

## Tools of the Trade



NEW ELECTRONIC AND  
WEB-BASED APPLICATIONS,  
SITES, AND TECHNOLOGIES

### ▶ TGaS Launches Partnering Tool

**TRENDING NOW:** New tool allows companies to assess feedback from their stakeholders to understand their position as critical business partners.

**T**GaS Advisors, a division of KnowledgePoint360, has launched **ORGANIZATION ALIGNMENT 3600**, a partnering assessment tool designed for pharmaceutical companies' commercial operations teams. This new offering defines specific and practical actions to help commercial operations achieve and maintain "indispensable business partner" status with their internal stakeholders.

Organization Alignment 3600 gathers feedback from not only stakeholders, but commercial operations teams. This bi-directional assessment gives commercial operations and stakeholders the opportunity to rate each other on a series of key behaviors that are consistent with effective partnering and alignment. Using this information, TGaS provides clients with insights into their partnering strengths, weaknesses, areas of misalignment, and opportunities for improvement.

"Powerful partnering behaviors are essential for alignment success," says Anna McClafferty, Senior VP at TGaS Advisors. "They are the secret ingredient behind having shared goals and getting resources, processes, and deliverables right. Organization Alignment 3600 shows our clients what is working and what is not, and what specific actions they can take to achieve their strategic partnering and alignment goals."



Anna McClafferty

### E-UPGRADES AND ENHANCEMENTS ▶

**BBK Worldwide** has expanded its suite of products that streamline retention efforts at the site level. Among these products are the **READY. SET. GO. CARD (RSGSM CARD)**, **READY. SET. GO. RIDE (RSGSM RIDE)**, and **READY. SET. GO. MINDER (RSGSM MINDER)**. The RSG Card is a global reimbursement solution for clinical study participants. RSG Ride offers a way to schedule and manage patient transportation. RSG Minder is a customized mobile platform that supports study participants and assists them in managing their study obligation.

▼ For more information, visit [bbkworldwide.com](http://bbkworldwide.com).

**StayinFront** has released new versions of **EDGERX AND TOUCHRX**. The new software release features significant enhancements to closed loop marketing (CLM) offerings including support for a wider range of media types to enhance the dialogue company representatives have with healthcare professionals. Additionally, more sophisticated data capture of these interactions can be analyzed using StayinFront Analytics, which allows near-real-time feedback about the messaging being delivered and response from healthcare professionals.

▼ For more information, visit [stayinfront.com](http://stayinfront.com).

### Veeva Launches Compliance Email Solution

**Veeva Systems** has introduced a regulatory compliant email solution for life-sciences companies. The new email solution has the potential to increase the productivity of life-sciences sales teams by enabling users to email approved content to customers directly from iRep and Veeva CRM. This solution could enable regulatory compliant email communication between sales reps and healthcare practitioners. The pharmaceutical industry can now increase the number and quality of rep-to-customer interactions, reach more low-access and no-see healthcare practitioners, and deliver more relevant drug information to customers.

▼ For more information, visit [veevasystems.com](http://veevasystems.com).

### In other technology news...

**Remedy Health Media** has expanded its 28-year partnership with the University of California, Berkeley, to launch BerkeleyWellness.com, an expert-reviewed online health resource providing wellness information to consumers.

BerkeleyWellness.com focuses on wellness news and information, including fitness, self-care, and nutrition.

The site features interactive multiple-page experiences that drive high-value engagement, including quizzes and assessments, slide shows, email alerts, and social media feeds, as well as roundtables and video chats with UC Berkeley's experts.

▼ For more information, visit [remedyhealthmedia.com](http://remedyhealthmedia.com).

# Optimizing Pre-Clinical Drug Safety

## Generating Effective Predictive Toxicology & ADME Testing to Advance Drug Candidates through the Pre-Clinical Stage

May 21-22, 2013  
Boston, MA

[More Registration Details. Click Here!](#)

### Attending This Premier **marcus evans** Conference Will Enable You to:

- **Explore** non-clinical strategies to support clinical development of novel oncology therapeutics with **Merrimack Pharmaceuticals**
- **Investigate** On target and Off target profiling to recognize toxicities with **Pfizer**
- **Identify** In-vitro assays during pre-clinical research to improve toxicity study design with **Millennium**
- **Analyze** predictive toxicology and the impact it has on the toxicology studies with **Constellation Pharmaceuticals**
- **Utilize** computational toxicology applications in characterization of mechanisms of toxicity with **Celgene**

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### Who Should Attend:

**marcus evans** invites Vice Presidents, Heads, Directors, Principal Scientists and Scientists with responsibilities in:

- Toxicology
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- Regulatory Toxicology
- Pre-Clinical Safety
- Pre-Clinical Safety Assessment

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# “Create

**EFFECTIVE** predictive toxicology from non-clinical, in-vitro and in-vivo studies to **INCREASE** drug development.”

With more drugs getting pulled from the market, pre-clinical toxicology testing becomes increasingly more important to research and utilize in creating new treatments.

  
marcusevans

### Confirmed Speakers Include:

**Sean Ottinger, Ph.D., DABT**  
Head of Toxicology, Drug Safety Evaluation  
**Millennium: The Takeda Oncology Company**

**Gvido Cebers, M.D., Ph.D.**  
Director, Toxicology  
**AstraZeneca Neuroscience**

**Gina Pastino, Ph.D., DABT**  
Associate Director, Clinical Pharmacology  
Frontier Product Creation Unit  
**Eisai Product Creation Systems**

**Mitch Friedman, Ph.D., DABT**  
Director of Toxicology  
Nonclinical Safety Evaluation  
**Takeda Global R&D Center, Inc.**

**Tony Arulanandam, D.V.M., Ph.D**  
Associate Director Toxicology  
**Regeneron Pharmaceuticals**

**Brandon D. Jeffy, Ph.D., DABT**  
Principal Scientist  
Exploratory Toxicology  
**Celgene**

**Bruce E. LeRoy, D.V.M., Ph.D, DIPL ACVP**  
Investigative Pathologist  
**AbbVie**

**Kenneth J. Olivier Jr.**  
Senior Director of Toxicology  
**Merrimack Pharmaceuticals**

**Anja J. Stauber, Ph.D., DABT**  
Director, Non-Clinical Safety Assessment  
**Eli Lilly and Company**

**Paul Vancutsem, D.V.M., Ph.D.**  
Senior Director of Toxicology and DMPK  
**Constellation Pharmaceuticals**

**Shirley Louise-May**  
Principal Scientist  
**Pfizer**

**Andrew Winkley**  
Associate Director  
**Vertex Pharmaceuticals**

**Eric Tien, Ph.D., DABT**  
Senior Scientist, Discovery Toxicology  
**Amgen**

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