



New Merkle Practice Focuses on HEALTHCARE CLIENTS



The new realities of pharmaceutical marketing translate into complex, unique challenges requiring specialized expertise and vision for success, says Merkle's Dr. Jeff Wiltrout.

Merkle has created a formal business practice that exclusively focuses on providing data-driven marketing strategies and integrated communications to companies within the healthcare and pharmaceutical industries.

Merkle decided to formalize the healthcare practice in response to increasing industry demand for marketing solutions that demonstrate a measurable return on investment; changing marketing, sales, and regulatory dynamics within the healthcare and pharmaceutical sectors; and an increasing shift toward direct customer relationships in place of

mass advertising. Heading up the group as VP and client team leader is Jeff Wiltrout, Ph.D., who has served for 13 years in marketing leadership roles within major pharmaceutical and healthcare companies, most recently as director of integrated marketing and media services at GlaxoSmithKline. He received an M.A. and a Ph.D. in industrial/organizational psychology from Ohio University.

"Pharmaceutical firms are experiencing a shifting dynamic that is creating new challenges in how they must market their products to both consumers and physicians to achieve the desired return on their marketing investment," Dr. Wiltrout says. "While mass advertising and in-person meetings with physicians were once effective marketing approaches, pharmaceutical companies are finding that these methods are not providing the same results that they once did just a few years ago."

Merck Serono Forms **VENTURE CAPITAL FUND**

The new fund invests in biotech start-up companies focused on Merck Serono's core therapeutic areas.

Merck Serono Ventures, a strategic, corporate venture capital fund formed by Merck Serono, is investing in emerging biotechnology companies that have the potential to provide innovative products, or enable the discovery and development of such products, in the company's core therapeutic areas. These areas include neurodegenerative diseases, oncology, and autoimmune and inflammatory diseases.

Merck Serono Ventures has an initial commitment to invest up to 40 million euros during the next five years. The fund is included in the company's portfolio development function and closely linked to the research and development organization. It is part of the Merck Serono's strategy to be recognized as the best partner in the industry.

"Biotech start-up companies are an important element in scientific innovation," says Bernhard Kirschbaum, executive VP of research and development at Merck Serono. "Merck Serono's venture capital fund provides the opportunity to support scientific excellence in our core fields of interest and provides start-up companies with the opportunity to interact early on with our organization."



The creation of a venture capital fund underlines our commitment to be a best partner for biotech entrepreneurs and their investors, says Vincent Aurentz.



Merck Serono's venture capital fund provides the opportunity to support scientific excellence in our core fields of interest, says Bernhard Kirschbaum.

Vincent Aurentz, executive VP of portfolio development, says this activity complements the company's tool kit of collaborative approaches to build a high-quality portfolio with partners.

"The creation of a venture capital fund underlines our commitment to be a best partner for biotech entrepreneurs and their investors," he says.

Health Strategies Group Addresses **RAPIDLY CHANGING SELLING ENVIRONMENT**

Health Strategies Group has realigned its pharmaceutical salesforce effectiveness service and renamed the group Strategic Selling Outlook, with the goal of helping clients address the complex issues posed by today's selling environment and to anticipate and successfully navigate the selling environments of the future.

"The world is changing dramatically for those involved in pharmaceutical sales, and the wisest course of action is to embrace that change and make use of the opportunities it presents," says Rick Rosenthal, a principal at Health Strategies Group and leader of the company's salesforce effectiveness practice, which includes the Strategic Selling Outlook group as well as services geared to sales management and hospital salesforce effectiveness.

Using interviews and surveys, Strategic Selling Outlook gives pharmaceutical companies a com-



It's critical to get ahead of emerging trends and uncover unmet needs and gaps in knowledge; our goal with Strategic Selling Outlook is to provide both types of intelligence, says Rick Rosenthal.

plete picture of the selling environment for the upcoming year as well as scenarios looking five years into the future.

Reflecting the perspectives of multiple stakeholders, each analysis looks at several key factors affecting sales and customer relationships, including how individual salesforces are rated, how their competitors compare, and personal traits and professional best practices shared by effective sales representatives. The findings, coupled with counsel by HSG staff members, who are experts in salesforce effectiveness, are used in planning sales strategies and developing sales training and coaching programs.

"Information that is immediately actionable against a specific challenge is good, but today's selling environment requires information that helps companies assess physician attitudes and prescribing behavior over time," Mr. Rosenthal says.



ON THE SHELVES

- ▶ **LEGENDS AND LEGACIES: PERSONAL JOURNEYS OF WOMEN PHYSICIANS AND SCIENTISTS AT M.D. ANDERSON CANCER CENTER** is a collection of essays by 26 current leading faculty women from the office of Women Faculty Programs at The University of Texas M.D. Anderson Cancer Center.

The collection presents these women's reflections on their formative years and influences, and the hurdles and opportunities they faced as they pursued rewarding careers — and leadership roles — in science and academic medicine.

For more information, visit mdanderson.org.

- ▶ Barnett Education Services has released an updated edition of its "back-pocket" guide, **GLOSSARY & ACRONYMS FOR CLINICAL RESEARCH PROFESSIONALS**.

This newest edition has twice as much information as the previous version, with more than 900 key terms and more than 500 acronyms. Additionally, it includes crucial terminology to support professionals who are working in the current global clinical and regulatory environment.

For more information, visit barnettinternational.com.

The Ruth Group Launches **HEALTHCARE COMMUNICATIONS UNIT**

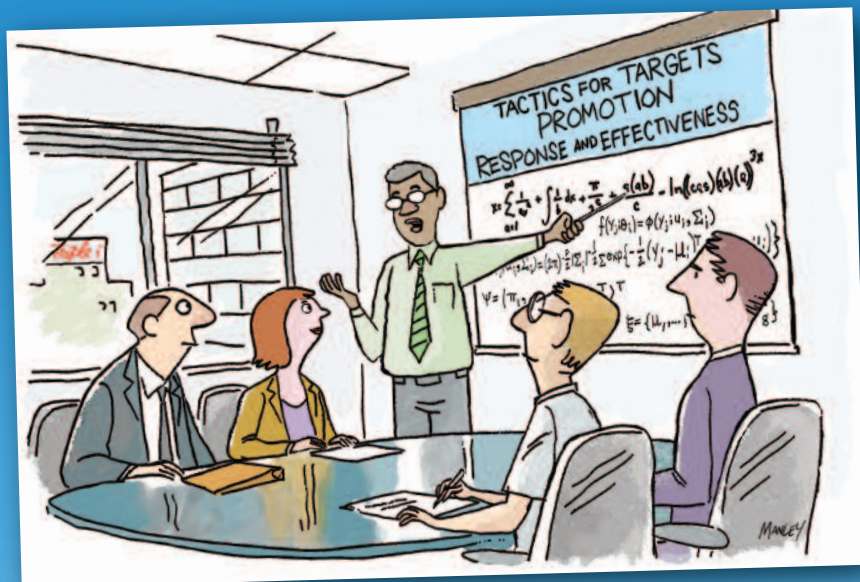
The Ruth Group (TRG) has expanded its communications consulting services to include healthcare marketing, leveraging the agency's strong track record and healthcare client portfolio focused on investor relations and public relations. The new healthcare unit provides TRG's existing and potential healthcare clients with marketing strategies for product launches, clinical-trial recruitment, salesforce sup-

port, patient advocacy programs, and physician outreach programs. TRG has appointed Scott Lerman to lead the new marketing communications team as VP. Mr. Lerman has 15 years of healthcare communications experience in implementing marketing plans across multiple medical disciplines and products.

"This strategic initiative allows us to consult healthcare companies that are looking to drive visi-

bility among the medical and scientific communities, as well as consumer and advocacy groups," says Carol Ruth, founder, CEO, and president of TRG. "The unit focuses on drug, device, and healthcare services launches, patient and physician education, clinical trial recruitment, and other marketing initiatives, serving to enhance TRG's ongoing media and investor relations efforts."

"Optimizing your multi-channel marketing strategy..."



...shouldn't require an advanced degree in marketing analytics."

Let Triple i introduce you to our multi-channel marketing solutions that are easy to understand, execute and evaluate. Our integrated marketing solutions span the range of patient care touchpoints, from diagnosis and treatment to education and adherence.

Contact Russ Sieger at 267-685-2396 or rsieger@medimedia.com

Triple i
A MediMedia Company

i

Verticals onDemand Becomes **VEEVA SYSTEMS**



Life-sciences companies around the world are grappling with major upheaval, requiring fundamental changes to their business models and processes, says Matt Wallach.

Verticals onDemand, developers of the first software-as-a-service (SaaS) customer relationship management application (CRM) for the life-sciences industry, has changed its name to Veeva Systems. Additionally, the company has established operations in Europe.

Veeva, a variant of the Latin word viva that means to live, attests to the company's commitment to the life-sciences industry and to fulfilling its mission of delivering all of the benefits of SaaS to every facet of the global life-sciences industry.

"We are one of the fastest-growing organizations in the pharma CRM space, so it makes sense that we extend the advantages of SaaS, like unparalleled flexibility and low maintenance costs, to other areas in the life-sciences segment," says Peter Gassner, president and CEO of Veeva Systems. "It's a natural evolution of our product portfolio."

Matt Wallach, executive VP and general manager at Veeva Systems, says to prevent wasteful spending and to enable business agility, it's critical that companies adopt SaaS technology not just in sales, but across the entire organization.

On the heels of its name change, Veeva Systems has established European operations with the opening of an office in Stockholm and the forging of an exclusive partnership with Madrid-based Pharma Advisors.

The Stockholm office is being managed by Peter Nordblad, Veeva's newly named EMEA director of sales. Through these two new locations, Veeva intends to introduce its VBioPharma SaaS CRM solution to life-sciences companies throughout Europe, as well as provide local implementation and support services.



As one of the fastest-growing organizations in the pharma CRM space, it makes sense that we extend the advantages of SaaS to other areas in the life-sciences segment, says Peter Gassner.

RAPS Adds **INTERNATIONAL REGULATORY AFFAIRS** to Credentials List



As the regulatory profession has grown globally, the need for a new RAC certification covering regulatory material beyond North America and Europe has become increasingly apparent, says Dr. Sherry Keramidas.

The newest regulatory affairs certification (RAC) from the Regulatory Affairs Professionals Society (RAPS), the RAC General Scope, denotes knowledge related to the general practice of regulatory professionals in the healthcare product sector, regardless of geographic location.

The General Scope certificate joins the society's three established, regional certifications covering regulations specific to the United States, the European Union, and Canada.

The RAC is the only professional certification specifically for healthcare product regulatory professionals. To date, more than 5,000 professionals have earned certificates.

"The RAC has become a highly respected standard in the regulatory profession," says RAPS Executive Director Sherry Keramidas, Ph.D. "As the regulatory profession has grown globally and regions such as Asia and Latin America have seen more healthcare product development, the need for a new RAC certification covering regulatory material beyond North America and Europe has become increasingly apparent."

The General Scope certificate joins the society's three established, regional certifications covering regulations specific to the United States, the European Union, and Canada.

The General Scope candidates must take an exam covering knowledge of the full product life cycles for medical devices, IVDs, pharmaceutical and medicinal products, as well as international guidelines and standards from a number of global regulatory agencies, including the World Health Organization. The first GS

exam will be offered worldwide beginning in October 2009.

TGaS Adds **M&A ADVISORY** Benchmarking Service

TGaS Advisors is offering M&A benchmark services to provide operations executives with the tools to make complex operational decisions quickly and efficiently.

"Many of our operations clients have already begun asking us for advice because of our in-depth knowledge of their operations and our breadth of experience across sales, marketing, and managed markets organizations," says Managing Partner Stephen Gerard.

TGaS can help companies identify best practices in key sectors such as sales-force automation and market research, advise on resource synergies and sizing models, short- and long-term capabilities, and develop post-integration operations business plans and strategy roadmaps.



We already have data useful to both partners in terms of coordination and scalability and can help them hit the ground running when time is of the essence, says Stephen Gerard.

Follow up

HEALTH STRATEGIES GROUP is a provider of market intelligence to pharmaceutical and biotechnology professionals. For more information, visit healthstrategies.com.

MERCK SERONO is a division of Germany's Merck KGaA focused on innovative prescription pharmaceuticals. For more information, visit merckserono.com.

MERKLE is a database marketing agency. For more information, visit merkleinc.com.

THE REGULATORY AFFAIRS PROFESSIONALS SOCIETY (RAPS) is an international membership organization of regulatory professionals in the rapidly growing medical device, pharmaceutical, and biotechnology sectors. For more information, visit raps.org.

THE RUTH GROUP is a full-service investor and public relations agency dedicated to healthcare and technology. For more information, visit theruthgroup.com.

TGAS ADVIORS is a comprehensive benchmarking and advisory services firm focused on pharmaceutical commercial organizations. For more information, visit tgas.com.

VEEVA SYSTEMS (FORMERLY VERTICALS ONDEMAND) provides software-as-a-service (SaaS)-based solutions to the global life-sciences industry. For more information, visit veevasystems.com.