



SoftWatch Program INCREASES MARGINS FOR WEB-BASED MARKETING

SoftWatch Inc.'s Agency Partner Program is designed to help agencies respond to growing client demand for integrated online solutions. The program is designed for third-party providers of strategic communications and creative services for online pharmaceutical marketing.

Through the program, agencies can extend their Web-based service offerings to help clients create a cost-effective marketing and communications channel for engaging and retaining patients, physicians, advocates, and other healthcare stakeholders.

"The goal of this program is to create effective partnerships that share in the risk and reward of doing business," says Fred King, CEO of SoftWatch. "Today's agencies face a significant opportunity to use the Web to drive additional revenue streams as well as strengthen their client relationships. By leveraging our prebuilt healthcare portal technology, agencies can focus on delivering higher margin services that benefit their bottom line, while optimizing their clients' online marketing success."

SoftWatch solutions provide an extensible Web environment for deploying dynamic healthcare consumer and professional portals in such key areas as patient compliance, advocacy, and physician outreach, as well as disease and wellness management. The program provides each partner with the opportunity to evaluate and commit to an alliance strategy that aligns with business objectives and competencies. Key program benefits include a comprehensive portal management framework; scalable, proven technology; technology standardization through an enterprisewide system capable of supporting multiple Websites; and centralized management and control over brand marketing activity.

Covance Launches System to ENHANCE DRUG SAFETY EVALUATION

Covance Inc.'s StudyTracker Version 2 includes bioanalytical, metabolism, and reproductive and developmental toxicology data in addition to schedules and reference information. The previous version was the first secure system to allow pharmaceutical and biotechnology clients to monitor their toxicology studies in near real-time via the Internet. This version makes it easier for users to access more data in near real-time enabling them to potentially reduce the timelines of drug development.

StudyTracker provides Covance clients with the ability to view all of their critical data 24/7 via the Internet from virtually anywhere in the world; the highest level of Internet security available on a worldwide basis through a series of firewalls, strong SecurID user authentication, and 128-bit encryption; rapid, secure access to more drug-development data and information; a new level of efficiency to managing projects; and comprehensive data to make critical assessments that allow clients to move forward with promising drug candidates more quickly.

"Our goal is to continuously enhance StudyTracker to bring even higher levels of efficiency to global nonclinical drug-development projects," says Tony Cork, president of early development, Europe, at Covance. "We are launching StudyTracker Version 2 to help make that goal a reality. The addition of near real-time access for bioanalytical and metabolism data and information is a direct response to our customers' requests."

StudyTracker allows pharmaceutical and biotechnology sponsors to use Covance's cross-functional scientific and regulatory expertise at several sites to fast track their products out of discovery and into clinical proof of concept.



According to Tony Cork, Covance customers will be able to channel important scientific data to aid them in their commercial decision-making processes, as if they were in the laboratory located just down the hall.

Choice Media Expands Online Health Coverage TO INCLUDE TV AND MENTAL HEALTH NEWS

Choice Media has expanded its health news coverage through an agreement with Ivanhoe Broadcast News, a news-gathering organization covering medical information for television stations. The relationship provides Ivanhoe's health news across the entire Choice Media Network of leading consumer and professional health Websites serving more than 6 million unique visitors.

"Expanding the quantity and quality of our health content is a key element to the turnkey advertising representation services we offer our blue-chip customers," says Dr. Ash Nashed, president, cofounder, and CEO of Choice Media. "Ivanhoe is a leader in producing quality, editorially objective consumer-centric health news and information to television stations, and we look forward to expanding the company's reach online to millions of consumers across the Choice Media Network."

Choice Media sites also allow users to instantly e-mail Ivanhoe stories of interest, as well as to create printer-friendly versions, and to enhance communication with family members, physicians, and other healthcare providers.

"We are pleased to be selected by a leading health network to supply medical news," says Marjorie Bekaert Thomas, president of Ivanhoe Broadcast

News. "This agreement allows us to expand our Web presence through Choice Media's Network of sites, including drkoop.com, HealthCentral, HealthScout, MDCchoice, and RxList."

In addition, Choice Media has secured an exclusive advertising representation agreement with Mental Health Matters. The agreement adds a new vertical market, mental health, to the Choice Media Network.

Mental Health Matters' Website, mental-health-matters.com, owned by Get Mental Help Inc., was founded as an anonymous avenue to supply information and resources to mental-health consumers, professionals, students, and supporters. For consumers, the site offers detailed technical briefs on disorders, symptoms, treatment modes, and in time, a "comparison engine" that allows users to compare different aspects of disorders. For students,

the site's goal is to provide real experience about the population they will be treating and assist them in becoming competent professionals. The professional market has access to peer-discussion boards where physicians can ask difficult questions of other mental-health providers, as well as public boards where they will be encouraged to ask questions of both consumers and students.

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DR. ASH NASHED

PhRMA Creates Website to **HIGHLIGHT PATIENT- ASSISTANCE PROGRAMS**

A new online database was created by the Pharmaceutical Research and Manufacturers of America (PhRMA) to help patients without prescription drug coverage access user-friendly information about more than 1,400 medicines offered free through patient-assistance programs sponsored by the pharmaceutical industry and others.

The Website, helpingpatients.org, allows people who need help in obtaining medicines to fill out an online form and receive a list of programs for which they may qualify.

"The pharmaceutical industry has a long practice of providing prescription medicines free of charge to patients who might not be able to afford them," says PhRMA President Alan F. Holmer. "In 2002 alone, our companies have helped more than 5 million patients get the medicines they need. We also are committed to a long-term solution to ensure that seniors and the disabled have access to the medicines they need."

MetaWorks Database Provides **RA CLINICAL-TRIAL INFORMATION**

MetaWorks Inc.'s recently launched Treatment of Rheumatoid Arthritis MetaMap v.4.0 is an extensive relational database of comprehensive evaluated clinical-trial data for the pharmacological and biological treatment of rheumatoid arthritis (RA). The database contains information resulting from the systematic review of published medical literature, dating from 1966 to the present.

"Recognizing the daunting task of launching new or improved clinical-drug initiatives, MetaWorks has compiled an evidence base of published data on key decisions and supporting regulatory documents for our clients throughout the development process," says Shubh L. Sethi, president and CEO of MetaWorks.

The Treatment of RA MetaMap is a knowledge-mining tool that can help set parameters for clinical trials by defining patient populations and assessing outcomes against established interventions.

"Additionally, the MetaMap supports efforts to refine messaging as a drug approaches marketing and commercialization," Ms. Sethi says. "It provides a repository of clinical data that commercialization teams can use to identify, and even quantify, differentiation from products currently in the marketplace. This information becomes crucial for new products in a therapeutic area where there have been so many recent advances."

This latest version facilitates efficient literature-searching and helps to assess the appropriateness of a drug intervention through examination, comparison, and evaluation of outcomes.

ProModel Launches **PHARMACEUTICAL SOLUTIONS PRACTICE**

ProModel Solutions is now offering the pharmaceutical industry simulation technologies. The company's Pharmaceutical Solutions practice has developed customized solutions for project portfolio and resource capacity management in R&D across both drug discovery and development organizations.

ProModel's Pharmaceutical Solutions are driven by its proprietary technology, referred to as VAO, which is built upon a powerful simulation engine that can take into account multiple business assumptions, data variability, resource contention, and complex interdependencies.

The company's solutions range from high-level strategic planning to detailed project planning. These include Portfolio VAO Solutions, which helps organizations make more strategic planning decisions through ProModel's proven methodology and Portfolio Simulator application; and Project VAO Solutions, which helps organizations create more realistic and reliable project plans through ProModel's proven methodology and Project Simulator application; and Enterprise VAO Solution, which seamlessly integrates the Project VAO Solution with the Portfolio VAO Solution to create an enterprise-based system.

ProModel's methodology allows portfolio and project decision makers to optimize their plans and communicate a clear direction for the organization.

By combining slightly variable short-term milestones with highly variable long-term projections that incorporate data variability, resource requirements/capacities, and statistical survival rate assumptions, planners are able to accurately predict outcomes of their business scenarios. This capability provides pharmaceutical executives with a low-risk, yet powerful, dashboard to evaluate, optimize, and set the direction for the company's projects and overall portfolio.

Supporting the company's efforts is Pfizer, which is collaborating with ProModel Solutions as well as taking an equity position of 14% in the company to help drive optimization and decision support within the organization.

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RapidTrials Unveils **CLINICAL-TRIAL BUDGETING TOOL**

To address the growing budgeting crisis associated with clinical trials, RapidTrials has launched Budget Builder, the industry's first online clinical-trial budgeting tool that uses market-driven pricing data to generate accurate study and site-specific budgets for every clinical trial. The new tool is designed to help anyone involved in clinical trials — sponsors, CROs, and research sites — to calculate accurate market-driven budgets and determine how to best allocate resources to successfully complete studies.

Research has shown that amounts budgeted for identical clinical-trial procedures can vary by up to 300%. Additionally, those budgets at the low end of the scale can be under the average for other sites in the same study by as much as \$5,000 for the same set of procedures. Budget Builder generates low-, median-, and high-price points for each budget line item based on up-to-the-minute real-world pricing data collected from hundreds of studies across therapeutic areas.

The tool also provides a Medicare baseline for each procedure for comparison. Once generated,



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this information provides an accurate financial picture for users to review before investing significant time and money in a clinical trial.

"For too long, clinical-trial budgeting has been based largely on anecdotal information by both research sites and sponsors," says Tracy Blumenfeld, president and CEO of RapidTrials. "Budget Builder is the ultimate reality check. It provides common budgeting data so all parties can make more informed and accurate decisions about the viability of a given protocol."

Budget Builder generates rates for each clinical-trial line item based on a six-step process that takes about 20 minutes. The tool prompts users to capture and record all information and resources required to conduct a specific protocol on a per-site basis. It also helps sites/sponsors identify and plan for any fixed costs associated with the study, including advertising, added equipment costs, patient stipends, and archiving fees.

Based on information entered, Budget Builder's proprietary database automatically generates a range of pricing options for each study procedure code listed.

Prisym Releases FDA 21 CFR Part 11 COMPLIANT LABELING SOFTWARE

Prisym Inc. has released a new version of its Prisymerica life-sciences labeling software that is FDA 21 CFR Part 11 compliant and provides full life-cycle documentation and onsite validation support. The single workstation version aims to provide a more cost-effective option for single-site medical-device companies and pharmaceutical manufacturers. The new version has the same functionality as the original Prisymerica, including electronic signature. In the new version, however, scalability is reduced.

The updated version was developed as a result of huge demand from smaller companies that do not need a network solution to maintain FDA 21 CFR Part 11 compliance. The latest Prisymerica system comes with standard life-cycle documentation that is necessary for validation as well as onsite validation support to ensure a truly compliant solution.

Geoscape Provides Online MULTICULTURAL MARKET INTELLIGENCE DATA

Detailed multicultural marketing information is accessible via a Web browser through a series of user-friendly, marketing tools. Dubbed "The Gateway to Multicultural Market Intelligence," the Geoscape Intelligence System, or GIS, provides marketers with a wealth of recent economic, geographical, and demographic data to perform a wide range of analysis, charting, and mapping.

"Multicultural markets are key to business growth," says Cesar M. Melgoza, founder and president of Geoscape International. "For years we have been providing consulting services and building information technology to help our clients understand Hispanic, Asian, African-American, and other cultural segments. Now we are providing these capabilities online in a manner that is both powerful and cost-effective."

GIS features nine different modules for R&D enhancements, all designed with user-friendly functions to quickly and easily extract information. The tool combines recent demographic and geographical data with forecasted census data to enhance the precision of reports and download files. The DirecTarget, which provides ethnicity, race, country, and origin identification employs a combination of immigration and settlement data to predict the likely country of origin of individuals within a database.

SciQuest Launches LIFECYCLE BIOLOGICALS MANAGER

SciQuest Inc.'s recently launched LifeCycle Biologicals Manager is a materials-management solution that streamlines biological sample management to reduce redundant processes and enable global access to critical-research assets.

LifeCycle Biologicals Manager is designed for life-science organizations seeking to consolidate biological assets and related data and enable global access to samples used and created in the drug-discovery process. The tool assists organizations in all aspects of biologicals management, including collection, characterization, acquisition, and logistics.

The solution enables researchers to submit biological samples into a centralized database using customized forms that capture key properties specific to each sample class, such as vectors, microbial strains, or cell lines. Using a comprehensive search interface, researchers can locate and order biological samples from local or centralized storage facilities. Repository managers can fulfill orders and globally manage sample inventory.

This solution enables researchers to submit biological samples into a centralized database.

Follow up

CHOICE MEDIA INC., Somerville, N.J., is the second-largest online health network in the world with more than 6 million monthly worldwide visitors. For more information, visit choicemedia.com.

COVANCE INC., Princeton, N.J., is one of the world's largest and most comprehensive drug-development services companies. For more information, visit covance.com.

GEOSCAPE INTERNATIONAL INC., Miami, is a privately held company dedicated to providing multicultural and multinational market intelligence information systems enabling more effective business strategy. For more information, visit geoscape.com.

IVANHOE BROADCAST NEWS, Orlando, Fla., is a leading television news-gathering organization covering medical breakthroughs, family health, and consumer news for women. For more information, visit ivanhoe.com.

METAWORKS INC., Medford, Mass., is a

healthcare consulting company focused on clinical drug development and commercialization within the pharmaceutical, biotechnology, and healthcare industries. For more information, visit metaworksinc.com.

THE PHARMACEUTICAL RESEARCH AND MANUFACTURERS OF AMERICA, Washington, D.C., represents the country's leading research-based pharmaceutical and biotechnology companies, which are devoted to inventing medicines that allow patients to live longer, healthier, and more productive lives. For more information, visit phrma.org.

PRISYM INC., Charlotte, N.C., specializes in providing labeling solutions to a wide range of blue-chip customers in the regulated marketplace with complex label requirements, such as the pharmaceutical, medical-device, and biotechnology markets. For more information, visit prisyminc.com.

PROMODEL SOLUTIONS, Bethlehem, Pa., is a leading business process optimization and decision-support company serving the

pharmaceutical, healthcare, and manufacturing industries. For more information, visit promodel.com.

RAPIDTRIALS, Wayne, Pa., is a clinical-trial accelerator and a company exclusively focused on driving clinical-trial performance at the site level, offering assistance to research centers, directly and through their sponsors and CROs. For more information, visit rapidtrials.com.

SCIQUEST INC., Research Triangle Park, N.C., provides technology, services, and domain expertise to optimize procurement and materials management for the life-sciences, industrial research, and higher education markets. For more information, visit sciquest.com.

SOFTWATCH INC., New York, is a leading provider of Internet relationship management software and services for the global health and life-sciences industries. For more information, visit softwatch.com.