



Rosica Forms HEALTHCARE DIVISION



Kathryn Kempf, a corporate communications and nonprofit specialist, is now senior VP of the Rosica healthcare division.



Susan Youdovin, former B&Y president, has been named executive VP of Rosica's healthcare division.

Rosica Strategic Public Relations has created a healthcare division in the wake of its merger with B&Y Communications.

"The combination of our two firms creates an agency with enhanced capabilities in consumer, healthcare, business, and nonprofit communications," says CEO Christopher Rosica. "The extensive experience of the senior-level B&Y team significantly expands our corporate communications, issues management, crisis communications, and writing services and complements Rosica's traditional and online media relations expertise."

Susan Youdovin, former B&Y president and healthcare communications veteran, has been named executive VP of Rosica's healthcare division. Former VP Kathryn Kempf, a corporate communications and nonprofit specialist, is now senior VP of the Rosica healthcare division, while B&Y's Marybeth Nibley brings her 20 years of journalism experience to the division in the

position of senior writer.

"We are pleased to bring our experience and skills to Rosica and are proud of the wonderful reputation we earned over our 15 years in business," Ms. Youdovin says. "We share with Rosica a long tradition of superior client satisfaction as well as a commitment to community service."

Otsuka Unveils NORTH AMERICAN RESTRUCTURING

The move increases efficiencies among Otsuka America subsidiaries.

Japan's Otsuka Pharmaceutical Co.Ltd. (OPC) has restructured its North American pharmaceutical business with the goal of making it a key growth driver for Otsuka's worldwide pharmaceuticals business.

The two main subsidiaries of Otsuka America Inc. (OAI), Otsuka America Pharmaceutical Inc. (OAPI) and Otsuka Pharmaceutical Development & Commercialization Inc. (OPDC), are realigning shared services to increase efficiencies among the organizations, including restructuring the human resources, risk management, business technology, and brand strategy groups.

"Energizing our North American operations will not only drive growth globally, but increase our ability to attract top talent and establish strategic partnerships, both critical factors for our long-term success," says Mark Altmeyer, president and CEO, OAPI.

In support of the company's business technology realignment and new information technology operating model, OAPI has appointed Robert Mack to senior VP, business technology, responsible for leading Otsuka's global information technology functions as well as those of its U.S. pharmaceutical affiliates.

OPDC continues to be led by Taro Iwamoto, Ph.D., as CEO, president, and chief operating officer. William Carson, M.D., remains OPDC's senior VP, Global Clinical Development; Robert McQuade, Ph.D., senior VP, global medical & regulatory affairs; and Behshad Sheldon, VP, global marketing.

In other restructuring efforts, OAPI has established two governance committees responsible for ensuring regulatory compliance, cross-functional information sharing, reporting, CEO advisory, and the evaluation of new ideas and business proposals. Comprised of senior leadership, the pharmaceutical governance committee oversees OAPI business activities, while the medical device governance committee will oversee the subsidiary's medical device and diagnostics business activities.

OAPI plans to make additional investments in strengthening its infrastructure in the coming year, including the consolidation of sales groups into four business units: oncology, neuroscience, hospital, and medical diagnostics and devices.

Otsuka's restructuring increases efficiencies across OAPI and OPDC, resulting in a stronger infrastructure that supports the growing needs of the organization, says Mark Altmeyer of OAPI.



Robert Mack has been appointed senior VP, business technology, in support of the company's new information technology operating model.



Bio-Imaging and PDS Reorganize Under NEW BIOCLINICA BRAND

Bio-Imaging Technologies and Phoenix Data Systems, following the completion of a year-long merger, have been rebranded as BioClinica. With a legacy of more than two decades of experience and industry leadership, the newly formed BioClinica combines electronic data capture (EDC) services and medical image management to offer a single, integrated solution that increases efficiency and decreases costs for life-sciences companies through all stages of FDA clinical trials.

"BioClinica creates a powerful new voice in the clinical services space by combining data image management and EDC technology, superior customer service, and expert consultative support," says Mark Weinstein, CEO of BioClinica.

The company is comprised of two operating divisions — Bioimaging Services and eClinical Services. David Pitler serves as president of the Bioimaging Ser-

vices Division and Peter Benton as president of eClinical Service Division.

BioClinica provides e-clinical tools and services that help manage electronic clinical data across the entire clinical trial process — from the first patient visit through submission as well as clinical data management expertise, dependable technology, and services that increase efficiency and transparency throughout the clinical trial.



The BioClinica brand better represents what our customers require to succeed, namely a total solution that helps them track and manage numerous types of clinical data, says Mark Weinstein.

AROUND THE GLOBE



- ▶ **ABBOTT** has opened its largest nutrition product manufacturing facility in Singapore to meet increasing regional demand for its pediatric nutrition products. Additionally, Abbott has announced an agreement to open a new nutrition science research and development center in Singapore, where its scientists will focus on clinical trials and development of nutrition products tailored to Asian dietary needs.

For more information, visit abbott.com.

- ▶ **SHIRE** has opened a new representative office in Tokyo's Shin-

juku district. This location serves as a base for the commercialization of its products in Japan.

For more information, visit shire.com.

- ▶ **GENERIC PHARMACEUTICAL MANUFACTURER SOHM** is expanding its generic drug distribution within the emerging markets of Indonesia, Thailand, the Philippines, and Malaysia. The company's direct manufacturing of generic pharmaceuticals in Southeast Asia allows pricing advantages and distribution of quality drugs.

For more information, visit sohm.com.

New Unit Spotlights Curry Rockefeller's DIGITAL OFFERINGS

The Curry Rockefeller Group (CRG) is positioning its growing digital offerings through a new division, CRG Digital Scientific Solutions.

The programs developed by the CRG Digital Scientific Solutions offer clients novel methods of attracting and engaging their physician audiences.

Peter Metz leads the efforts of CRG Digital Scientific Solutions in his expanded roll of VP of sales.

CRG Digital Scientific Solutions provides interac-

tive programs that translate complex scientific and clinical ideas into engaging, informative, and effective communications tools.

The programs developed by the division can be used in convention booths, sales representative interactions, sales training modules, and numerous other platforms, offering pharmaceutical clients novel methods of attracting and engaging their physician audiences.



In an expanded roll of VP of Sales, Peter Metz is leading the efforts of CRG Digital Scientific Solutions.

Follow up

BIOCINICA INC., a new company formed through the merger of Bio-Imaging Solutions and Phoenix Data Systems, is a global provider of clinical-trials services, helping to support life-science companies' drug development efforts through all phases of the clinical-trial process. For more information, visit bioclinica.com.

THE CURRY ROCKEFELLER GROUP provides innovative, thought leader-focused educational and training for influential healthcare practitioners. For more information, visit curryrockefellergroup.com.

OTSUKA PHARMACEUTICAL CO. LTD. operates under the philosophy of creating new products for better health worldwide. For more information, visit otsuka-global.com.

ROSICA STRATEGIC PUBLIC RELATIONS is a national consumer and business-to-business public relations and marketing firm. For more information, visit rosica.com.

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