



## VENTIV HEALTH CHANGES NAME to Reflect Broader Capabilities

Rebranding initiative integrates inChord nomenclature to more clearly communicate services.

Ventiv Health Inc. has changed its corporate brand name to inVentiv Health as part of a rebranding initiative that began when Ventiv acquired inChord Communications in October 2005.

"We have expanded and grown dramatically beyond the company we were even just two years ago, and we are building a unique client-focused organization," says Eran Broshy, CEO of inVentiv. "We believe our company branding must evolve to clearly communicate these changes along with our commitment to our clients' success."

As part of the company's overall rebranding roll-out, it has adopted the tag line "Accelerate Your Vision" to better reflect its enhanced client focus.

Along with the name change, inVentiv has rolled out materials and direct-mail pieces to clients that incorporate its new logo and the logos of its three operating segments: inVentiv Clinical, inVentiv Communications, and inVentiv Commercial. Also, a new Website, [inventivhealth.com](http://inventivhealth.com), has been launched.

Ventiv began conducting business under the inVentiv Health name in March.

*The change of our corporate brand name to inVentiv Health reflects our heritage and our new capabilities — offering a broad range of bundled and integrated solutions to accelerate our clients' visions from clinical development through market success, says Eran Broshy, CEO of inVentiv Health Inc.*



## RYAN IDIRECT Launches Pharma Marketing Agency



*Industry veteran Alfred O'Neill, Senior VP and Group Director, leads Ryan TrueHealth, a new specialty practice dedicated to direct and interactive marketing for the life-sciences industry.*

Ryan iDirect has launched Ryan TrueHealth, a specialty practice dedicated to direct and interactive marketing for healthcare and pharmaceutical companies. The new agency aims to bridge the marketer-consumer divide.

Ryan TrueHealth is led by Alfred O'Neill, an industry veteran with 20 years of marketing and pharmaceutical experience.

"Today, pharma marketing is truly at a crossroads," says Mr. O'Neill, senior VP and group director of Ryan TrueHealth. "New DTC regulations are compelling brands to search for new ways to understand how to market health to consumers. While at the same time, consumers' attitudes toward these messages and their own health-management needs are constantly evolving."

With this in mind, Ryan TrueHealth uses insight-based, integrated marketing that builds a level of trust with consumers by being open and supportive of the patient's healthcare decision process. This approach helps differentiate brands as certain therapeutic categories become more competitive.

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## FDA Releases List of OPPORTUNITIES FOR CLINICAL INNOVATION

The U.S. Food and Drug Administration (FDA) has released an initial list of priority research projects that could advance innovation in medical products. The Critical Path Opportunities List signals the next major step in the FDA's Critical Path Initiative, which is aimed at modernizing medical product development by 2010 so new medical discoveries are brought to patients faster and at a lower cost.

The Opportunities List outlines an initial 76 projects to bridge the gap between the quick pace of new biomedical discoveries and the slower pace at which those discoveries are currently developed into therapies.

The Critical Path Opportunities Report is organized into six broad topic areas: development of biomarkers, clinical-trial designs, bioinformatics, manufacturing, public-health needs, and pediatrics.

FDA's outreach efforts uncovered a consensus that the two most important areas for improving medical product development are biomarker development and streamlining clinical trials.

To facilitate completion, the FDA will bring together partnerships and consortia among public and private sectors to accomplish a majority of the projects.

In related news, the FDA and the Critical Path



*The keys to a smarter, more modern medical product development process are the standardization of new tools to test potential products and the unprecedented integration of information within government, industry, and academic partnerships, says FDA Commissioner Andrew C. von Eschenbach, M.D.*

Institute (C-Path) have formed the Predictive Safety Testing Consortium. The goal of the consortium — which includes C-Path and five of America's largest pharmaceutical companies — is to enable pharmaceutical companies to share knowledge and resources to better predict the safety of new treatments before they are tested in humans.

The FDA, while not a member of the partnership, assists in an advisory capacity.

Through the Consortium, pharmaceutical companies will share the details of the methods that each has developed for specific kinds of tests and then agree to test another's method to determine if it is reproducible. The results of the comparisons will be collected and summarized by C-Path for submission to the FDA. Those methods that the FDA finds to be reliable and reproducible will form the basis for agency-issued guidelines, about which safety tests should be used in the drug-development process.

The eight members of the consortium include: Bristol-Myers Squibb Co.; GlaxoSmithKline; Johnson & Johnson Pharmaceutical Research & Development LLC; Merck and Co. Inc.; Novartis Pharmaceutical Corp.; Pfizer Inc.; Roche Palo Alto LLC; Schering-Plough Research Institute; and SRI International.



## M&amp;A ACTIVITY

► **DUSA PHARMACEUTICALS INC.** has acquired **Sirius Laboratories Inc.**, a privately held dermatology-focused pharma company based in Vernon Hills, Ill. Based in Wilmington, Mass., Dusa is a biopharmaceutical company that develops and markets products for multiple medical indications, with a primary focus on dermatology.

The company paid \$8 million in cash, less certain expenses, and \$14 million in common stock to Sirius shareholders. Sirius shareholders may also receive potential future payments of up to \$5 million in cash and/or common stock, based on a combination of new product approvals or launches.

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

► **INVENTIV HEALTH INC.**, Somerset, N.J., a provider of commercialization and complementary services to the global life-sciences industries, **has entered into a definitive agreement to acquire Synergos Inc.**, a focused clinical-services provider with expertise in clinical-trial management services and investigator and patient recruitment.

Synergos, The Woodlands, Texas, is to become a wholly owned subsidiary of inVentiv, operating under the company's clinical division.

Under the terms of the agreement, inVentiv will acquire Synergos for \$5.75 million in cash and stock, plus earn-out payments for exceeding specified financial targets. The transaction, which was scheduled to close at the beginning of April, is expected to be immediately accretive to inVentiv's earnings.

Additionally, inVentiv **has signed a definitive agreement to acquire Jeffrey Simbrow Associates Inc. (JSAI)**, a Canadian healthcare marketing and communications agency with offices in Toronto and Montreal.

Under the terms of the agreement, inVentiv will acquire JSAI for \$10 million (Canadian dollars) in cash and stock, plus earn-out payments for exceeding specified financial targets. The transaction was expected to close at the beginning of April.

JSAI will become a wholly owned subsidiary, operating under inVentiv Communications, as part of the inChord Communications division.

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

► **WATSON PHARMACEUTICALS INC.**, a specialty pharmaceutical company based in Corona, Calif., **has agreed to acquire Andrx Corp.**, a generic pharmaceuticals company based in Plantation, Fla.

In an all-cash transaction, Watson has agreed to pay \$25 per share, about \$1.9 billion total. The transaction is being financed with Watson cash reserves and committed bank financing. The deal is expected to be accretive to 2007 earnings.

Following the close of the transaction, Watson reportedly will become the third largest generic pharmaceutical company in the United States and will have more than 60 abbreviated new drug applications in its pipeline.

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

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## comScore Networks and Catalina Health Resource **PARTNER TO OFFER MARKET RESEARCH SERVICE**



*BAR Rx allows us to prequalify and reach potential market-research participants, based on the specific drug therapy they take, as well as deliver a personalized survey invitation via the Catalina Health Resource retail pharmacy network — all while preserving patient privacy, says Gian Fulgoni, Chairman of comScore.*

comScore Networks has partnered with Catalina Health Resource to offer clients its Behavior Activated Research (BAR Rx) solution for pharmaceutical drug products.

The partnership is designed to offer marketers increased insight into consumer behavior and leverages the Catalina Health Resource retail pharmacy network.

This network encompasses more than 12,600 pharmacies nationwide, which dispense about one-third of U.S. prescriptions filled, representing more than 1 billion prescriptions annually.

"BAR Rx allows us to precisely prequalify and reach potential market-

research participants, based on the specific drug therapy they take, as well as deliver a personalized survey invitation via the Catalina Health Resource retail pharmacy network — all while preserving patient privacy," says Gian Fulgoni, chairman of comScore.



NXLevel Inc. is expanding its suite of e-learning solutions through the acquisition of Symstruct LLC, a provider of e-learning consulting services. Jim Delaney, Symstruct's founder and president, joins NXLevel's executive team as VP, learning strategy.

In his new role, Mr. Delaney leads a group of learning specialists in NXLevel's KnowledgePath learning strategy division. KnowledgePath provides

*"Creating an e-learning roadmap that parallels business strategy and growth involves several critical phases that the NXLevel KnowledgePath team can help define and implement," says Jim Delaney, VP of Learning Strategy at NXLevel.*

## AROUND THE GLOBE



► **KENDLE**, a global, full-service clinical research organization (CRO) based in Cincinnati, **has entered into agreements to acquire the Latin American CRO International Clinical Research Ltd.** and related companies.

The transaction is likely to close in the second quarter of 2006.

The acquired businesses will operate under the Kendle name and will report to Dennis Hurley, Dr.Sc., VP, global clinical development – Latin America. Additionally, Raul Bozzo, M.D., founder of IC-Research, will assume the role of medical director, Latin America, and country manager for Argentina and Chile.

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

► **MELODY**, Montpellier, France, a multimedia agency specializing in healthcare **has joined the French network of Publicis Healthcare Communications Group (PHCG)**, the specialized organization of healthcare communications agencies within Publicis Groupe.

Renamed Melody Healthcare, the company employs a staff of 15 and has two core competencies: medical communications with a digital studio specialized in medical graphics, animation, modeling, and sound; and the diffusion of content and the creation of customized services through Web-based and multimedia technologies.

Gilles Elalouf, head of interactive strategy at Publicis, has been named president of Melody Healthcare and Eric Villemin, Melody's founder, has been appointed managing director.

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

► **UNITED BUSINESS MEDIA (UBM) PLC.**, a global business-information company based in London, has expanded its presence in India through several initiatives.

UBM's healthcare division, CMPMedica, **has acquired Mediworld Publications**, an Indian medical publisher, for \$844,500. The acquisition enhances CMPMedica's offering for the Indian market with six new specialty medical journals and a pharmaceutical marketing solutions business.

UBM's media division, **has launched a portfolio of media products in conjunction** with its Indian partner Cybermedia, focusing on the global technology and business services sourcing industry.

UBM's CMP Asia division **is expanding its presence in India** with the launch of a number of new events, including CPhI India, a chemical ingredients exhibition and conference, and Food Ingredients India conference.

Finally, to provide support for its growing activities in India, UBM **has opened new premises in Mumbai.**

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

## NXLevel Expands **E-LEARNING SOLUTIONS**

targeted services to formulate long-term organizational learning strategies that empower business success.

"This acquisition allows NXLevel to partner with our clients during the learning strategy phase to help them establish and integrate the most effective corporate learning framework," says Bob Christensen, NXLevel's president. "We have a long-standing working relationship with Jim and respect his ability to develop comprehensive strategic solutions for our clients' overall learning requirements."

NXLevel's KnowledgePath services include: needs and gap analysis; learning infrastructure evaluation and selection (LMS, virtual classroom, assessment platforms); competency center design; and planning, change management, and process improvement. KnowledgePath also offers workshops to help organizations apply e-learning concepts and techniques.

# Tee Off for Charity!

Monday, September 18, 2006

## 6th Annual PHARMALINX GOLF OUTING



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## Acurian and MSP Form Alliance to Recruit **SPECIALTY POPULATIONS FOR CLINICAL TRIALS**



*Increasingly, major pharmaceutical companies want to conduct trials within specialty populations or to enroll a certain percentage of patients from within these populations as an FDA requirement, says Rick Malcolm, Ph.D., CEO of Acurian Inc.*

that require specialty populations and help sponsors determine the most cost-effective methods for recruiting these patients in a timely fashion," says Rick Malcolm, Ph.D., Acurian's CEO.

Acurian Inc. has joined forces with Micromarketing Strategy Partners (MSP) to help biopharmaceutical sponsors recruit specialized patient populations for clinical trials.

The relationship expands Acurian's ability to directly recruit patients within its opted-in patient panel, which is sought after by sponsors for key demographics, such as race. Acurian's patient panel of more than 18 million people in North America forms the foundation upon which MSP can overlay additional patient demographic information to aid in patient recruitment.

"Our relationship with MSP enables us to evaluate protocols

## i3 Launches **HEALTH OUTCOMES GROUP**



*i3 Innovus is led by William Crown, Ph.D., as President.*

i3 has launched a new business, i3 Innovus. The new company was born from the union of Innovus, a provider of research solutions that support market access and biopharmaceutical product reimbursement, and i3 Magnifi, a provider of research solutions to support market access and reimbursement of healthcare products. The combination of these two companies creates an international health economics entity that counts among its clients most of the top 20 biopharmaceutical companies.

Its suite of analytic tools leverage proprietary data assets to deliver up-to-date, meaningful information that supports every aspect of product decision making. The database combines de-identified longitudinal, integrated medical information of 14 million people in any given year and more than 35 million individuals over the period from 2000 to 2005. This gives i3 Innovus a market understanding to assist clients in developing better products, getting to market faster, improving patient outcomes, increasing product uptake, and improving management of risk and change.

## **MEDICAL-EDUCATION COMPANY** Changes Hands

HealthMatters Communications LLC and its sister company, Meeting Essentials, have been purchased by Katherine Dietzen, the former chief operating officer of AM Medica Communications Group. The company's founder and president, Carol Asness, has retired after five years at the helm of HealthMatters.

Ms. Dietzen brings 18 years of medical-education experience to the company. Before spending three years at AM Medica, she spent nine years with NCM Publishers as executive VP.

"HealthMatters Communications is going to have an excellent year in 2006, and I look forward to being a part of it," Ms. Dietzen says. "Carol Asness was an inspiring leader who built a great company, and she should be proud to leave it in such a dynamic state."

### Follow up

**ACURIAN INC.**, Horsham, Pa., is a full-service provider of clinical-trial patient-recruitment solutions for the life-sciences industry. For more information, visit [acurian.com](http://acurian.com).

**CATALINA HEALTH RESOURCE**, St. Petersburg, Fla., the healthcare division of Catalina Marketing Corp., provides communications and targeted media based on de-identified purchase and prescription histories. For more information, visit [catalinamarketing.com](http://catalinamarketing.com).

**COMSCORE NETWORKS**, Reston, Va., is a market-research supplier, providing syndicated and customized market-research services to more than 500 clients. For more information, visit [comscore.com](http://comscore.com).

**HEALTHMATTERS COMMUNICATIONS LLC**, New York, develops and executes promotional medical education programs,

independent or CME-accredited educational programs, and investigator activities. For more information, visit [contacthmc.com](http://contacthmc.com).

**I3 INNOVUS**, a division of i3, Auburndale, Mass., a global Ingenix company, provides research solutions to support market access and reimbursement of healthcare products. For more information, visit [i3innovus.com](http://i3innovus.com).

**INVENTIV HEALTH INC.**, Somerset, N.J., provides commercialization and complementary services to the global pharmaceutical, life-sciences, and biotechnology industries. For more information, visit [inventivhealth.com](http://inventivhealth.com).

**MICROMARKETING STRATEGY PARTNERS**, Willow Grove, Pa., is a market-research and consulting firm specializing in market segmentation and targeting analysis for the health industry. For more information, visit [micromarketingsp.com](http://micromarketingsp.com).

**NXLEVEL INC.**, Hopewell, N.J., develops engaging, instructionally sound, technology-based learning applications delivered through learning management systems, Web portals, DVDs, and CD-ROMs. For more information, visit [nxlevel.com](http://nxlevel.com).

**RYAN TRUEHEALTH**, Wilton, Conn., is a specialty healthcare marketing practice operating within Ryan iDirect Inc., a division of DL Ryan Companies Ltd. For more information, visit [ryantruehealth.com](http://ryantruehealth.com).

**U.S. FOOD AND DRUG ADMINISTRATION**, Rockville, Md., is responsible for protecting the public health by assuring the safety, efficacy, and security of human and veterinary drugs, biological products, medical devices, food supply, cosmetics, and products that emit radiation. For more information, visit [fda.gov](http://fda.gov).