

# PharmaVOICE

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## Letters

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**T**hroughout the year, PharmaVOICE strives to keep current with the trends and topics that impact our readers' businesses and roles. We regularly issue e-mail questions soliciting responses for our monthly What's Your Opinion question and e-surveys that complement various feature articles and Forums.

We have found that in addition to these electronic vehicles, one of the best ways to delve into the granular workings of the industry is through face-to-face meetings with our readers, partners, and contributors at the various industry trade shows throughout the year. These networking opportunities are an ideal way to learn what's on the minds of our readers and a great chance to catch up with old friends and meet new ones.

As busy executives, you know there are hundreds of conferences to choose from that address every specialty and trend. And as hard as it is to plan two days out of the office, the time spent exchanging ideas with peers and colleagues, learning about new techniques, or just staying abreast of current events is well worth the effort.

For our part, PharmaVOICE is distributed at more than 100 conferences during the year. Events range across all sectors — from marketing and advertising, to biotechnology, to compliance, to medical education, to sales training, to medical liaison development, to technology, to clinical services, and so on. (For a full list of conferences, visit [pharmavoiced.com](http://pharmavoiced.com).)

Members of the PharmaVOICE team are also regulars on the conference circuit, attending and exhibiting at more than a dozen industry events during the year.

To recap many of the recent events and preview others, this issue is chock full of conference news and updates. Please turn to page 10 to read a brief recap of the Association of Clinical Research Professionals' (ACRP) annual conference, which drew about 2,300 individuals to Phoenix in late April. On pages 60 and 61, you'll find a recap of the 5th Annual Patient Compliance, Adherence, and Persistency Conference, sponsored by CBI. About 100 individuals arrived in Philadelphia in April to



On the Circuit

JeanMarie Markham, President of Clinlogix, and Taren Grom, Editor of PharmaVOICE, share a moment at the ACRP Conference in Phoenix. Stop by Booth #216 to meet Ms. Markham at the DIA conference in Philadelphia, and PharmaVOICE Booth #1100 to tell us what's on your mind.

discuss best practices for changing the compliance paradigm as well as to celebrate the accomplishments of AstraZeneca, which won both inaugural awards for best branded campaign and best integrated campaign. On page 62, you'll find snapshots from the recent 14th Annual Biotechnology Industry Organization (BIO) conference, which had record attendance — more than 19,000 people and 1,700 exhibitors gathered in Chicago.

In preview of the upcoming 42nd Annual Meeting of the Drug Information Association (DIA) in Philadelphia, please turn to page 68 for information about new products and services that will be featured by DIA exhibitors at the June meeting.

The DIA is attended by pharmaceutical, biotechnology, and regulatory professionals from around the world, and this year the meeting features more than 350 sessions, 1,000 speakers, and 40 tutorials.

PharmaVOICE also is pleased to profile DIA President Theresa Kane Musser in this issue (please turn to page 52). Ms. Kane Musser is executive director of development operations at Rigel Pharmaceuticals.

In coming months, we will be providing more news and coverage about the many industry events that help keep all of us current. Until then, see you on the show floor.

Taren Grom  
Editor

On the show floor