**By Carolyn Gretton** 



# **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.

ncuity 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.

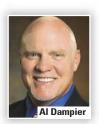
"As we continue to expand and to operate in new markets, new leadership opportunities become available for those within the firm who have played key roles in our growth, demonstrated great commitment, and delivered success," says Nader Naeymi-Rad, CEO of Campbell Alliance.

For more information, visit encuity.com.





"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.

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.

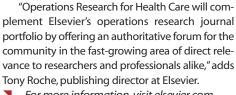
**▼** For more information, visit wcclinical.com.

### **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 possi-

ble and what is achieved in health operations research," says Editor-in-Chief Professor Martin Utley of University College London.

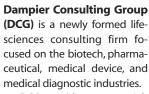


For more information, visit elsevier.com.

### In other news...

Martin Utley

Tony Roche



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 lifesciences industry.

Yanis Saradjian, director of consulting for Cutting Edge In-



Yanis Saradjian

For more information, visit cuttingedgeinfo.com. 💜



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-Cheryl Cox, CCRA®





The Academy of Clinical Research Professionals (The Academy) is an affiliate organization of the Association of Clinical Research Professionals.

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