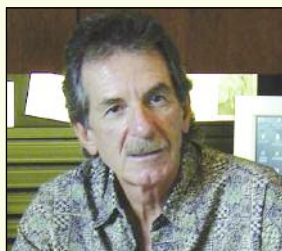




Milestones

20TH ANNIVERSARY



John R. Vogel Associates Inc. celebrates 20 years of assisting pharmaceutical and biopharmaceutical companies and the pharmaceutical service providers to enhance results achieved through outsourcing and strategic alliances. Mr. Vogel, who founded the company in Oldwick, N.J., relocated in 2001 to Wailea, Hawaii. The consultancy conducts on-site training on outsourcing and relationship management, facilitates meetings between sponsors, alliance partners and service providers, and mediates

problem solving to rescue projects and restore productive relationships. Strategic business planning and training are also provided to CROs, specialty providers, SMOs, academic research organizations, and investigator sites.

For more information, e-mail vogelj001@hawaii.rr.com.

20 YEARS OF ADAPTIVE CLINICAL RESEARCH

Health Decisions, a global CRO, celebrates 20 years of adaptive clinical research based on a business platform of innovation, collaboration, and efficiency. With headquarters in Durham, N.C., Health Decisions has been at the forefront of the concept of agile clinical research, an advanced adaptive system that allows mid-course improvements to key trial activities.

For more information, visit healthdec.com.

New Business Models

Pharmaceutical companies are looking to reshape the multibillion-dollar drug industry through two new business models, says new PricewaterhouseCoopers Report.

The two models — one a federated model and the other a fully diversified model — are both based on pharmaceutical companies becoming more collaborative with other industry players while managing proprietary assets that they either own or control the use. Under the federated model, a single company creates a network of separate entities that share a mutual goal such as the management of outcomes in a given population. They also will share a common supporting infrastructure as well as funding, data, access to patients and back-office services.

The fully diversified model is one in which a company expands from its core business into the provision of related products and services, such as diagnostics and devices, generics, neutraceuticals and health management.

A MARKETING UPDATE

Promotional Expenditures Flatten

U.S. retail prescriptions grew just 2.7% in 2008, compared with 4.5% in 2007, simultaneously, the number of blockbuster brands (more than \$1 billion in annual retail sales), which peaked in 2006 at 38, receded to 34 in 2008.

According to SDI, with fewer blockbusters to promote, it's no surprise that manufacturers' promotional spending tapered off.

Total promotional expenditures were flat in 2008, increasing only 1% (as tracked by SDI's promotional audit suite). Spending grew

an average of 2% annually from 2004 to 2008.

The biggest decrease in promotion expenditures was in direct-to-consumer (DTC) advertising, which dropped 8% in 2008 after a 4% drop in 2007.

The cholesterol, gastroesophageal reflux disease, depression, and hypertension markets have endured generic erosion/blockbuster declines, with DTC spending decreasing an average of 47% in 2008 and 39% in 2007.

In aggregate, physician-focused efforts represented 77% of total marketing spending in 2008 and 75% of total promotion in 2007.

SOURCE:SDI.

TUNING IN...

Featured Podcasts

Connecting Through Electronic Health Records

Thought Leaders: Landen Bain and Dave Iberson-Hurst, CDISC

Why It's Important to Maintain Clinical Operations in a Downward Economy

Thought Leader: Lawrence Reiter, Criterium

Power Boost: How to Connect Patients and Physicians Around Your Brand

Thought Leaders: Michael Ball and Paul LeVine, InfoMedics

Charting a New Course by Catalyzing Transformation

Thought Leaders: Michael Arlotto, Novaquest, and Adrian McKemey, Quintiles Consulting

Featured Webinar

Owning the Prescription Pad: Driving Brand Decisions in a Multi-Influence World

Sponsor: TNS Healthcare, A Kantar Health Company

Register: www.pharmavoices.com/influence

Featured Whitepapers

Best Practices to Ensure That Patient Satisfaction Leads to Measurable Brand Growth

Sponsor: InfoMedics

Rebalancing Risk in Clinical Development

Sponsor: Quintiles Consulting