



July
17 July 17-18, 2003, The Watergate Hotel — Washington, D.C.
Metabonomics

Industry experts will address understanding the metabolic signatures of disease in the postgenomic era; applying metabonomics to toxicity screening and mechanism of action studies; and realizing the potential of metabonomics as an *in vitro* diagnostic testing platform. Additional sessions will address how to identify the opportunities and challenges of introducing metabonomics into drug discovery/development.

For more information, contact Pharmaceutical Education Associates at 212-558-6465 or visit pharmedassociates.com.

July
21 July 21-22, 2003, The Watergate Hotel — Washington, D.C.
Obesity and the Metabolic Syndrome

Industry experts will address insulin resistance, the linchpin between obesity and cardiovascular disease; common pathways linking obesity, dyslipidemia, and insulin resistance; components of the metabolic syndrome associated with increased risk of cardiovascular disease; and novel approaches for treating all aspects of the metabolic syndrome.

For more information, contact Pharmaceutical Education Associates at 212-558-6465 or visit pharmedassociates.com.

July
24 July 24-25, 2003, Sheraton Rittenhouse Square — Philadelphia
4th Forum on Pharmacovigilance/Risk Management

The forum on pharmacovigilance and risk management will address how pharmaceutical companies are working to establish risk management plans to remain compliant with FDA regulations.

For more information, contact the Center for Business Intelligence at 800-817-8601, e-mail cbireg@cbinet.com, or visit cbinet.com.

July
28 July 28-29, 2003, Hilton Alexandria Mark Center — Alexandria, Va.
3rd Annual Data Mining and Warehousing for Pharmaceutical Sales and Marketing

The conference will provide attendees with strategic, tactical, and useable information about how world-class pharmaceutical organizations are using the capabilities of their data warehouses and combining that technology with the power of data mining to gain a competitive edge.

For more information, contact the Center for Business Intelligence at 800-817-8601, e-mail cbireg@cbinet.com, or visit cbinet.com.

July
28 July 28-29, 2003, Park Hyatt Philadelphia at the Bellevue — Philadelphia
Specialty Injectables and the Formulary: Utilizing Current Managed Care Trends for Optimal Pharmaceutical Outcomes

Experts will discuss the current landscape of injectable and infusible therapies; the future of biologics; how managed care uses pharmacoeconomics to determine coverage of injectables and infusibles; the challenges of Medicare and Medicaid reimbursement for injectables; using the formulary in a marketing strategy; "plug and play" formularies; and balancing the cost of new drugs.

Other topics to be addressed include the benefits of managed care and manufacturer partnerships; and the long-range impact of injectables on the managed-care and pharmaceutical industries.

For more information, contact Pharmaceutical Education Associates at 212-558-6465 or visit pharmedassociates.com.

PLANNING AHEAD

August
4 August 4-5 2003, Marriott East Side — New York
Patient Recruitment for Clinical Trials

The conference will cover reducing trial cycle times through successful patient recruitment, ensuring proper feasibility testing for clinical trials, training staff in best practices for patient recruitment, impact of HIPAA on recruiting, and Internet-based and enhanced marketing tactics.

For more information, contact Marcus Evans Conferences, at 212-983-3500, e-mail marketing@marcusevansny.com or visit marcusevans.com.

August
4 August 4-6, 2003, Seaport Hotel and World Trade Center — Boston
Disease Management Conference and Expo

This conference will present the expertise of employers, health plans, providers, government, technology leaders, futurists, pharma, experts in high growth disease states, and healthcare privacy experts. Interactive workshops will investigate quality, outcomes, ROI, evidence-based medicine, and comorbidities.

For more information, contact Strategic Research Institute at 212-967-0095, e-mail info@srinstitute.com or visit srinstitute.com.

August
10 August 10-15, 2003, The Hynes Convention Center — Boston
8th Annual Drug Discovery Technology World Congress

IBC Life Sciences' conference will have three tracks dedicated to science, business, and informatics. Conference sessions will address how new technologies, scientific advances, business strategies, and informatics solutions are helping to accelerate the drug-discovery process. The conference will provide attendees with ample opportunities to learn about these key developments and interact with fellow attendees in complementary disciplines.

For more information, contact Ellen Massa, IBC Life Sciences, at 508-616-5550, e-mail emassa@ibcusa.com, or visit ibcusa.com.

August
14 August 14-15, 2003, The Westin Princeton at Forrestal Village — Princeton, N.J.
Pharmaceutical Branding

The Center for Business Intelligence's Forum will bring together marketing, product, brand, and business development leaders to share their experiences and insights into how best to position a brand in the marketplace. Presentations will cover topics such as: branding internally; energizing the connection between brand identity, brand position, and creative execution; understanding the person behind the disease to better establish the brand; evolving the brand into a relationship with consumers and physicians; and translating CRM investments into value for the brand.

For more information, contact The Center for Business Intelligence at 800-767-9499, e-mail register@cbinet.com, or visit cbinet.com.

August
17 August 17-22, 2003, Tuck School of Business at Dartmouth — Hanover, N.H.
41st Annual Management Development Program

This strategic marketing seminar, which is limited to 60 participants, will feature market segmentation and positioning, buying decisions and marketing communications, defending brand equity, pharmaceutical marketing in a digital economy, ethics and marketing, the markstrat simulation exercise, new product launch, regulatory issues in the marketing and promotion of prescription drugs, and the three dimensions of marketing.

For more information, contact the HMC at 610-868-8299, e-mail courtney@hmc-council.org, or visit hmc-council.org.

For a complete listing of industry events throughout the year, please visit pharmaVOICE.com/conferences.html.