



PharmaNet/i3

Renamed inVentiv Health Clinical

TRENDING NOW: Integrated services model meets customer demands

The clinical research organization, **PharmaNet/i3**, has been renamed **inVentiv Health Clinical**. This renaming reflects the closer alignment between the clinical segment and inVentiv's commercial and consulting services.

"As a global contract research organization, renaming ourselves inVentiv Health Clinical demonstrates a company-wide commitment to our clinical clients, who will benefit from seamless, global access to a more robust range of CRO services," says Paul Meister, CEO, inVentiv Health. "Our clients can now access broad inVentiv talent with expertise across the entire product life cycle to deliver tailored solutions from product development through commercialization."

Industry veteran Raymond Hill was appointed in December to lead inVentiv Health Clinical. Before joining inVentiv, Mr. Hill was CEO at PPD, where he successfully oversaw the process of taking the company private.

"By connecting clinical research and staffing capabilities to consulting and commercial services, inVentiv can offer fully integrated solutions to pharmaceutical, biotechnology, generic drug, and medical device companies," Mr. Hill says. "One example is our ability to assist clients in late-stage trials by tapping both digital and adherence experts from other inVentiv companies. Through this approach we can help our clients simplify complex health economics and outcomes research trials."

inVentiv Health Clinical offers early-stage (Phase I), Phase II-III, and late-stage (Phase IV) clinical development and clinical

staffing services to healthcare companies worldwide.

In other agency news, inVentiv is realigning its global communications division to better respond to client demand for unified, worldwide communications services.

The agency will operate under a "done as one" model that enables the convergence of inVentiv's advertising, public relations, public policy, market access, medical communications, media, creative, branding, and digital services.

"The integration of our communications division is another important step in the evolution of our business strategy designed to deliver all of inVentiv's capabilities seamlessly to the client," Mr. Meister says. "In this highly challenging environment, our clients are looking for innovative solutions and this model allows us to more efficiently meet their needs."

Bob Chandler has been named to lead the newly realigned division. He serves as iHC's worldwide president while remaining actively involved in the agency he founded, Chandler Chicco Companies.

"Our goal is to support clients that must quickly maneuver in a complex world where media are ubiquitous, consumers are in the driver's seat and healthcare is swiftly transforming," Mr. Chandler says.



Paul Meister



Raymond Hill

AROUND THE GLOBE

AstraZeneca and the **NN. PETROV INSTITUTE OF ONCOLOGY**, one of Russia's leading cancer research institutions, entered into a research collaboration to identify genetic mutations in cancer patients. The agreement is among the first of its kind between a global biopharmaceutical company and a Russian research center. Cancer is now the second leading cause of death in Russia with about 300,000 estimated deaths every year.

Under the terms of the agreement, Petrov Institute scientists are working in collaboration with teams from AstraZeneca's Oncology

Innovative Medicines group at centers worldwide, providing a framework that brings together complimentary skills to harness and foster medical innovation.

ERT, a global technology-driven provider of health outcomes research services to biopharmaceutical organizations, medical device companies, and contract research organizations, has completed registration for **KABUSHIKI KAISHA (KK)** in Japan and has formed a fully owned subsidiary, ERT Asia Group Ltd. The KK registration enables ERT to broaden the local services it provides in Japan

and establishes a solid foundation to expand its Asian presence. Along with this registration, ERT increases the number of local resources in Japan that will work directly with its customers to deploy Japan-based projects.

PPD has strengthened its **CENTRAL LABORATORY TESTING SERVICES** in infectious diseases, one of the largest therapeutic areas for R&D by expanding its testing capabilities at its Brussels and Singapore labs. The centers offer microbiology, peripheral blood mononuclear cell and molecular pathology services.

Integrated Model Prepares Company for Success

Vestiq Pharmaceuticals, an emerging specialty pharmaceutical company, was strategically formed through a consolidation of existing U.S. and international pharmaceutical entities and industry partnerships.

"Our business model is to create a high growth pharmaceutical company through strategic acquisitions," said Martin "Marty" Baum, president and CEO, Vestiq Pharmaceuticals. "Our mission is to bring innovative, effective, and safe therapeutic solutions to healthcare providers and patients, to improve the quality of human life."

Vestiq has acquired the stock of Praelia Pharmaceuticals Inc. to serve as its branded pharmaceutical entity.

"Praelia is very excited about merging our company with Vestiq," says Steve Lutz, CEO, Praelia. "We felt the two companies complemented each other perfectly. Together we are positioned for tremendous success moving forward."

Vestiq launches with completed partnerships with Vanguard Pharma to act as its contract sales organization, resulting in an immediate national salesforce, and Synopia Rx, which serves as its managed care contracting organization.

"We are tremendously excited about our new partnership with Vestiq," says Kevin Danylchuck, president and general manager, Vanguard Pharma. "With this agreement, Vanguard has the opportunity to field a highly experienced national team of speciality sales representatives, yet provide Vestiq/Praelia with the flexibility

and value that is integral to our business model."

Furthermore, Vestiq has acquired two recently approved NDAs: Oravig miconazole 50mg buccal tablets from BioAlliance and Zuplenz (ondansetron) oral soluble film from MonoSol Rx Inc. Oravig is indicated for the local treatment of oropharyngeal candidiasis (OPC) in adults.

Vestiq has also entered into a copromotion agreement with Women's Choice Pharmaceuticals for Zuplenz oral soluble film, to increase its national sales presence.

Zuplenz is indicated for the prevention of post-operative, highly and moderately emetogenic cancer chemotherapy-induced, and radiotherapy-induced nausea and vomiting.


Vestiq intends, through additional acquisitions, to focus on additional oncology supportive care products, women's health, and pain management.

Vestiq has partnered with SynopiaRx, which will administer managed care and third parties for the company.



Marty Baum

"SynopiaRx is delighted to have the opportunity to partner with Vestiq," says Steve Stefano, managing partner at SynopiaRx. "We believe the appropriate strategy and positioning of their medicines within the payer markets will be an important factor in optimizing its commercial success."

Vestiq is positioned in a market gap between traditional specialty pharma companies and contract sales organizations. 

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