



## RESCENTRIS provides IT solutions

Rescentris Ltd. has been launched to provide a variety of information-management solutions for data-intensive life-sciences research and development. The company was formed by former executives, scientists, and software developers from LabBook Inc., including the architects of Bioinformatic Sequence Markup Language (BSML) and the LabBook software.

Rescentris licensed all of LabBook's products and technologies to expand its business built around BSML, bioinformatics, and knowledge management for life-sciences research. Rescentris also has assumed many key business relationships and client accounts initiated by LabBook. The company will continue development and distribution of LabBook software products and technologies such as the eLabBook electronic laboratory notebook and the BSML standard. Additionally, Rescentris has developed a strategy in response to recent changes in the marketplace for life-sciences IT systems.

Company executives believe that bioinformatics and information-management systems must be fully integrated into R&D information pipelines. At the same time, they believe the industry's transition from paper to electronic record keeping requires capturing the science, not just the documents.

The company's business model entails working with its strategic partners to deliver complete information solutions and services based in part on customization of LabBook software components and semantic data models such as BSML, which help to unify internal, third-party, and public content in a common R&D information framework.

## New CommonHealth Unit Focuses on HIGH-SCIENCE BRANDS

Carbon Healthcare Communications provides smaller companies with the resources of a large agency.

Carbon Healthcare Communications, a new division of CommonHealth, has been launched as a professional advertising and promotion agency to serve the needs of "high-science" brands. The agency is targeting biopharmaceutical and emerging companies as well as products for special populations such as children, the elderly, and immunocompromised patients. The business unit, which is based in Wayne, N.J., is led by President Nanske Wood. Before joining Carbon Healthcare, Ms. Wood was executive VP and managing partner at Adient, a sister CommonHealth company. Ms. Wood has been with the CommonHealth organization for more than seven years.

Carbon Healthcare Communications, through its ties to CommonHealth, offers small and emerging companies the resources and strength of a large agency.

"The kind of services we offer are anything from providing more bench strength support for smaller clients to being a large healthcare marketing communication group," Ms. Wood says. "We are not large, but we have the strength and resources of an industry leader with access to all services within CommonHealth, which enables us to be flexible. We can be as small as a client needs, and have access to more resources if working with a larger client."

"CommonHealth's primary focus always has been about growth — first and foremost for our clients' brands, but also for our own organic growth and the capabilities we have to offer those clients,"



*Nanske Wood and Cindy Johnson head up Carbon Healthcare Communications, CommonHealth's new business unit.*

says Matt Giegerich, president and CEO of CommonHealth. "Carbon Healthcare both expands and deepens our service offering in a critical and emerging healthcare sector."

Joining Ms. Wood in managing the direction of the day-to-day business for Carbon Healthcare is Cindy Johnson, senior VP and management supervisor. Ms. Johnson also comes to Carbon Healthcare from Adient.

"We can provide a more intimate type of approach, rather than being a large agency for a very small client," Ms. Wood says. "Smaller clients can't necessarily afford or access larger agencies. Often times they ask for more customizable approaches to services than a marketing organization can provide to them."

The unit launches with major assignments from Gilead, Serono, and Wyeth.

## Life Sciences Consulting **CREATES VALUE**

Knowing what keeps their clients up at night and providing the solutions is the trademark of success for Life Sciences Consulting, which was recently formed to meet the needs of pharmaceutical and biotechnology clients. Whether it's the need for an improved planning process, developing a product commercialization framework, or meeting critical time lines for a product launch, a team of industry-experienced marketing specialists work to deliver the business results clients need. The company's team has more than 60+ years of combined experience in pharmaceutical and consumer marketing.

With expertise in the areas of product management, business planning, therapeutic/market analysis, and sales effectiveness, the core team of marketing specialists have experience in multiple therapeutic areas, including CV, HIV, CNS, and oncology.

*Leading the team at Life Sciences Consulting are: Maria Lane and Diane Ray (front row) and Cheryl Umbles and Hedi Nesteruk (back row).*



## Patient Video **SHORTENS** CLINICAL-TRIAL ENROLLMENT PROCESS

Boardwalk Medical Video has introduced a product that could potentially shorten the time it takes a drug to go from a clinical study to the pharmacy shelf. The company is creating 20-minute to 30-minute video presentations, which can be customized for sponsors and are designed exclusively for patients to ensure that every patient hears the details of a clinical study in exactly the same way. The video series is broken down into four parts: an introduction to the sponsor and its drug candidate; a detailed review of the protocol; information regarding informed consent; and a review of frequently asked questions. By providing investigators with this video, pharmaceutical companies can retain more control over their study and expedite the enrollment process.

Boardwalk Medical Video was founded by Marvin Greenberg, M.D., an ophthalmologist with more than 15 years experience as a clinical investigator. In his own practice, Dr. Greenberg noted how time-consuming the patient-enrollment process could be and realized that there was a need for a product that would assist the patient and investigator without creating disruption in a busy medical practice.

## Columbia MedCom Group **HELPS CLIENTS** KEEP UP WITH CHANGES



*Susan Torroella says Columbia MedCom helps clients find suitable, successful strategies and tactics that work within the changing healthcare environment.*

Columbia MedCom Group has been created through a reorganization of the board of directors and officers of Medicalliance Inc. Susan Torroella has been named CEO of the newly formed company while remaining president of Medicalliance, which has become a wholly owned subsidiary of Columbia MedCom Group.

Medicalliance was formed in 1988 by nurse and former Glaxo rep Jill Rathburn and pharmacist Don Croce to offer medical-marketing services to pharmaceutical manufacturers. Since that time, Medicalliance and its CME division, Medicalliance Education Institute (MEI), have provided strategic direction and tactical implementation of medical communications programming.

"Although the healthcare landscape frequently changes, the upheaval of the last year may have revolutionized our industry," Ms. Torroella says. "Just keeping up with new guidances, guidelines, codes, and regulations — let alone proactively planning new marketing, promotional, sales, and educational activities — has overwhelmed managers everywhere. The Columbia MedCom Group was formed to help clients find suitable, successful strategies and tactics that work comfortably within this environment."

Today, the ACCME-accredited provider, Innovia Education Institute, is a wholly owned subsidiary and legally separate entity of Columbia MedCom Group. Innovia develops, manages, and accredits educational programs for physicians and other

healthcare professionals that are supported by the pharmaceutical and medical-device industries and professional medical associations.

Medicalliance, a separate legal entity of the Columbia MedCom Group, continues to develop professional communications programs and patient education programs for the pharmaceutical and device industries. Services include strategic planning, advisory boards, consultant meetings, faculty training, and patient materials.

## Omnicare Establishes **PERI-APPROVAL** AND GERIATRIC SERVICES RESEARCH UNIT

Omnicare Clinical Research has established a separate business unit for the conduct of peri-approval pharmaceutical studies to include geriatric clinical trials. Peri-approval research includes all clinical studies conducted after filing a new drug application with the U.S. Food and Drug Administration or a similar filing with regulatory agencies outside the United States.

"The challenging environment in the pharmaceutical industry is prompting drug companies to emphasize an expanded use of marketed products through new indications with more aggressive spending on commercial products," says Joel Gemunder, president and CEO of Omnicare. "At the same time, regulatory and public pressures continue to rise around the need to conduct more extensive clinical trials targeting the elderly population. These two dynamics build on the strengths of both Omnicare and Omnicare Clinical Research."

Omnicare Clinical Research has access to a geriatric recruitment base exceeding 950,000 residents of long-term care and assisted-living facilities in 47 states through its parent company. This access can accelerate study startup and efficient monitoring of these patient populations.

The unit is under the direction of Dr. Dale Evans, newly appointed president of PeriApproval and Geriatric Clinical Studies.

The unit also provides services to pharmaceutical clients in support of geriatric research initiatives. According to recent studies, drugs have been insufficiently characterized in the geriatric population. In addition, while geriatric patients represent about 50% of national drug consumption, representation in clinical research has, in many cases, averaged about 10% to 20%, depending on the drug indication.

## Sudler & Hennessey Acquires **SALESFORCE** TRAINING LEADER

Sudler & Hennessey has expanded its services through the acquisition of HealthAnswers Education, a leading developer of sales-training and medical-education programs for the pharmaceutical and biotechnology industry.

HealthAnswers Education, which was a unit of HealthAnswers Inc., is now a member of the S&H group of companies.

HealthAnswers' sales-training services include the design, development, and delivery of programs and services to build the skills and knowledge of pharmaceutical/biotech companies' sales representatives. HealthAnswers also provides clients with customized sales representative selling-skills programs.

The group provides pre- and post-launch training for sales representatives, sales managers, and trainers through engaging, interactive workshops, online distance learning, live and virtual preceptorships, and satellite conferencing.

In addition, HealthAnswers develops and implements medical-education strategies. The group uses a proprietary product, HealthAnswers CE, which allows clients to offer online continuing education and continuing medical education courses. The product allows for the results of each program to be tracked.

Mark Samuel remains president of HealthAnswers. All other HealthAnswers Education Division management and staff continue to service their current client base.



*The Sudler & Hennessey network offers HealthAnswers access to a broad range of additional resources, and we're looking forward to using those resources to enhance our programs and enhance the success of our clients' brands, says Mark Samuel.*



## PhRMA Adopts Program to REPORT COUNTERFEIT DRUGS

The Pharmaceutical Research and Manufacturers of America (PhRMA) has adopted a program to report counterfeit drugs to the Food and Drug Administration (FDA).

Under the voluntary program, PhRMA member companies agree to notify the FDA's Office of Criminal Investigations within five working days of determining that there is a reasonable basis to believe that a product has been counterfeited. The program also applies to counterfeit drugs discovered in foreign countries if there is clear evidence that the counterfeits are intended for distribution in the United States.

"This program reaffirms our member companies' commitment to the highest standards of drug quality and patient safety," says Alan F. Holmer, president of PhRMA. "The information provided by PhRMA members under this program will assist FDA in carrying out its responsibilities to protect the safety and integrity of the nation's drug supply by quickly and effectively removing counterfeit drugs from the marketplace."

## Newly Formed PharmAnalysis Group SPECIALIZES IN ACCESS ISSUES

PharmAnalysis Group Inc. was launched by former Epinomics Research Inc. partners Diane L. Simison and Laurie G. Hughes. The company specializes in strategic reimbursement, access strategies, and programs for the pharmaceutical and medical-device industries.

The new company retains the entire strategic reimbursement, case management, and communications staff of Epinomics Research.

PharmAnalysis Group can assist pharmaceutical, biological, and medical-device manufacturers with reimbursement research, strategic planning, design and implementation of launch programs, and post-launch provider support programs.

The PharmAnalysis Group includes nationally known specialists in reimbursement, coding, field reimbursement support, managed care, Medicare, and Medicaid.

Services to be offered by PharmAnalysis Group include: reimbursement and economic assessments; qualitative pricing and reimbursement research; health-policy research and multiclient studies; strategic planning and market analysis; coding analysis and strategy; payer market research; provider support and case-management services; product-launch services; and product-distribution research. The company also offers marketing support, communications, and program development as well as



*Former Epinomics Research Inc. partners Diane L. Simison and Laurie G. Hughes have launched PharmAnalysis Group.*

hotline-patient assistance and foundation design and management.

"Our staff includes some of the country's finest reimbursement and economic strategists nationwide; therefore, we are key players in this market," says Ms. Simison, president of PharmAnalysis Group. "Our intent is to help clients with their pre- to post-launch needs. Our team knows what it means to be held accountable for results. We are committed to providing the highest quality independent advice and assisting in the execution of sales-support programs."

## Follow up

**BOARDWALK MEDICAL VIDEO**, Tamarac, Fla., was founded by Marvin Greenberg, M.D., an ophthalmologist with more than 15 years experience as a clinical investigator. For more information, contact Dr. Greenberg at 954-726-2080.

**CARBON HEALTHCARE COMMUNICATIONS**, Wayne, N.J., is a division of CommonHealth, a leading healthcare-communications resource and a WPP Group company. For more information, visit [commonhealth.com](http://commonhealth.com).

**COLUMBIA MEDCOM GROUP**, Columbia, Md., consists of Innovia Education Institute, which develops, manages, and accredits educational programs for physicians and other healthcare professionals that are supported by the pharmaceutical and medical-device industries and professional medical associations, and Medicalliance, which offers medical-marketing services to

pharmaceutical manufacturers. For more information, visit [columbiamedcomgroup.com](http://columbiamedcomgroup.com).

**HEALTHANSWERS EDUCATION**, a division of Sudler & Hennessey, New York, develops sales-training and medical-education programs for pharmaceutical and biotech clients. For more information, visit [sudler.com](http://sudler.com).

**LIFE SCIENCES CONSULTING**, Lancaster, Pa., provides product management, business planning, therapeutic-market analysis, and sales effectiveness in multiple therapeutic areas, including CV, HIV, CNS, and oncology. For more information, visit [lifesciencesconsulting.com](http://lifesciencesconsulting.com).

**OMNICARE**, Covington, Ky., a provider of pharmaceutical care for the elderly, provides clinical-research services in 29 countries. For more information, visit [omnicare.com](http://omnicare.com).

**THE PHARMACEUTICAL RESEARCH AND MANUFACTURERS OF AMERICA**, Washington, D.C., represents the country's leading research-based pharmaceutical and biotech companies,

which are devoted to inventing medicines that allow patients to live longer, healthier, and more productive lives. For more information, visit [phrma.org](http://phrma.org).

**PHARMANALYSIS GROUP INC.**, Alexandria, Va., assists pharmaceutical, biological, and medical-device manufacturers with reimbursement research, strategic planning, design and implementation of launch programs, and postlaunch provider-support programs. For more information, visit [pharmanalysisgroup.com](http://pharmanalysisgroup.com).

**RESCENTRIS LTD.**, Columbus, Ohio, provides information-management solutions to enhance life-sciences research and development through its products, software components, and data models by unifying bioinformatics, electronic lab notebook systems, and knowledge management. For more information, visit [rescentris.com](http://rescentris.com).