



By Carolyn Gretton

## Virtual Pharma Rep Seeks to Reinvent Sales Model

**TREND:** New dynamics within the pharmaceutical industry are prompting a paradigm shift to virtual sales support and service models that reduce costs while enhancing the pharma-physician relationship.

**V**irtual Pharma Rep's **DIRECT CONNECT 360** employs a real-time, Internet-driven approach that engages clients to fulfill their educational requirements and service expectations by focusing on their needs rather than on products.

Direct Connect 360 helps pharma sales representatives build strong relationships with physicians through personal, convenience-based, real-time online interactions. These features result in more effective contact efforts for both parties, with greatly increased participation at a greatly reduced cost for pharma companies.

"Solving the current challenges in providing education and knowledge to physicians and enhancing the all-important pharmaceutical-to-physician relationship were our goals," says Jim Rediehs, CEO and co-founder of Virtual Pharma Rep.

▼ For more information, visit [virtualpharmarep.com](http://virtualpharmarep.com).



Jim Rediehs

more organizations are depending on it to reduce the number and cost of experiments and generate fresh insights in the development arena."

▼ For more information, visit [accelrys.com](http://accelrys.com).

**PDR3D**, a drug label reference database from **PDR Network** and **Reed Technology and Information Services**, features a human drug label database, a suite of advanced services, and an interface through the [pdr3d.com](http://pdr3d.com) website.

PDR3D provides a resource of label information, pulling from PDR Network's database to include all prescription drugs, OTC drugs, and homeopathic drugs/herbal medicines.

According to Andrew Gelman, senior VP responsible for PDR Network's digital subscription services, PDR3D was developed as a result of client feedback requesting a more advanced reference platform.

Reed Technology President Sam Hardman says the collaboration provides a new level of service and value for pharma researchers and other users.

▼ For more information, visit [pdr3d.com](http://pdr3d.com) or [reedtech.com](http://reedtech.com).



Andrew Gelman



Sam Hardman



Dr. Frank Brown

**THE ACCELRY'S MODELING AND SIMULATION SUITE**, part of the **Accelrys Enterprise R&D Architecture**, helps optimize the R&D value chain. The suite includes Discovery Studio and Material Studio software applications, the

Pipeline Pilot Life Science and Materials Modeling and Simulation Collections, and the QSAR Workbench, a packaged solution.

"The use of predictive science is pushing deeper into the scientific value chain," says Frank Brown, Ph.D., VP and chief science officer at Accelrys. "Although modeling and simulation has typically been viewed primarily as a research tool,

## E-UPGRADES AND ENHANCEMENTS

**Intrasphere Technologies** has launched **SAFETYXPRESS**, an implementation accelerator framework for the deployment of Oracle's Argus Safety suite. The tool offers rapid deployment and reduced overhead and is available for enterprise level as well as small-to-mid-sized life-sciences organizations.

▼ For more information, visit [intrasphere.com](http://intrasphere.com).

The next generation of **Pharsight's PHOENIX** pharmacokinetics/

pharmacodynamics (PK/PD) modeling software platform incorporates new versions of WinNonlin, NLME, Connect, and the IIVC Toolkit, all of which now support Microsoft's Windows 7 operating system.

The latest Phoenix release also offers a job management system that allows users to remotely execute compute-intensive jobs, as well as a number of enhancements to workflows, plotting, tables, and licensing.

▼ For more information, visit [pharsight.com](http://pharsight.com).

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