.

"The Custom Call Out program acts as a gentle nudge to a visitor that this specialist is ready to have a condition-specific conversation with the patient," says Josh Kramon, VP of advertising at Vitals.

◤ *For more information, visit vitals.com.* **PV**

Preparing Pharma for Product Info Format Shift

Liquent's **XEVMPD** educational series and data assessment tool are designed to assist in complying with the July 2012 deadline for submitting product information in eXtended EudraVigilance Medicinal Product Dictionary (XEVMPD) format.

Sarah Powell

Liquent's XEVMPD educational series is designed to educate internal personnel about the requirements for XEVMPD. The sessions consist of five recorded modules, for a total of four hours of training, focused on areas such as understanding why EMA is requiring XEVMPD; recent announcements and timelines; and requirements for authorized products, approved substances, and development substances and products.

"Companies are facing an unprecedented timeline for compliance," observes Sarah Powell, Liquent's executive director of regulatory affairs and writing services. "The Liquent XEVMPD educational series and data assessment tool provide an opportunity for companies to ensure employees are educated about the requirements and to provide a clear understanding of the data needs."

◤ *For more information, visit liquent.com.*

eye for pharma

Clinical Commercial in pharma, your questions answered

May 8th - 9th, Zurich. Renaissance Tower Hotel

	PHARMA	CUSTOMER
Q – How do you build commercial endpoints into clinical trials? – GSK and the best of big pharma will share which key indicators their payer insight has helped build into clinical development plans.	**Olivier Ethgen** *Economic Modelling* **GSK**	**Finn Borlum Kristensen,** *Chairman of the EunetHTA Executive Committee*
Q – I want to see case studies on how to enable clinical and commercial teams to work together toward joint goals – with insights from Baxter, GSK and Celgene.	**Jesse Berlin,** *VP Pharmacoepidemiology* **Johnson & Johnson**	**Matthew Hallsworth** *Head of Communications* **UK Clinical Research Collaborations**
Q – Where can I ask the important development questions from clinical and commercial perspectives? How to input payer, commercial and clinical considerations into R&D.	**Dean Hakanson,** *VP Health Economics and Outcomes Research* **Novartis**	**Flemming Sonne ,** *CEO* **Amgros**
Q - Enhance my development plans and deliver solutions to un-met need with Real World Data? What can Google and the ABPI help with?	**Rich Lones ,** *Executive Medical Director and Head of ABPI Task Force on Real World Data* **ABPI and BMS**	**Omar Ali,** *Formulary Development Pharmacist* **NHS**
Q - Comparative Effectiveness Research – where can I find out how pharma companies and payers are working together to build compelling clinical endpoints that align to un-met need and offer value?	**Tehseen Salimi,** *VP Customer Medical Synergies* **Sanofi Aventis**	**Marc Bardou** *(ex) Comission de Transparance* **HAS**
Q - De-risk payer investment – How can pharma work towards a proof of value model?	**Ian Talmage,** *SVP Global Marketing* **Bayer**	**Mathias Flume** *Head of Business unit Prescription Management* **KVWL**