

American Brachytherapy Society Redesigns Website to **APPEAL TO CONSUMERS AND DOCTORS**

The American Brachytherapy Society, a non-profit organization dedicated to furthering scientific study, applications, and usage of brachytherapy, has redesigned its Website — www.americanbrachytherapy.org — to attract consumers, medical professionals, and new members.

"This Website offers the community of brachytherapy practitioners the latest brachytherapy news and updates, access to other practitioners, and information on upcoming medical education opportunities," says Dr. Colin Orton, president of the ABS. "In addition, the consumer section of the site is a particularly valuable resource because it offers a tremendous amount of information on different forms of cancers and vascular dis-

orders and their treatment with brachytherapy. Our intention is to provide consumers access to information that will help them make informed decisions."

The Website has three distinct sections, including a section that offers consumers high-quality information, written in understandable terms. Another section is written for the medical community and offers access to the ABS peer-reviewed journal, *Brachytherapy*, conference attendance information, and abstracts of presentations. The last section is developed for ABS members and provides access to ABS newsletters, updated research and medical information, and other tools.

Brachytherapy is an internal radiation therapy that is used to treat cancer and coronary artery disease.

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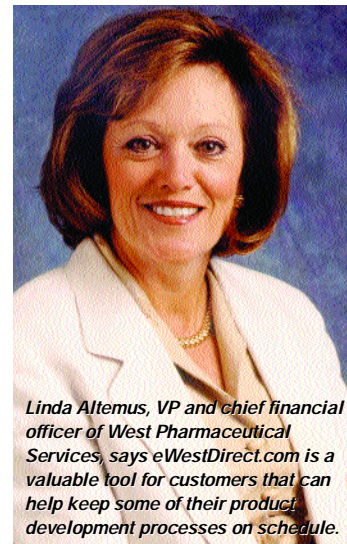
Dr. Orton

Pharmaceutical Closures Website Offers **CUSTOMERS ONLINE TECHNICAL GUIDANCE**

West Pharmaceutical Services Inc. has launched eWestDirect.com, the industry's first e-commerce enabled Website focused on supporting customers with online technical guidance, as well as a source for buying pharmaceutical closures.

"eWestDirect.com exemplifies West's ongoing mission to develop innovative programs that meet our customers' growing needs for rapid drug development," says Linda Altemus, VP and chief financial officer of West. "Customers can get immediate answers to relevant questions about stopper formulations and coatings, stopper preparation and storage, functionality, and machine capability. Once registered, customers have access to global pharmacopoeia information, industry testing standards, regulatory information, and information about processing secondary seals."

The eWestDirect.com site consists of two main sections: technical information and products. The technical information section includes product recommendation forms and a comprehensive index of technical data to assist in the selection and use of primary elastomer closures. The product recommendation form provides customers with a list of questions that can enable West to make an appropriate closure recommendation for the customer's specific application. Within the online product catalog section, customers may buy up to 50,000 pieces of a variety of stoppers, seals, glass vials, plastic closures, and containers. These orders are typically fulfilled within two business days.



Linda Altemus, VP and chief financial officer of West Pharmaceutical Services, says eWestDirect.com is a valuable tool for customers that can help keep some of their product development processes on schedule.

Amgen Joins Merck, Wyeth, and Immunex as **SPONSORS OF VERTIBRAE'S RHEUMATOLOGYWEB**

Vertibrae has announced that Amgen, the world's largest biotechnology company, has joined founding sponsors Merck & Co., Wyeth Pharmaceuticals, and Immunex Corp. as a sponsor of RheumatologyWeb through an unrestricted educational grant.

The grant will help RheumatologyWeb, one of Vertibrae's premier specialist medical Websites, maintain its leadership position as a provider of current medical and scientific news as well as expert

commentary and assessments of the most recent developments in the diagnosis, management, and investigation of rheumatologic diseases.

RheumatologyWeb is an expert-authored Web publication produced in association with New York University School of Medicine, Division of Clinical and Molecular Pharmacology, and is the leading Web-based provider of information, education, and commentary intended specifically for rheumatologists.

MANAGING CUSTOMER INTERACTIONS Made Easier with New Web-Based Tool

Dendrite's latest version of WebForce features broad integration capabilities, advanced analytics, and new regional and user-based configurations to serve pharmaceutical salesforces in different markets around the world.

WebForce, which is the only salesforce automation software solution designed and built exclusively for the pharmaceutical industry, now includes Dendrite's suite of XML-based adaptors, Xtelligent. Xtelligent facilitates data exchange between WebForce and other third-party applications, is highly configurable, and does not require any other software. With its open, extensible, flexible architecture, Xtelligent makes clients' installed software applications more effective, is quickly and easily deployable, and is scal-

able to accommodate customers' future growth and business requirements. By using Xtelligent, clients can increase their financial return on their existing technology investments.

"Xtelligent gives pharmaceutical manufacturers a revolutionary, cost-effective approach for managing all customer interactions," says Christopher French, Dendrite senior VP of Global Solutions. "Now, when a call center application logs a doctor's call, this information can be shared seamlessly with the sales rep in that doctor's territory. Or, in response to a recent market development, a brand manager can share updated marketing messages with the salesforce. Xtelligent has the capability to link, in real time, all electronic promotional channels."

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Christopher French

IMS and comScore to Provide **ROI** **INFORMATION** **FOR INTERNET** Initiatives

Leveraging the expertise of IMS and comScore, the two companies are building and offering a new generation of information services to help pharmaceutical and healthcare companies better understand physician and consumer online behavior.

IMS Health and the online measurement company comScore Networks, through a multi-year development and marketing agreement, are providing pharmaceutical and healthcare company clients information to better understand, plan, and track the value of their Internet investment.

IMS is a leading provider of information solutions to the pharmaceutical and healthcare industries. comScore operates reportedly the world's largest opt-in panel of more than 1.5 million continuously monitored global Internet users, who have agreed to have their Internet behavior confidentially monitored and captured.

"Pharmaceutical companies are making significant investments in online activities, from information and brand sites to banner advertising and sponsorships," says David Gascoigne, head of the Promotional Optimization Practice, IMS Global Consulting. "Through our relationship with comScore, we'll be able to give our clients a unique and much-needed perspective on the online landscape and how to optimize return on their Internet investments."

In a separate announcement, IMS has launched in the U.S. IMS Early Insight, an innovative Web-based service that provides the industry's most complete and accurate daily indicator of national-level prescribing activity. Available through the IMS Marketing Effectiveness Suite, IMS Early Insight delivers timely, actionable prescription information to help pharmaceutical companies respond to key market events quickly and effectively.

"Speed is critical to pharmaceutical marketers, especially during significant market events such as new product launches, patent expirations, or product recalls," says Liz Coyle, VP of marketing for IMS. "IMS Early Insight helps our clients compete more effectively by giving them the business intelligence to quickly and easily gauge market variability and adjust their strategies accordingly."

IMS Early Insight applies the company's proven projection methodology to represent a current day's dispensed prescription activity — by new prescriptions, total prescriptions, market share, and method of payment.



Magid Abraham

"Together, IMS and comScore can help pharmaceutical marketers make better-informed decisions about their critical Internet strategies, ultimately leading to better-served physicians and consumers, and improved business results," says Magid Abraham, president and CEO of comScore Networks.

QDX Platform **STRENGTHENS** **TOTAL BUSINESS INTEGRATION** Infrastructure

Quovadx Inc., a provider of total business integration software and services, has updated its QDX Platform with new versions of QDX Integrator, QDX BPMS, and QDX Development Studio. One of the highlights of the updated version is the ability to add Web services to better deploy a solid business integration infrastructure for the most challenging packaged application and legacy integration projects for healthcare, entertainment, and other industries with heavy integration requirements.

With the addition of Web services, Quovadx's QDX Platform now supports a services architecture that will allow customers to begin integrating disparate Internet technologies. Using QDX Integrator, customers can quickly build new Web-enabled applications by using Web services to integrate existing interfaces to legacy applications. Using QDX BPMS, customers can build new applications with business flows that combine multi-step processes that leverage legacy and other services. This solution can bridge the gap between .Net and J2EE applications.

According to research analysts at Gartner, Web services are beginning to become part of most major vendors' software architectures — a checkmark item to include in their technology infrastructure strategies. By 2003, analysts say, about 80% of all platform vendors will support Web-service architectures, which will represent the next generation of platform middleware.

"The future of Web services is bright but the

implementation is not quite complete," says Lorine Sweeney, president and CEO of Quovadx. "However, with the QDX Platform, we can supplement the gaps of Web services and roll out powerful applications today. Web services add a great deal of functionality to our integration efforts."

SYSTEM UPDATES

QDX Integrator:

- Customers have more flexibility in choosing a scripting language
- Java code can be written and called from within the QDX Integrator user points of control
- Linux is now supported for configuration clients and the engine installed on QDX Integrator
- Support for the HIPAA Implementation Guidelines have been added to Quovadx's HIPAA Express package

QDX BPMS:

- Now supports Web services development, process orchestration and management; to facilitate the use of Web services, support for SOAP (Simple Object Access Protocol) has been added to the product
- The graphical user interface has been enhanced to facilitate seamless integration with QDX Integrator, which will facilitate the use of the integration server as a task during a business process
- Support for XSLT for document transformation as well as an upgraded Oracle XML Parser has been added to the product

Clintrace Software Enhanced to **ACCOMMODATE** **INTERNATIONAL GUIDELINES** FOR DATA SUBMISSION

Phase Forward Inc., a provider of clinical and safety data management solutions for the pharmaceutical industry, has released the latest upgrade to its Clintrace software, version 2.8. The updated version enables customers of Clintrace software to electronically submit safety data to global regulatory agencies in accordance with international guidelines.

Mandated regulatory requirements for the pharmaceutical industry are changing rapidly. One of the more visible industry-wide initiatives has been to make the submission of adverse event data contained in Individual Case Safety Reports more efficient. The International Conference on Harmonization, comprising industry groups and regulatory agencies in the U.S., the European Union, and Japan, as well as observers from the industry, has proposed the E2B data standard for the format of electronic case files and the M2 standard for the submission of this information. This standard has been adopted by major regulatory agencies including the FDA, the EMEA, HealthCanada, and the MHLW.

Standardizing the format for transmitting case data between the sponsor site and the regulatory authorities reduces the cost of processing paper copies, helps eliminate data transcription errors, and

minimizes resource impact at the sponsor site and the regulatory authority.

As regulatory agencies globally adopt the mandated use of electronic submissions, it is imperative that companies realize the impact of these standards on their safety data system.

By supporting the E2B format and providing the means for the electronic submission, this latest upgrade of the Clintrace solution enables sponsors to improve the quality and efficiency of their drug safety workflow.

"This upgrade to the Clintrace solution and the supplemental release of the new electronic case-submissions module represent the first steps in realizing our corporate vision of bringing to market a complete end-to-end clinical and safety informatics solution," says Paul Cisternelli, VP of marketing at Phase Forward.



Paul Cisternelli

"By constantly listening and learning from the expertise of our customers, we continue on our path to deliver the next generation of product safety, complaint, and issue management solutions," says Paul Cisternelli, VP of marketing at Phase Forward.

PerkinElmer Software Organizes GENE-EXPRESSION MICROARRAY DATA

PerkinElmer Life Sciences, a provider of drug discovery, life-science research, and genetic disease screening solutions, has made available ArrayInformatics, the first complete software solution for storing, organizing, and evaluating gene-expression microarray data. PerkinElmer Life Sciences manages the entire gene-expression experiment from initial design through data acquisition, using data for gene and drug-discovery programs.

Microarray labs are generating more than 1 million primary data points daily and these data must be quickly processed and analyzed to speed up gene discovery, drug discovery, and other microarray-related research. With an increasing amount of data to process, managing microarray data has become a complex and daunting challenge. Keeping track of the samples, procedures, and analysis methods is critical to ensuring reliable and reusable data. The ArrayInformatics database and visualization tool product set can organize, track, and integrate data as a relational set of links, across every step in the gene-expression workflow process.

"ArrayInformatics is a very useful data management tool for the high throughput as well as occasional microarray laboratory," says Dr. Michael Lombardi, Center for Neurologic Disease, Partners Research Facility, Cambridge, Mass. "From target preparation to data visualization, ArrayInformatics helps us keep track and organize all pertinent protocols, instruments, and reagents. Data access, integration, and analysis are relatively simple and easy to grasp. The dynamic interface with Web-based data sites makes researching genes of interest a click away."

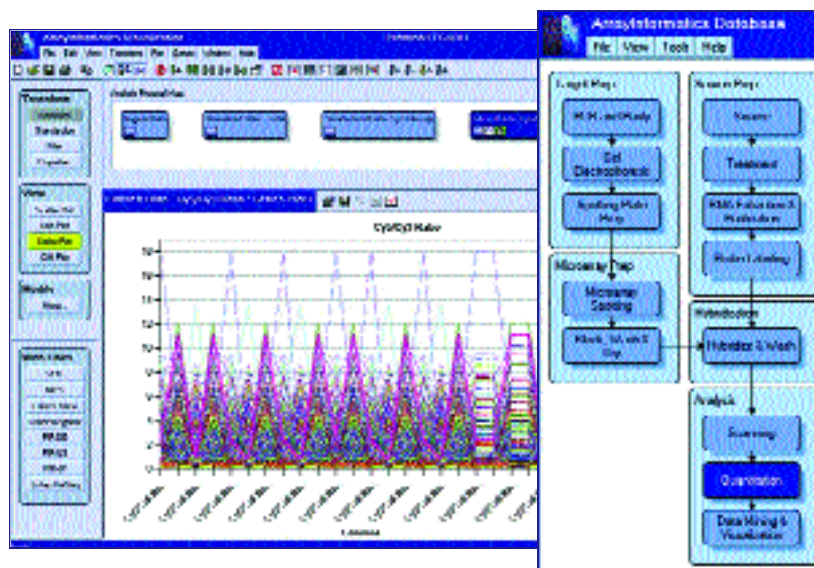
Using the ArrayInformatics software, researchers can easily capture and integrate microarray dataflow from instruments and other software packages. Researchers using gene-expression tools for drug discovery, gene-expression profiling, and other genomics-related efforts can publish results quickly and compare results with colleagues in a standardized format.

"The ArrayInformatics platform delivers an unmatched level of flexibility and control to the entire microarray process," says Frank Witney, president of drug discovery at PerkinElmer Life Sciences.

Currently, microarray data storage is typically done on a flat-file basis or through an internally generated and restricted database. ArrayInformatics is flexible and designed for use in all environments, including the general research laboratory that is operating on any standard network and the multi-functional high-throughput laboratory operating on a more complex information network.

The ArrayInformatics' portfolio features include, dynamic, intuitive user interface for all research levels; flexible relational database with maps for data import; direct integration with microarray printing and scanning instruments and with data files from image analysis software; comprehensive data visualization with an analysis map that tracks each step; and customizable Web links for one-click public database searches.

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Follow up

THE AMERICAN BRACHYTHERAPY SOCIETY, Reston, Va., provides insight, rationale, and research into the use of brachytherapy in the treatment of both malignant and benign conditions. For more information, visit american-brachytherapy.org.

COMSCORE NETWORKS, Reston, Va., provides the Internet E-economy with data-based infrastructure services that help improve sales and marketing effectiveness. For more information, visit comscore.com.

DENDRITE, Morristown, N.J., enables pharmaceutical companies to have more of their drugs prescribed for improved patient health through the strategic optimization of their sales and marketing channels and clinical resources. For more information, visit dendrite.com.

IMS HEALTH, Fairfield, Conn., is a leading provider of information solutions to the pharmaceutical and healthcare industries. For more information, visit imshealth.com.

PERKINELMER LIFE SCIENCES INC., Boston, is a global provider of drug-discovery, research, and clinical-screening products, services, and technologies for the life-science industry. For more information, visit perkinelmer.com.

PHASE FORWARD INC., Waltham, Mass., a provider of clinical and safety data management solutions for drug development, is dedicated to helping

pharmaceutical, biotechnology, and medical-device companies bring needed drugs and therapies to market faster. For more information, visit phaseforward.com. **QUOVADX INC.**, Englewood, Colo., provides total business integration products and services, and helps more than 1,500 organizations in healthcare, media, and entertainment streamline business processes, solve difficult process integration challenges, and unlock the value of legacy system investments to achieve rapid return on investments. For more information, visit quovadx.com.

VERTIBRAE, New York, a division of Mediaworks Inc., is a growing network of online medical education communities that includes RheumatologyWeb, HIVresistanceWeb, AnesthesiaWeb, RadiologyWeb, GastroenterologyWeb, and the upcoming InfectiousDiseaseWeb and PainManagementWeb. In affiliation with its academic partners and more than 45 expert physicians and researchers, Vertibrae provides original content and interactive resources for medical professionals. For more information, visit vertebrae.com.

WEST PHARMACEUTICAL SERVICES INC., Lionville, Pa., supports global pharmaceutical and healthcare markets with products and services that enhance the effectiveness of drug delivery and product dispensing. For more information, visit westpharma.com.