



I-Many Provides **CONTRACT MANAGEMENT SOFTWARE FOR DEVICES**



We expect that medical device companies will have to deal with the same complex contracting and compliance issues that challenge pharmaceutical companies today, says John Rade, President and CEO of I-many.

I-many is expanding its contract management software suite to support the medical device market. The new product specifically addresses the regulatory, pricing, and reimbursement issues facing medical device companies within the entire contract management continuum.

I-many's Contract Management Suite for Life Sciences is built on the company's services-oriented architecture and leverages the I-many Enterprise

Contract Management Framework.

This will allow medical-device companies to manage hundreds of billions of dollars in corporate contracts, revenue, and pricing agreements. This enables them to better manage revenue leakage and improve overall performance.

"The regulatory environment is becoming more stringent, and we expect that medical device companies will have to deal with the same complex contracting and compliance issues that challenge pharmaceutical companies today," says John Rade, president and CEO of I-many. "Medical devices companies are telling us that they do not feel well served by the current options available to them today. We see this as an enormous opportunity for I-many to fill a critical need that is going unfulfilled."

ForteBio Introduces Tool for **DRUG-CANDIDATE ANALYSIS**

ForteBio has launched the Octet RED System, an affordable, user-friendly tool for label-free, real-time kinetic analysis of small molecules, peptides, and proteins for research, development, and bio-processing. The system is based on ForteBio's proprietary BioLayer Interferometry technology, in which optical biosensors measure multiple interactions in parallel, without the use of chemical labeling.

"In drug discovery and development, kinetic analysis of drug compounds has been limited to highly trained specialists using expensive, complex, and time-consuming instrumentation," says Joseph Keegan, Ph.D., president and CEO of ForteBio. "The Octet RED System



Label-free interaction analysis is a growing area for advancing leads in drug discovery and research, says Dr. Joseph Keegan, President and CEO of ForteBio.

provides higher sensitivity to enable label-free detection and analysis of low molecular weight molecules that can be performed easily, quickly, and inexpensively, with higher throughput, as a routine laboratory procedure by any user, including non-experts."

The degree to which a drug compound binds to a therapeutic target helps predict a drug candidate's potency and effectiveness and is a significant component of drug discovery and lead optimization. A label-free method of analysis is increasingly preferred because it avoids label interference with the binding activities of the therapeutic target.

"Label-free interaction analysis is a growing area for advancing leads in drug discovery and research," Dr. Keegan says.

MedTrackAlert Tool Predicts **ADS LIKELY TO GO VIRAL**

A new solution from MedTrackAlert is the first measuring tool that quantifies the likelihood that an advertising message will be shared with others. Research gathered by initial use of the tool during its testing period validated its ability to evaluate multiple ad types in a campaign and predict which ad will be shared the most. It also delivered some surprising conclusions for the ad campaigns that were studied, which included direct-to-consumer (DTC) health advertising and business technology advertising creative.

The primary findings showed that motivation to share was different for consumers versus businesses in the categories evaluated. For the DTC health study, consumers ranked claims about the product and whether the ad contained helpful advice as their motivators.

"Given that the goal of advertising is to achieve the greatest reach in the least time with the target audience, it is of tremendous value if one can have some index of the social potential of advertising creative," says Ted Smith, Ph.D., president of MedTrackAlert. "This is the first tool to evaluate how different executions of a campaign's message influence word-of-mouth and other forms of social sharing."

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Tata Consultancy Launches **PHARMACOVIGILANCE SOLUTION**

Safety in a Capsule, the latest drug-safety and pharmacovigilance solution from Tata Consultancy Services (TCS), incorporates software from Oracle and technology from DrugLogic to better enable pharmaceutical manufacturers to identify and monitor adverse drug events.

Safety in a Capsule combines TCS's knowledge process outsourcing services with the Siebel Contact Center Integration Pack for Oracle's Adverse Event Report-

Safety in a Capsule incorporates software from Oracle and technology from DrugLogic to better enable pharmaceutical manufacturers to identify and monitor adverse drug events.

ing System, as well as DrugLogic's Qscan, an analytical tool for identifying, analyzing, and resolving drug-safety risks. The integrated solution streamlines and monitors safety and surveillance processes followed by pharmaceutical and biotechnology companies during a drug's life cycle to minimize risks and costs. It also leverages safety analytics for early insight into a drug's safety profile and rapidly analyzes patterns in adverse events.



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E-UPGRADES AND ENHANCEMENTS

- **Accelrys has released SciTegic Enterprise Server 7.0**, a platform for the integration, analysis, and reporting of scientific data. This new release enhances the enterprise scalability, security, and deployment capabilities required by informatics professionals in the pharmaceutical, biotechnology, and chemicals industries.

Key features of the new release, which is the next generation of the highly successful Pipeline Pilot platform, include a service oriented architecture environment, enterprise collaborative tools, interactive application building, and workflow parallelization.

For more information, visit accelrys.com.

- **Proscape 6**, the latest version of the closed-loop marketing software platform from Proscape Technologies, Horsham, Pa., **offers updated content-creation tools that drastically reduce the time, effort, and cost** associated with assembling content and modifying it for different geographies. The new version's streamlined distribution technology enables efficient deployment with no required enhancements or impact to a client's existing IT infrastructure. Additionally, Proscape 6 extends message-delivery capabilities beyond the Tablet PC to the SmartPhone and the Web.

Proscape's software platform helps improve salesforce effectiveness, sales and marketing productivity, and overall company performance by driving more effective customer interactions, capturing the resulting feedback, and making it available to home-office marketing teams for more informed decision-making.

For more information, visit proscape.com.

- **Simulations Plus**, Lancaster, Calif., **has released the Enslein Metabolism Module**, a major upgrade to its ADMET Predictor software for predicting properties of molecules using only their structures. The module, developed in collaboration with Enslein Research, predicts parameters that allow for estimating the rate of the most common type of metabolism for drugs, known as hydroxylation. This capability enables scientists to rapidly obtain reasonable ballpark estimates for metabolic rates for five different enzymes, providing major savings to the pharmaceutical industry, where the cost of measuring kinetic parameters for a single compound in a single enzyme can run into several thousands of dollars.

For more information, visit simulations-plus.com.

Qforma Unveils **MANAGED-CARE SOLUTION**

Qforma has introduced iQMCO, a managed care optimization model.

Qforma has introduced iQMCO, a managed care optimization model. This new tool was developed to help pharmaceutical managed market executives create informed contracting and pull-through strategies. iQMCO uses advanced modeling techniques to pinpoint the payers who are most effective at implementing formulary decisions.

The solution is an easy-to-use, real-time tool that integrates the product knowledge and strategic insights of a managed market team with robust methodologies. It quantitatively scores and ranks more than 2,100 payers based on modeling outcomes of both qualitative and quantitative data. This is accomplished by adjusting model attributes that are most

important to the customer.

Follow up

FORTEBIO INC., Menlo Park, Calif., provides analytical systems to accelerate the development of therapeutics. For more information, visit fortebio.com.

I-MANY, Edison, N.J., provides contract management software and services enabling businesses to manage the entire contract life cycle. For more information, visit imany.com.

MEDTRACKALERT, Louisville, Ky., is an

online consumer media company dedicated to helping people better understand the scope of their chronic diseases and conditions. For more information, visit medtrackalert.com.

QFORMA, Santa Fe, N.M., is an advanced analytics and predictive modeling company specializing in solutions for the healthcare industry. For more information, visit qforma.com.

TATA CONSULTANCY SERVICES LTD., New

TNS Healthcare Introduces
**SALES CALL
ASSESSMENT TOOL**

TNS Healthcare has introduced DetailMed, a call assessment tool that provides a consistent measure of detail effectiveness across countries, as well as across brands and categories.

"Local call assessment services could not give our customers what they needed to drive global brand success," says David Owen, director, TNS Healthcare. "With DetailMed, pharma companies finally have a solution that lets them measure message impact and call quality across countries. This is a strategic necessity for fully understanding and optimizing brand performance. Now the industry has the right measurement tool to drive the right sales results across countries, as well as domestically."

With DetailMed, managers can identify where reps are "on" or "off" message and determine the impact on prescribing intent, as well as evaluate brand awareness, usage, and commitment. They can also assess how their reps' performance compares with the competition. In addition, DetailMed measures share of voice and message recall and effectiveness, and it can reveal how well the doctor knows the rep, a factor proven to be a key driver of call effectiveness.

DetailMed's information is delivered through an easy-to-use online dashboard that is regularly updated and custom-built to each company's specific needs. Because it provides real-time tracking via the Internet, DetailMed lets pharmaceutical and biotech companies monitor the quality of their own and competitive sales calls from multi-country to sub-national levels. The tool currently covers the United States and major European markets, and TNS is exploring expansion into Asia-Pacific and Latin America.



Pharma companies finally have a solution that lets them measure message impact and call quality across countries; this is a strategic necessity for fully understanding and optimizing brand performance, says David Owen, Director of TNS Healthcare.

York, is an IT services, business solutions, and outsourcing organization. For more information, visit tcs.com.

TNS HEALTHCARE, New York, part of TNS, provides solutions and custom advisory services to support product introductions, brand treatment, and sales-performance optimization, as well as professional and DTC promotional tracking. For more information, visit tns-global.com.