



By Carolyn Gretton



Campbell Alliance

Launches Encuity Research

TREND WATCH: Campbell's newly formed market research and analytics subsidiary is aimed at driving accelerated growth in the market research segment.

Encuity Research, the market research and analytics subsidiary of management consulting firm Campbell Alliance, provides a range of services to the pharmaceutical and biotech industries in areas such as custom quantitative research and analytics; qualitative research; key opinion leader identification and mapping; message tracking and effectiveness studies; and syndicated audits, including the Metropolitan Area Promotional Audit, which tracks promotional activity across 15 specialty therapeutic areas.

The launch of Encuity follows the acquisition of SDI Health's promotional and medical audit businesses from IMS Health by inVentiv Health, the parent firm of Campbell Alliance.

Michael Turner has assumed the role of general manager of Encuity Research. Mr. Turner was previously a VP in Campbell Alliance's brand management practice.

"As we continue to expand and to operate in new markets, new leadership opportunities become available for those within the firm who have played key roles in our growth, demonstrated great commitment, and delivered success," says Nader Naeymi-Rad, CEO of Campbell Alliance.

▼ For more information, visit encuity.com.



Michael Turner



Nader Naeymi-Rad

"From increasing regulatory pressure to tighter cost controls and shrinking sales and marketing resources, the life-sciences industry has undergone a profound transformation in recent years," observes CEO and Founder Al Dampier.

"Our approach pairs highly specialized professionals with a broad range of commercial experience with proprietary consulting models to create executable solutions," says Jim Aderhold, DCG's chief operating officer. "We believe this depth of knowledge and experience is necessary to address the complex challenges our clients are experiencing."

▼ For more information, visit dampiercg.com.



Al Dampier

WorldCare Clinical (WCC), an imaging CRO focused on maximizing the precision and accuracy of independent assessments in clinical trials, has added 24-hour turnaround services for imaging safety reviews. The improved timelines were developed in response to the growing emphasis that regulatory agencies are placing on such reviews.

▼ For more information, visit wcclinical.com.

New Journal Focuses on Healthcare Operations Research

Elsevier's quarterly journal, **OPERATIONS RESEARCH FOR HEALTH CARE**, features high-quality approaches to problems in healthcare by researchers and practitioners and provides maximum utility to researchers, teachers, and practitioners who have an interest in operations research techniques for optimal healthcare delivery.

"I am excited about the opportunity to shape an international journal that addresses the gap between what is possible and what is achieved in health operations research," says Editor-in-Chief Professor Martin Utley of University College London.



Martin Utley



Tony Roche

"Operations Research for Health Care will complement Elsevier's operations research journal portfolio by offering an authoritative forum for the community in the fast-growing area of direct relevance to researchers and professionals alike," adds Tony Roche, publishing director at Elsevier.

▼ For more information, visit elsevier.com.

In other news...

Dampier Consulting Group (DCG) is a newly formed life-sciences consulting firm focused on the biotech, pharmaceutical, medical device, and medical diagnostic industries.

DCG provides commercialization, marketing, salesforce planning and effectiveness, business development, managed care, and leadership training and organizational development services to clients.



Jim Aderhold

Cutting Edge Information's new **MSL DATA SUITE** provides benchmarking data on the vital role of the medical science liaison (MSL) in the life-sciences industry.

Yanis Saradjian, director of consulting for Cutting Edge Information, notes that companies are asking themselves if their current medical science liaison programs are armed with the proper key performance indicators, benchmarks, and continuous improvement tools to keep up with the breakthrough trends across the competitive landscape.

▼ For more information, visit cuttingedgeinfo.com. 



Yanis Saradjian

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