



PhRMA Launches Website OFFERING INFORMATION ON BIOTERRORISM

As the government, pharmaceutical industry, and academia continue working to combat bioterrorist threats, Pharmaceutical Research and Manufacturers of America (PhRMA) has launched a comprehensive Website, homelandhealth.com, offering reliable information on biopreparedness in America.

The site offers up-to-date information and news for consumers, healthcare professionals, the media, and government officials. The Web offering gives Americans useful information provided by respected

government sources, including the Department of Health and Human Services, about anthrax, smallpox, and other potential bioterrorism agents. Visitors to the site can learn about symptoms of various diseases, as well as how they are diagnosed and treated. Tips are provided about what to do, and what not to do.

"In these uncertain times, all

Americans are united by the need for authoritative information and timely advice on how to cope with the threat of bioterrorism," says Dr. Michael Friedman, chief medical officer for biomedical preparedness at PhRMA and a former head of the FDA.

The site also combines information from many of the top sources of data around the world, offering an accessible, readable clearinghouse of daily news and information related to the ongoing efforts of pharmaceutical companies, government, and other organizations to fight bioterrorism.

Future plans for the site include interactive features such as Webcasts designed to educate healthcare professionals about specific aspects of bioterrorism and the opportunity to receive e-mail updates.

Americans need information on how to cope with the threat of bioterrorism.

Dr. Friedman

BioSpace, MediBic Collaborate to Provide Information to ASSIST JAPANESE DRUG DEVELOPMENT

BioSpace Inc., a provider of Web-based products and information services to the life-sciences industry, has formed a collaboration with MediBic, a Japanese bio-venture company, to exchange information in an effort to support new biotechnology drug development activities.

As the use of new technology information such as genomic data expands, so too does the volume of R&D information available in drug development. Access and management of this information has become an increasing challenge for lifescience research as careful selection and screening steps are required with respect to the quality and variability of publicly available information. In Japan, more Websites are now available to provide bio-industrial information, but those specializing in drug development are limited.

"BioSpace is pleased to have MediBic as its first collaborator in Japan to extend our brand into the Japanese market," says Michael Sterns, D.V.M., executive VP of corporate development at BioSpace. "By contributing their knowledge of development activities in the Japanese market, they are uniquely qualified and positioned to expand the reach of BioSpace and the quality of information we provide."

MediBic provides leading Japanese pharmaceutical companies and academic organizations with information services on drug research and development. The collaboration with BioSpace enables MediBic to expand its information services category, gain access to BioSpace's robust clinical-development database and, at the same time, enhance system-support services.

MediBic is introducing BioSpace's lifescience-related news and information on its Website, enabling decision makers in the Japanese biotechnology industry to remain informed and up-to-date on global industry trends.

Michael Sterns, D.V.M., executive VP of corporate development at BioSpace says, MediBic contributes knowledge of development activities in the Japanese market, and will expand BioSpace's reach.



DEMAND FOR EPOCRATES' NETWORK Exceeds 500,000 Users

ePocrates Inc., the largest handheld network of healthcare professionals, has increased its network to more than 500,000 users since the launch of ePocrates Rx in November of 1999. More than one in four U.S. physicians depend on ePocrates to help improve quality of patient care, reduce medication errors, and make their practices more efficient. Growth of the network continues to accelerate, with more new clinicians joining each month.

Currently, more than 250,000 clinicians, including physician assistants, nurse practitioners, pharmacists, dentists, RNs, and other specialists are part of the network.

"The rapid adoption of ePocrates products and services is unprecedented within

the healthcare community," says John Voris ePocrates CEO. "ePocrates has shown that in contrast to popular belief, physicians will adopt technology that provides tangible benefits to their patients and their practices."

Physicians also have come to rely on ePocrates' proprietary DocAlert messaging system to access important clinical information at the point of care. More than 30,000 clinicians update their ePocrates databases and receive DocAlert clinical updates every day.

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SciQuest Launches New **PUBLIC BUYER'S GUIDE WEB PORTAL**

SciQuest Inc., a software, information, and services company that provides solutions to enhance

FEATURES AND FUNCTIONALITY OF THE BUYER'S GUIDE

The Buyer's Guide home page features an integrated set of sourcing functionalities that enable the scientist to:

- Search for products across a range of scientific categories or focus the search on a specific set of products
- Browse an extensive directory tree of product categories to follow a logical trail to the products of interest
- Locate a specific supplier and request a catalog
- Access new product information
- Follow interactive links to additional rich product information on suppliers' Websites

research operations for pharmaceutical, biotechnology, and other research-based organizations, has launched its Buyer's Guide, a Web-portal that enables scientists to source laboratory supplies, chemicals, and equipment quickly and effectively.

The Buyer's Guide portal is free and enables researchers to source products by searching this large database of scientific products, all through one single site. Researchers can prepare a "ready-to-send" requisition that they can either fax directly to suppliers or forward to their procurement office for processing.

"The new SciQuest Buyer's Guide is a very powerful tool," says Dr. Wayne Litaker, molecular biology and biotechnology, University of North Carolina, School of Medicine. "It's so much easier and more effective than surfing supplier sites individually. The search engine is fast and easy to use, and the database is massive. I will certainly start all my product searches here from now on."

Combined with the breadth of SciQuest's electronic catalog of 1.5 million lifescience products from more than 750 suppliers, these capabilities give bioscientists an unprecedented flexibility and performance in their approach to scientific product sourcing.

From the Buyer's Guide portal, researchers also

can directly access BioSupplyNet, the "yellow pages" of bioscience vendors with more than 3,500 categorized supplier listings.

The Buyer's Guide portal also enables scientists to browse the latest research breakthroughs on the award-winning SciCentral news and information site.

"Our goal is to leverage SciQuest's industry experience to provide research-intensive organizations with tools that solve real research and business problems," says Guy Orgambide, Ph.D., director of science community for SciQuest.

Follow up

BIOSPACE INC., San Francisco, is a specialized provider of Web-based products and information services to the life-sciences industry. For more information, visit biospace.com.

EPOCRATES INC., San Carlos, Calif., is a privately held company and is one of the largest handheld physician networks with more than 500,000 users. For more information, visit epocrates.com.

HIP HEALTH PLAN OF NEW YORK, New York, is one of the largest health plans in the New York metropolitan area, with more than 750,000 members. For more information, visit hipusa.com.

MEDIBIC, Tokyo, is a bio-venture company specializing in information services and system engineering support for genomic research and drug development. For more information, visit medibic.com.

THE PHARMACEUTICAL RESEARCH AND MANUFACTURERS OF AMERICA, Washington, D.C., represents the country's leading research-based pharmaceutical and biotechnology companies, and invests in discovering and developing new medicines. For more information, visit phrma.org.

SCIQUEST INC., Research Triangle Park, N.C., is a software, information and services company that provides solutions to enhance research operations for pharmaceutical, biotechnology and other research-based organizations. For more information, visit sciquest.com.

HIP Health Plan **PROVIDES WEBSITE ACCESS IN SPANISH**

HIP Health Plan of New York, acknowledged as a national industry leader in the application of health-care information technology, has made its Website, hipusa.com, available in Spanish as well as in English.

HIP is one of the first health plans in the nation to provide access to its Website in Spanish and the first in the New York area to do so, according to the American Association of Health Plans (AAHP).

HIP members — physicians, employers, and brokers — can access HIP's Spanish Website 24 hours a day, 7 days a week, privately and securely. HIP's Website recently was awarded the TRUSTe seal, assuring members who log on that their privacy and personal information is handled according to the highest standards of security and discretion.

"The availability of Spanish content at hipusa.com reflects HIP's continuing commitment to provide the best possible customer service to

our diverse membership," says Anthony L. Watson, chairman and CEO. "Harnessing the power and convenience of the Internet and making it available to a broad range of HIP members continues to be our guiding principle in the use of technology in the healthcare marketplace."

For physicians and other providers, the new Website offers a number of important capabilities, including verifying member eligibility, viewing the status of claim submissions, providing referrals, and obtaining medical pre-authorizations.

Employers can access HIP's pharmacy services and find and update needed information, including addresses, telephone numbers, and eligibility data about employees. And brokers can obtain information kits that explain why HIP is a natural choice for a health-care plan. Also available are group rates, provider directories, and a special broker hotline number.

MEMBERS CAN NOW INTERACT WITH THE HIP WEBSITE IN A VARIETY OF WAYS, INCLUDING:

- Finding a physician in HIP's growing network
- Changing a primary-care physician
- Filling a prescription through HIP's online pharmacy service
- Reviewing claims and downloading forms
- Learning about HIP's alternative medicine programs for acupuncture
- Examining HIP's dental program and participating dentists
- Updating an address
- Requesting a replacement for a misplaced ID card
- Reading about HIP health tips and links to similar sites, press releases, general information about HIP, including its annual report and financial statement, and the HIP member newsletter
- Contacting HIP by secure e-mail