

# THE Change Agents

Not content with the status quo, these individuals have decided to shift the paradigm in their fields and are impacting business processes, technologies, and strategies across the life-sciences industry.

**FOR MARK BARD, PRESIDENT OF MANHATTAN RESEARCH**, the secret to a great picture is often the right light. Photography, one of his favorite hobbies, requires the ability to capture the shot at a unique point in time, literally the one perfect moment. This analogy translates to Mr. Bard's work in the life-sciences industry; he thrives on the challenge of identifying that one moment in which he can change the way people think about pharmaceutical marketing.

A nationally recognized speaker and expert commentator on topics that include the Internet, information technology trends, pharmaceutical marketing, direct-to-consumer advertising, and disease management, he is excited by the prospects of blazing new trails, working with new clients, and trying new approaches.

With responsibility for the overall strategic guidance of Manhattan Research, Mr. Bard strives to ensure the industry becomes more focused on customer satisfaction and service and learns how to build and maintain relationships over the long term. He is also the author of numerous articles and book chapters covering topics such as health administration, health software, and the Internet's impact on health.

This passion for what he does has made Mr. Bard one of the leading health and pharmaceutical industry analysts today.

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*Mark Bard, President of Manhattan Research, thrives on the thrill of getting a new business off the ground, of working with new clients, blazing new trails, and trying to change the way people think about pharmaceutical marketing.*

## Mark BARD

### EDUCATION

B.S. in health administration from James Madison University, an MBA from the University of North Carolina (UNC) at Chapel Hill, and an MHA from UNC Chapel Hill

### HOBBIES

Photography, traveling, cooking

### CAREER HIGHLIGHT

First year as president of Manhattan Research in 2002

### BIGGEST INDUSTRY CHALLENGE

Moving the industry toward a mentality of customer satisfaction and service

Keeping the  
Focus on  
Results





## Richard **ELLIOTT**

Keeping up with the Times

**GROWING UP ON A DAIRY FARM, RICHARD ELLIOTT LEARNED THAT IF YOU WANTED TO EAT YOU NEEDED TO WORK.**

He identifies this as his German work ethic, and it's helped make him the tenacious, innovative leader that he is today.

During his 40 years with Medical Marketing Service Inc. (MMS), of which he is now president, Mr. Elliott has experience in almost every position at the company, witnessing and being a part of the signifi-

cant technological developments that have transformed the industry.

Leading the automation effort of the AMA list business, Mr. Elliott has been present at the birth of the mainframe computer industry, the PC revolution, and now the exploding Internet. Along the way, he has recognized that each advance enhances the way in which information and data can be delivered to clients.

An innovator in developing e-mail broadcast service to physicians, Mr. Elliott facilitated the e-detailing

movement and spearheaded the transition from offline paper communications to online marketing communications.

Revolutionizing circulation management by developing 21st century, Web-enabled systems that allow list users to select and download AMA lists, Mr. Elliott's initiatives have been instrumental in replacing archaic mainframe legacy systems.

Being only the third president in the company's 77-year history, Mr. Elliott realizes the responsibility that goes along with such an honor.

*During his 40 years with Medical Marketing Service Inc. (MMS), Richard (Dick) Elliott, President, has been a part of the significant technological development that has transformed the industry.*

**EDUCATION**  
Carthage College, Kenosha, Wis., and the University of Illinois-Chicago

**HOW HE INSPIRES OTHERS**  
Hard work; having spent his early life on a dairy farm, Mr. Elliott learned if he did not work he might not eat

**WHAT INSPIRES HIM**  
Hard work and loyalty

**FAMILY**  
His five grandchildren are the highlight of his life

**CAREER HIGHLIGHT**  
The awesome responsibility of being the third president in MMS's 77-year history

**HOBBIES**  
Golf

## Changing Access to Clinical-Study Data

**A POSITIVE OUTLOOK AND A HUMBLE, OPEN APPROACH HAVE MADE GEORGE RAFOLS A THOUGHTFUL AND INTUITIVE PROBLEM SOLVER.**

As director of business development at PharmaLinkFHI, Mr. Rafols helps the company expand its customer base by smoothly opening doors for everyone and helping to accelerate the goal of improving access to real-time clinical study information.

Described by peers as the man who can get an RFP out of anyone, Mr. Rafols achieves this by listening carefully to people and then leveraging his expertise in providing technology-based solutions.

Mr. Rafols believes it is important never to take any opportunity for granted and to try to avoid getting caught up in the day-to-day grind. His father was a political prisoner in Cuba, and Mr. Rafols constantly reminds himself how fortunate he is to live in a free society and to make his own decisions, be they right or wrong.

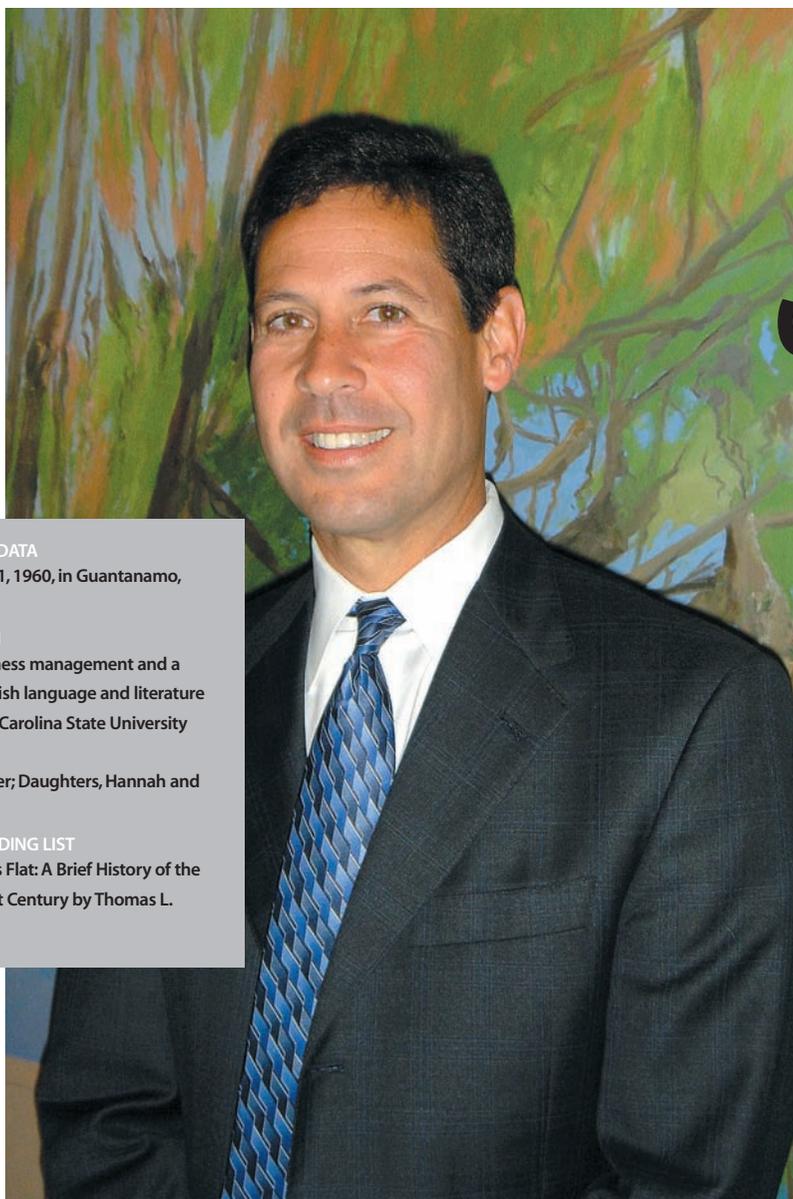
With more than 20 years of experience in the pharmaceutical and medical-device industries, first at Domain Pharma (now Phase Forward) and later at SAS as a life-sciences manager, he has been responsible for providing clinical-research software solutions to Fortune 500 biopharmaceutical organizations. Outside of the office, family is the center of his life, and when not traveling with his job, he's busy with his daughters' cheerleading and soccer activities.

**PERSONAL DATA**  
Born Aug. 21, 1960, in Guantanamo, Cuba

**EDUCATION**  
B.A. in business management and a B.A. in Spanish language and literature from North Carolina State University

**FAMILY**  
Wife, Jennifer; Daughters, Hannah and Haley

**ON HIS READING LIST**  
The World Is Flat: A Brief History of the Twenty-First Century by Thomas L. Friedman



## George **RAFOLS**

*George Rafols, Director of Business Development at PharmaLinkFHI, believes it is important never to take any opportunities for granted.*

John TALANCA JR.

## A Vision for Learning

### **ALWAYS ON THE LOOKOUT FOR WHAT'S BEST FOR THE ORGANIZATION AND HIS STAFF,**

learning and development guru John Talanca Jr. is deeply cognizant of the pressure on reps to be knowledgeable and to sell more products in a tight and competitive market.

To help his colleagues at Novartis achieve their full potential, Mr. Talanca and his team take a broad and deep approach to training. Colleagues describe him as being ahead of his time in terms of his vision for learning and development.

And he is systematic in developing industry-changing processes; he thoroughly tests a solution before moving forward with it.

Taking a progressive approach to Web-based training, Mr. Talanca has implemented a robust learning management system that delivers the majority of the company's e-learning initiatives. The solution, which also serves as an online library for educational materials and files, as well as an online-ordering system for certain training materials, has resulted in significant savings and has been widely embraced by Novartis managers.

Mr. Talanca also has been instrumental in improving integration between the company's U.S. and global training groups and developing strategic partnerships with external suppliers. In all his dealings, Mr. Talanca ensures there is give and take from both sides and treats everyone he encounters with respect.

Mr. Talanca provides professionals in the training world with a model of success, and he gladly shares his general knowledge and skills by presenting at various professional associations.

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*As Head of Learning Technologies of Novartis Pharmaceuticals Corp.'s Global Marketing & Sales Learning division, John Talanca Jr. provides professionals in the training world with a model of success.*



To access a FREE Podcast for thought-leader perspective go to [pharmavoice.com/podcasts](http://pharmavoice.com/podcasts).

#### **PERSONAL DATA**

Born Aug. 12, 1965, in Warren, Ohio

#### **EDUCATION**

B.S. in biomedical communications from Ohio State University

#### **HOBBIES**

Bicycling, coaching Little League baseball, reading Jungian psychology, traveling

#### **ON HIS READING LIST**

The World is Flat: A Brief History of the Twenty-first Century by Thomas Friedman; Making Minds Less Well Educated Than Our Own by Roger Schank, and Fear and Loathing in Las Vegas by Hunter S. Thompson

#### **BIGGEST INDUSTRY CHALLENGE**

Convincing others that learning needs to be a respected part of the workday



# FREE WebSeminar



## DRA UPDATE — OIG Recommendations and Issues Under Consideration by CMS

On May 30, 2006, the Office of Inspector General (OIG) released recommendations to CMS regarding AMP calculation requirements as a result of the Deficit Reduction Act (DRA).

The OIG recommendations to CMS cover several areas of concern for pharmaceutical manufacturers. In turn, a number of AMP reporting issues must be resolved by CMS before the first quarter of 2007 submissions.

In this session, you'll gain an understanding of the calculation recommendations and reporting issues as well as CMS' response and expert approach to addressing these changes.

### Specific areas of discussion:

- Requirements in defining a retail class of trade
- Treatment of pharmacy benefit manager rebates
- Administrative and service fees
- Frequency of AMP reporting and final pricing
- Baseline AMP
- Best price reporting
- Prompt pay requirements and rebate penalty adjustment
- Methodology for calculating AMP

### DON'T MISS THIS INDUSTRY EXPERT

Wednesday  
August 2, 2006  
1:00 PM EST

### Featured Speaker



Donna Lee Yesner

*Partner*

McKenna Long & Aldridge

## Sign up today!

<http://pharmavoices.com/weblix/deficitupdate>

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### WHO SHOULD ATTEND

If you are involved in pharmaceutical or biotech commercial contracting, managed markets, finance, information management, government compliance, and contract operations disciplines, **this is a program you can't afford to miss!**



## Swaying the CRO Industry

### INSPIRED BY THE GOAL OF ACCELERATING NEW DRUG DEVELOPMENT THROUGH ALLIANCES,

Ahsan Awan has created a best-of-breed model that seamlessly links CROs and strategic partners. This is achieved by using common technologies, systems, and SOPs to deliver the highest quality globally scalable services solutions, from discovery and validation of targets through clinical development and postmarketing activities.

As VP of corporate affairs and global business development at Global CINRG, a virtual CRO, Mr. Awan's aim is to deliver high-quality, globally scalable service solutions. Mr. Awan has leveraged almost 25,000 contract resources in about 73 countries and has put this information in the hands of pharma — all without any marketing or external financing.

Driven by the desire to help the pharmaceutical industry expedite drug development, Mr. Awan says his toughest task is getting to sleep at night as his mind constantly is searching for new ideas.

Mr. Awan credits his parents for challenging him to be bigger than he believes himself to be, and pays tribute to his sister who reminds him that life is short and should be lived passionately and to the fullest. He also

# Ahsan AWAN

#### PERSONAL DATA

Born Nov. 13, 1974, in Sacramento, Calif.

#### EDUCATION

B.S. and J.D. from the University of Oregon and working on an MBA from George Washington University

#### FIRST JOB

Laboratory research assistant working on in vitro human T-lymphocyte replication at the University of Wisconsin School of Medicine

#### ON HIS READING LIST

*Work Like Your Dog* by Matt Weinstein and Luke Barber

#### HOBBIES

Hawaiian hula dancing, creating media content for film and television, kite surfing, and volunteering at Landmark Education

credits Landmark Education and his seminar leader-coach, Tim Kuster from Matrix, for inspiring him.

*Ahsan Awan, VP, Corporate Affairs and Global Business Development at Global CINRG Inc., is driven by the desire to help the industry expedite drug-development by providing transparent real-time data and trend analysis in clinical trials.*

# JACK BARRETTE

### WITH MORE THAN 20 YEARS OF HEALTHCARE MARKETING EXPERIENCE BEHIND HIM,

Jack Barrette, category development officer for lifestyle, health, and medicine at Yahoo!, is striving to make a real and, ideally, revolutionary impact on the industry by moving companies away from traditional DTC marketing to integrated interactive, online relationship marketing. By addressing this wave in Internet marketing, Mr. Barrette is helping tens of millions of healthcare consumers receive the information they need.

Mr. Barrette has long been a keen contributor to health information on the Internet and has been ahead of the curve. For example, in 1995 he wrote an article on the 12 healthcare sites on the Web.

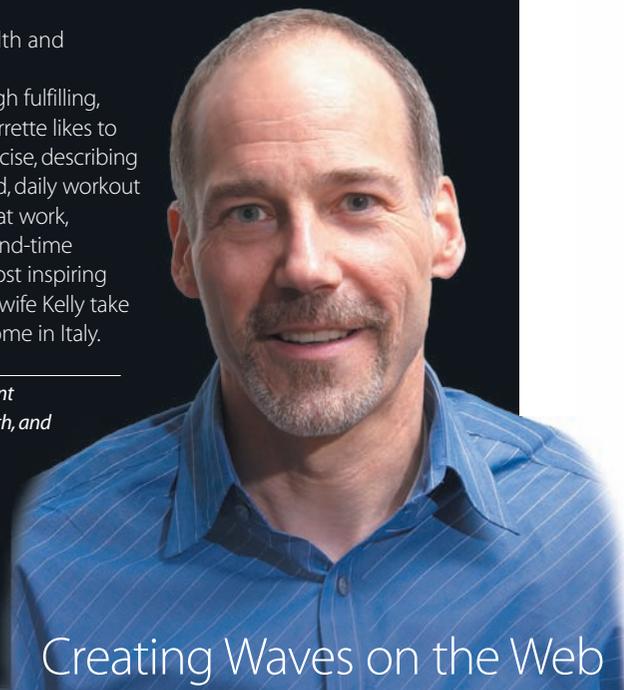
Additionally, in 1999, he led a team that created the first full-scale Internet pharmaceutical product launch program for SmithKline Beecham's Avandia.

Today, alongside a team that Mr. Barrette describes as the best and the brightest, he works to ensure that Yahoo! continues to play a major role in shifting pharmaceutical marketing to embrace the

Internet's role in health and medicine.

With a busy, though fulfilling, work schedule, Mr. Barrette likes to unwind through exercise, describing himself as a dedicated, daily workout fiend. And when not at work, Mr. Barrette — a second-time PharmaVOICE 100 most inspiring individual — and his wife Kelly take off to their second home in Italy.

*As Category Development Officer for Lifestyle, Health, and Medicine at Yahoo!, Jack Barrette is helping to turn the DTC media world on its head, and as a result, is influencing tens of millions of health consumers.*



Creating Waves on the Web

#### PERSONAL DATA

Born June 24, 1961, in Boston

#### EDUCATION

B.A. from Tufts University

#### FIRST JOB

Promoting the Tufts Nutrition Research Center On Aging

#### HOBBIES

Exercise and travel, particularly to Italy

# Tee Off for Charity!

Monday, September 18, 2006

## 6th Annual PHARMALINX GOLF OUTING

### Player Participation:

Foursome: \$1,250 or Single: \$375

### CORPORATE SPONSORSHIPS AVAILABLE:

**PLATINUM: @\$6,500** - receives 4 player spots and dinner\*

**GOLD: @\$4,500** - receives 4 player spots and dinner\*

**SILVER: @\$2,500** - receives 2 player spots and dinner\*

**BRONZE: @\$1,500** - receives 1 player spot and dinner\*

\* Corporate sponsorship advertising package includes: 1 prize hole, hole signage, advertising on electronic scorecard, listing in program and PharmaVOICE Magazine, opportunity to add promotional item to give-away bag

### HOLE SPONSORSHIPS

Holes with prizes ... **\$1,000** (12 available)\*\*

Single holes without prizes ... **\$750** (6 available)\*\*

### ADDITIONAL SPONSORSHIPS

Commemorative Photos for Players ... **\$2,000** (3 available)\*\*

Carts ... **\$2,000** (3 available)\*\*

Lunches ... **\$1,000** (3 available)\*\*

Putting Competition ... **\$1,000** (3 available)\*\*

Refreshment Stations ... **\$1,000** (3 available)\*\*

Chair Massage Station ... **\$750** (3 available)\*\*

\*\* Sponsor advertising package includes: signage at sponsored area, advertising on event Website, listing in program and PharmaVOICE Magazine, opportunity to add promotional item to give-away bag

### PROGRAM ADS

This advertising fee includes a black and white ad in the event program and name of sponsor listed in the November/December issue of PharmaVOICE.

**Full Page Ad ... \$300** (5" w x 7 1/2" h)

**1/2 Page Ad ... \$225** (5" w x 3 3/4" h)

**1/3 Page Ad ... \$75** (5" w x 2 3/8" h)

### Benefiting:

**The Lankenau Institute  
For Medical Research**

### Hosted by:

**PharmaVOICE Magazine &  
AXIS Healthcare  
Communications LLC**

### Where:

Jericho National Golf Club  
New Hope, PA 18938

### Date:

Monday, September 18, 2006

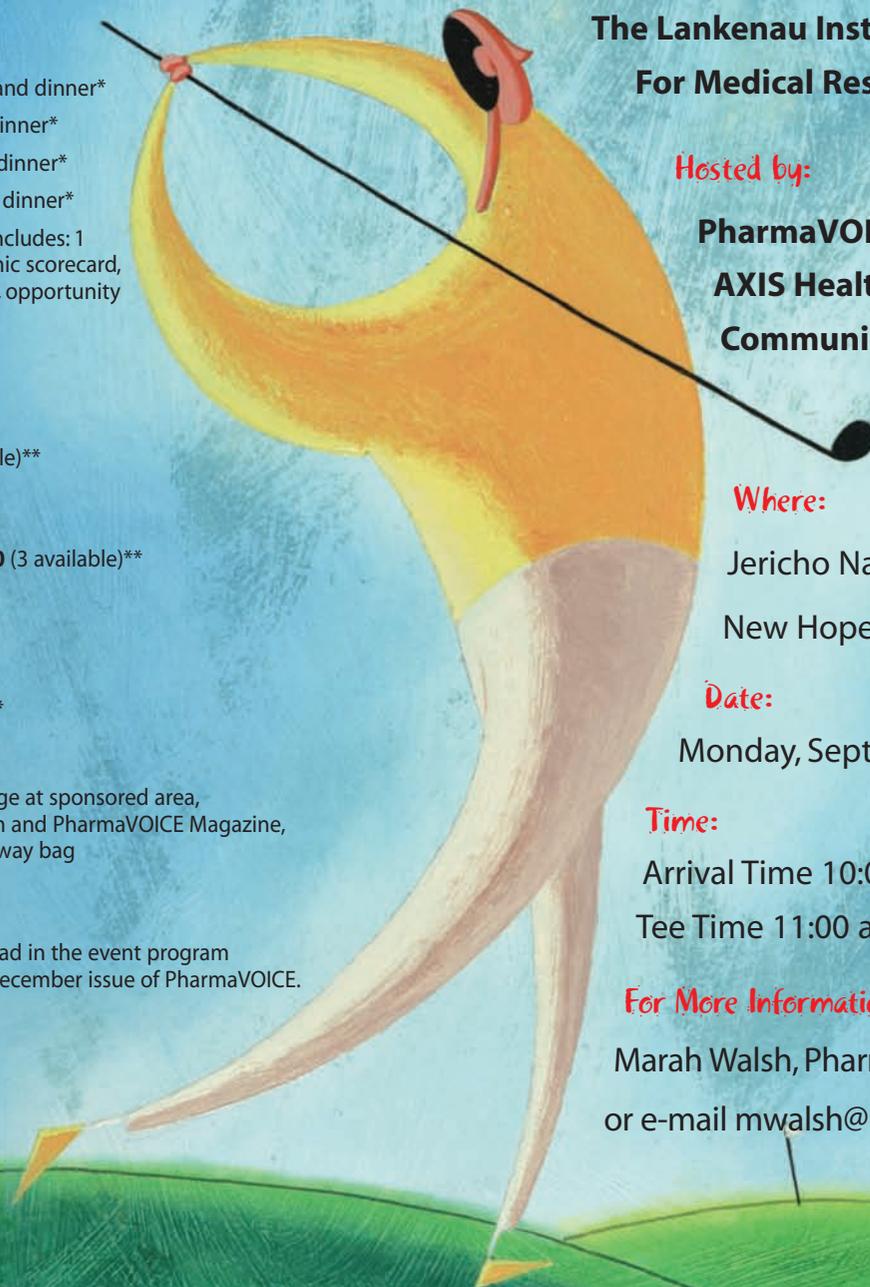
### Time:

Arrival Time 10:00 am

Tee Time 11:00 am – shotgun start

### For More Information Contact:

Marah Walsh, PharmaLinx, 215-321-8656  
or e-mail [mwalsh@pharmalinx.com](mailto:mwalsh@pharmalinx.com)





## Dr. Cameron DURRANT

### Changing the Field of Play

**WHEN CONNETICS ACQUIRED PEDIAMED IN JANUARY THIS YEAR, IT BOUGHT A SALESFORCE THAT WAS DRIVEN BY THE VISION CREATED BY ITS LEADER, CAMERON DURRANT, M.D., MBA.**

Having built up commercial expertise as well as R&D and business development experience in a range of roles at Merck, then GSK, and more recently as VP of global infectious diseases and then head of global business planning and operations at Pharmacia, Dr. Durrant was appointed president and CEO of PediaMed in 2003. From the start, Dr. Durrant and his team at PediaMed committed themselves to the needs of some of society's most vulnerable patients: children. An advocate for children's rights, Dr. Durrant speaks out for the need to ensure pediatric patients are well looked after, as well as about his concern over the disproportionate share of children living in poverty.

Peers and colleagues say Dr. Durrant inspired passion, devotion, and leadership from the sales reps and other staff at PediaMed, and he built a company that was transparent and as devoid of politics as they had seen. Colleagues say his constantly uplifting remarks and personal interaction with his staff were an inspiration to the entire company.

In addition to the loyalty Dr. Durrant generates, he also had been a strong business leader for the company, which demonstrated consistent excellence since commencing commercial operations in 2001. Under Dr. Durrant's leadership, PediaMed became a best-in-class company. This is the second year Dr. Durrant has been nominated for PharmaVOICE's Inspiring 100 issue, and with the knack of motivating, inspiring, and creating change for the better, he will no doubt exhibit those same qualities in his next role as he now actively seeks a position at a specialty or big pharma company that would leverage these capabilities.

*Cameron Durrant, M.D., MBA, inspires those around him through belief in, and playing to, their strengths, coupled with creating challenging goals, being clear and explicit with expectations, sharing as much information as possible, focusing on results, and maintaining objectivity in all decisions.*

#### EDUCATION

M.D. from the Welsh National School of Medicine, Cardiff, U.K.; MBA from the Henley Management School, Oxford, U.K.; Diploma of the Royal College of Obstetricians and Gynecologists, Member of the Royal College of General Practitioners, and Diploma in Clinical Hypnotherapy

#### FIRST JOB

Junior hospital physician

#### ON HIS READING LIST

The 8th Habit by Stephen Covey

#### BIGGEST INDUSTRY CHALLENGE

Managing the escalating costs of healthcare

First Announcement

# HMC 06

Annual Conference



## Make the Genie Work for You!

Mapping Effective Healthcare  
Marketing & Communications



This year's conference will be the most powerful event on the healthcare conference calendar...**don't miss it!**

### Three Great Tracks

- Professional Development
- Marketing Communications
- Medical Communications

For registration and sponsorship information please contact  
**Laura DeGroot at the HMC Office 610-868-8299 or**  
[laura@hmc-council.org](mailto:laura@hmc-council.org)

**October 5-6, 2006**  
Hilton East Brunswick Hotel  
East Brunswick, New Jersey

**SAVE  
-THE-  
DATE**

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FOR CONTINUING HEALTHCARE EDUCATION

This activity will be certified for IACET credit by the Institute for Continuing Healthcare Education.



university

[www.hmc-council.org](http://www.hmc-council.org)



## A Fresh Look at Relationship Building

**THE NEEDS OF CUSTOMERS COME FIRST FOR BOB BROOKS**, and he takes a fresh approach to design-

ing and implementing marketing initiatives. From his encyclopedic knowledge of online marketing to a commitment to interpreting new trends for senior management, Mr. Brooks, director of integrated solutions, U.S. pharma Philadelphia at Glaxo-

SmithKline, has been a voice of innovation in an industry that could benefit from emerging marketing channels.

With more than 20 years of patient-education and strategy experience, Mr. Brooks is responsible for leading the development and execution of relationship marketing and Internet promotional programs for GlaxoSmithKline's general pharma Philadelphia division. He also directs Internet plans to enhance customer relationships and increase bottom-line results.

Among Mr. Brooks' accomplishments are cofounding, growing, and ultimately selling a Boston-based digital marketing consulting firm. He has received more than 20 awards for patient and healthcare professional educational programs, and he is recognized for his skill at building strong, motivated teams.

From strategy to implementation, Mr. Brooks has helped to create numerous long-term business-to-business and business-to-consumer solutions for a variety of healthcare organizations.

*Bob Brooks, Director of Integrated Solutions, U.S. Pharma Philadelphia, at GlaxoSmithKline, has been a voice of innovation in an industry that could benefit from emerging marketing channels.*

**EDUCATION**  
B.S. in mass communications from Emerson College

**PERSONAL DATA**

Born Jan. 23, 1960, in Nashville, Tenn.

**EDUCATION**

B.A. from the University of Pennsylvania, an MBA from The Wharton School of Business, and a M.D. from Baylor College of Medicine

**CAREER HIGHLIGHTS**

Founding Bernard Associates; serving as U.S. Product Manager for the launch of Bristol-Myers Squibb's blockbuster drug Pravachol; initiating and teaching two graduate courses at The Wharton School of Business, Pharmaceutical Management and Health Information Technology

**ON HIS READING LIST**

Blue Ocean Strategy by W. Chan Kim; Clients for Life by Andrew Sobel; and Strategic Market Management by Mark E. Parry

# DR. STAN BERNARD

## Sparking Creative Approaches to Industry Challenges

Founder and president of Bernard Associates, Stan Bernard, M.D., MBA, has been hailed as one of the most strategic, innovative consultants in the pharmaceutical industry.

Nationally renowned as a healthcare and pharmaceutical industry guru, Dr. Bernard's business consulting firm is dedicated to adding value and effectiveness to companies that market and develop innovative healthcare products and technologies.

Even before founding his own consulting business, Dr. Bernard had a string of successes. As U.S. product manager for Bristol-Myers Squibb, Dr. Bernard launched the cholesterol-lowering drug Pravachol, which exceeded \$100 million in sales its first year on the market.

He is also an innovator in the area of education. In 1991, Dr. Bernard initiated and taught the pharmaceutical management course at The Wharton School of Business. He also initiated a second course at Wharton, health information technology. In addition, Dr. Bernard was the founding editor and editor-in-chief of *Disease Management*, the first international, peer-reviewed journal in the field. His consulting was recognized when he was named as the first recipient of the A.T. Kearney Global Intellectual Capital Award, the consulting firm's highest individual honor worldwide. For 12 years, Dr. Bernard has served as an expert consultant to the U.S. Agency for Healthcare Research and Quality (AHRQ).

Dr. Bernard has been a consultant to eight of 10 ten pharmaceutical companies, as well as many of the leading medical device, diagnostics, and healthcare consumer products companies. Dr. Bernard's consultancy with major pharmaceutical companies has contributed to awards in pharmacogenomics applications, marketing, and life-cycle-management issues.

A regular keynote speaker at industry events, Dr. Bernard's drive, innovation, and ideas have regularly inspired audiences. He has been featured on national television and in leading publications and has published more than 50 book chapters and articles on healthcare and pharmaceutical topics.

Dr. Bernard's open, honest, and direct style and demonstrated exceptional leadership have been instrumental in influencing key stakeholders on many global projects.

He encourages clients and their organizations to step out of their comfort zones by looking at opportunities and challenges from different perspectives. Using an executive consulting approach, Dr. Bernard works with clients as a member of their teams to use out-of-the-box strategic thinking to achieve their objectives. In addition, he mentors

and encourages executives to use strategic approaches to develop their careers: think creatively, reach higher, and take control.

*Founder and President of Bernard Associates, Stan Bernard, M.D., MBA, inspires others by combining a synergistic meld of purpose, teamwork, and intellectual capital to address industry challenges.*



**17<sup>th</sup>** Annual Conference of the National Task Force  
on CME Provider/Industry Collaboration

# CME PROVIDER AND INDUSTRY COLLABORATION:

*How to Do It Better*

## **SPEAKERS INCLUDE:**

Thomas W. Abrams, RPh, MBA, Food and Drug Administration

Marcia J. Jackson, PhD, American College of Cardiology

Norman Kahn, MD, American Academy of Family Physicians

Murray Kopelow, MD, MSC, Accreditation Council  
for Continuing Medical Education

George Mejicano, MD, MS,  
University of Wisconsin Medical School

James Sheehan, Esq., US Department of Justice

## **ATTEND THIS CONFERENCE IF YOU ARE:**

A current CME or industry professional involved with developing or funding CME activities:

- Differentiate among the guidelines from regulatory and accrediting agencies (including the FDA, OIG and ACCME), and identify strategies for compliance
- Evaluate the relationship among industry, CME and regulatory stakeholders and discuss implications for collaboration in the current environment
- Explore progresses in CME provider/industry collaboration, including those related to letters of agreement, speakers' bureaus, grant application procedures, development of satellite symposia and certification of CME professionals
- Discuss examples of successful collaboration and apply them to your own practice
- Discuss current trends in the industry support of CME and evaluate their potential impact on CME and collaboration

**October 16-18, 2006**

**Baltimore Marriott Waterfront Hotel  
Baltimore, MD**

**REGISTER NOW!**

For more information, call 800 621-8335, ext. 4637  
Or visit [www.ama-assn.org/go/cmetaskforce](http://www.ama-assn.org/go/cmetaskforce)

# Dr. Jeff WILTROUT



Creating a Paradigm Shift  
in Relationship Marketing

#### PERSONAL DATA

Born Sept. 16, 1966, in Waynesburg, Pa.

#### EDUCATION

B.S. in industrial/organizational psychology from Ohio University; M.S. in psychology from West Virginia University; and Ph.D. in industrial/organizational psychology from Ohio University

#### FAMILY

Wife, Kristin; Sons, Nicholas, 10, Zachary, 7

#### HOBBIES

Vacations with the family, reading, golf, basketball, skiing

#### BIGGEST INDUSTRY CHALLENGE

Adapting to the impending paradigm shift from mass marketing to precision marketing

**PROPELLED BY A VISION FOR IMPROVING THE AREA OF RELATIONSHIP MARKETING, JEFF WILTROUT, PH.D., HAS BEEN A KEY INSTIGATOR IN EVOLVING THE PRACTICE OF INTEGRATED MARKETING AT GLAXOSMITHKLINE.**

With a passion for what he does, Dr. WiltROUT leads a smart, dedicated team to move beyond push marketing to create a customer-centric experience.

With a broad background in technology solutions to enhance marketing programs — from database development and integration to e-business initiatives — Dr. WiltROUT has put into practice innovative and leading-edge approaches that many companies are now only experimenting with.

He understands full well the challenge of preparing the industry to adapt to the impending paradigm shift from mass marketing to precision marketing and guides GSK to that end. Dr. WiltROUT provides strategic direction and governance for the integrated consumer intelligence system and directs marketing and Internet promotions for many general pharmaceutical products. He is regarded as a CRM thought leader within the company and leads the development of innovative solutions.

Each step of the way, Dr. WiltROUT is pressing ahead with behavior change in marketing practices and working to help the company leverage customer lifetime value and maximize its return on investment.

*Jeff WiltROUT, Ph.D., Director of Integrated Solutions, US Pharma RTP, at GlaxoSmith-Kline, has put into practice innovative and leading-edge approaches that many companies are only now experimenting with.*

# DANA REEVE

A Real Superwoman

**NAMED ONE OF AMERICA'S OUTSTANDING WOMEN IN 1995 AND RECIPIENT OF THE VISITING NURSES ASSOCIATION'S CAREGIVER'S COURAGE AWARD**, an award now named in her honor, Dana Reeve — though perhaps best-known as the wife of late actor Christopher Reeve — was a remarkable woman in her own right.

Following the horse-riding accident that left her husband paralyzed, Ms. Reeve, an actress and singer, turned her attention to helping others. A founding member of The Christopher Reeve Foundation, Ms. Reeve succeeded her late husband as chair of the foundation in 2004. By creating and chairing the Foundation, Ms. Reeve led the way in institutionalizing essential support of medical researchers and practitioners in the search for, and development of, breakthrough therapies and treatments for people suffering with spinal cord injuries and diseases.

The Christopher Reeve Foundation remains one of the nation's most stalwart supporters of stem-cell research.

Ms. Reeve was instrumental in establishing the Foundation's Quality of Life initiatives: the Quality of Life grants program, and the Christopher & Dana Reeve Paralysis Resource Center. The Quality of Life grants program has awarded more than \$8 million to support programs and projects to improve the daily lives of people with paralysis since its start in 1999.

Serving on the boards of TechHealth and The Reeve-Irvine Center for Spinal Cord Research and on the advisory board of the National Family Caregivers Association, Ms. Reeve received numerous awards for her work, including the

Shining Example Award in 1998 and the American Cancer Society Mother of the Year in 2005.

Despite having never smoked, Ms. Reeve was diagnosed with lung cancer in 2005 and ultimately succumbed to its ravages, passing away on March 6, 2006, mere days before her 45th birthday. But even in the weeks before she died, Ms. Reeve continued to fight to help for disabled victims of Hurricane Katrina and fellow victims of lung cancer.

#### PERSONAL DATA

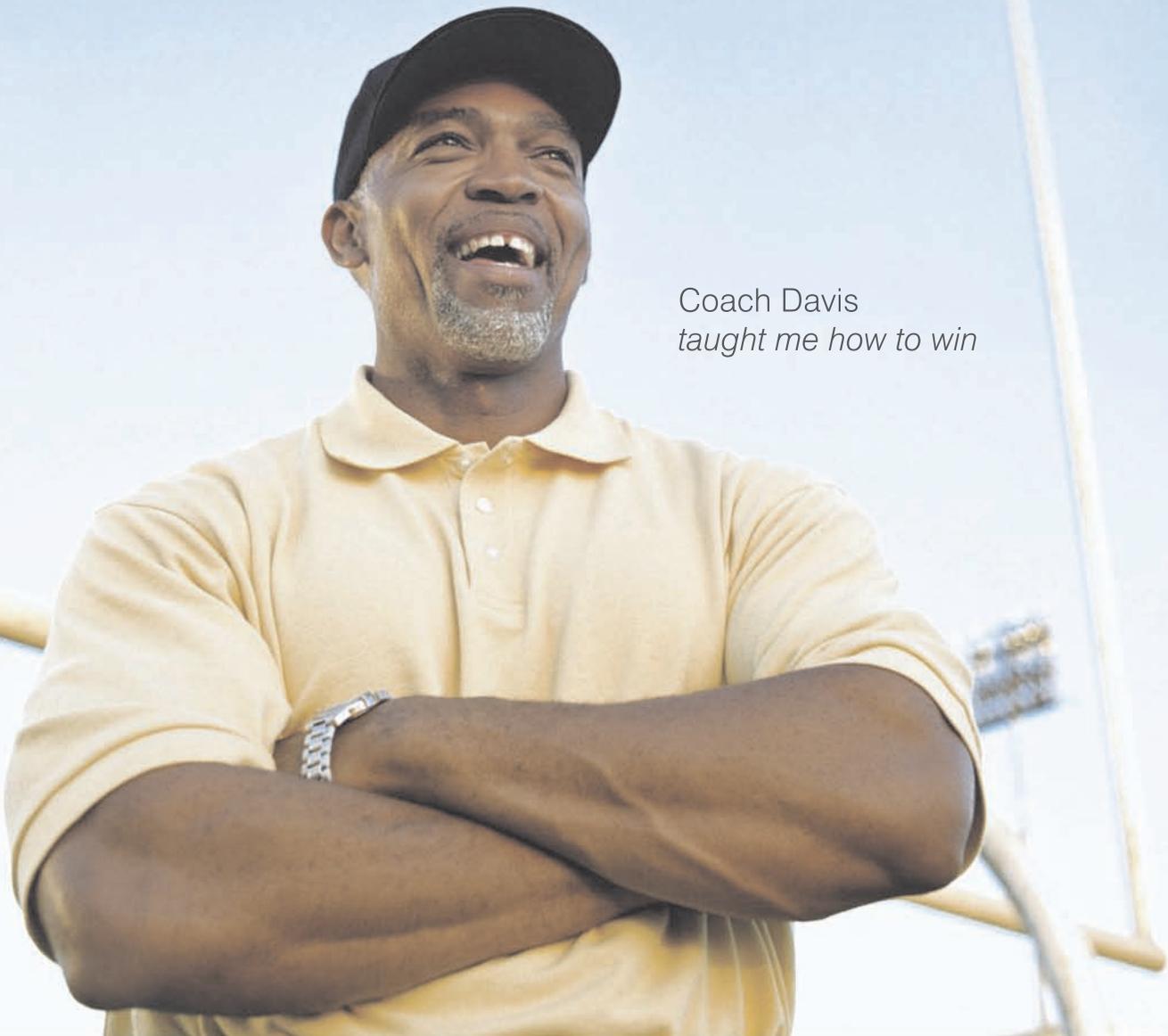
Born March 17, 1961; died March 6, 2006



*Dana Reeve, Cofounder and Chairman of the Christopher Reeve Foundation, will be remembered for her passion, strength, courage, and selfless dedication to helping others, qualities that became her hallmarks.*

# Who's your favorite teacher?

Learning from great teachers is a joy. The process itself is rewarding.  
That's fully engaged learning. That's NXLevel.



Coach Davis  
*taught me how to win*



## Taking a Logical Approach to Pharma Decision Making

**SERVING AS PRESIDENT AND CEO OF INVENTIV'S HEALTH PRODUCTS RESEARCH DIVISION SINCE AUGUST 1999,**

Leonard J. Vicciardo has become a recognized industry expert for bringing innovative approaches and strategic solutions to bear on major challenges facing the pharmaceutical industry.

Having developed and implemented several unique analytics instruments, including the first subnational "Share of Voice"

audit, Mr. Vicciardo has enabled pharmaceutical companies to measure performance and react to market dynamics in a more informed way.

Throughout his career, Mr. Vicciardo has been responsible for groundbreaking research that drives a logical approach to decision making.

Most recently, Mr. Vicciardo has championed the development of a salesforce automation platform that includes performance measurement and management analysis and reporting. This further enhances his total data solution, which helps organizations better navigate the ever-changing dynamics of the pharmaceutical landscape.

Leading a team of high-powered, industry-experienced professionals, Mr. Vicciardo's track record has positioned him not only as an authority on the issues impacting the industry today but on the emerging trends that will shape the future.

Under Mr. Vicciardo's leadership, the company provides expert consulting services across all issues impacting pharmaceutical sales and marketing, including strategic and competitive intelligence research, syndicated unique studies, sales representative performance and competitive benchmarking, proprietary research audits, and executive-level strategic consulting.

*A recognized industry expert, Leonard J. Vicciardo, President and CEO of Inventiv Pharma Analytics, brings unique, innovative approaches and strategic solutions to bear on the major challenges facing the pharmaceutical industry.*

**PERSONAL DATA**

Born July 16, 1960, in Amityville, N.Y.

**EDUCATION**

B.S. with a dual major in pure mathematics and applied mathematics and statistics from State University of New York at Stony Brook and an M.S. in information systems from New York's Polytechnic University

**HOW HE INSPIRES OTHERS**

Commitment to achieve the best for colleagues, employees, and clients

**FIRST JOB**

Sales analytics at Pfizer

**HOBBIES**

Skiing and cycling

**TOUGHEST TASK**

Taking risks



## Moving Customers Closer to Clients

**WHEN IT COMES TO HELPING HIS CLIENTS GET CLOSER TO THEIR CUSTOMERS, DAVID ZARITSKY, MANAGING DIRECTOR, PHARMACEUTICAL MARKETS, FOR HARTE-HANKS, IS CONSIDERED AN INDUSTRY LEADER.**

Those who have worked with him describe Mr. Zaritsky as a great leader, a forward thinker, and a tireless advocate of the pharmaceutical industry. He inspires others to perform beyond their skills. He has a proven track record in pharma and manages all relationships with a high degree of integrity, an approach that rubs off on his colleagues and clients.

He has demonstrated his leadership in areas of marketing, sales effectiveness, compliance, brand loyalty, and analytics. Peers and colleagues note that Mr. Zaritsky helps the pharmaceutical community aspire to ethical practices in the promotion of new drugs.

A creative and innovative leader who focuses on the critical role of patient-centered medical care, Mr. Zaritsky advises the world's largest pharmaceutical companies on the creation of innovative and dignified marketing strategies targeted at helping patients and physicians realize a heightened level of care.

With a creative approach to problem solving and a willingness to team up with others to drive innovation, he has developed award-winning one-to-one marketing programs. He exudes a passion for his

**Leonard J. VICCIARDO**



**PERSONAL DATA**  
Born Jan. 30, 1968, in Middletown, N.Y.

**EDUCATION**  
B.S. in psychology from SUNY at Stony Brook

**HOW HE INSPIRES OTHERS**  
By rolling up his sleeves and personally working with every level of his organization

**HOBBIES**  
Martial arts, hiking, and collecting movie memorabilia, costumes, and props from Hollywood films; he has the largest collection of James Bond props outside of MGM Studios

**ON HIS READING LIST**  
Casino Royale by Ian Fleming; First, Break All the Rules by Marcus Buckingham; and Getting the Lead Out by Sentsa Zsu

work, yet is equally able to make those around him feel important.

A consummate leader who is able to leverage the talents of his team and the partners he works with, Mr. Zaritsky is set to take pharmaceutical marketing to the next level.

*David Zaritsky, Managing Director, Pharmaceutical Markets, for Harte-Hanks Inc., exudes a passion for his work, yet is equally able to make those around him feel important.*

To access a FREE Podcast for thought-leader perspective go to [pharmavoices.com/podcasts](http://pharmavoices.com/podcasts).

**PERSONAL DATA**  
Born Aug. 28, 1969, in Abington, Pa.

**EDUCATION**  
B.S. in accounting from the University of Delaware and an M.S. in organizational dynamics from the University of Pennsylvania

**HOW SHE INSPIRE OTHERS**  
Maintaining a positive outlook

**CAREER HIGHLIGHTS**  
Working for the U.S. Agency for International Development and the government of Kyrgyzstan on privatization when she was 25

**HOBBIES**  
Traveling, skiing, spending time with family and friends

**ON HER READING LIST**  
In Cold Blood by Truman Capote

## Deal Maker, Partnership Broker

**MANY HOURS GO INTO MAKING A BUSINESS DEVELOPMENT DEAL (PARTNERSHIP OR ACQUISITION) AND SOMETIMES AT THE END OF THE DAY, THERE IS NOTHING TO SHOW FOR THE EFFORT.** And even though industry estimates show that 80% of acquisitions never produce the anticipated benefits, Natalie Barndt, VP of business development at Cephalon, is not deterred. With her finger on the pulse of the company and the industry, Ms. Barndt net-



works with and motivates others in the company to offer ideas, which are key drivers to Cephalon's growth and her impetus to constantly pursue opportunities for the company.

Whether interfacing with current or potential partners around the world or talking to employees in the cafeteria, Ms. Barndt looks for exciting ways to advance the company's business development. Colleagues say she has an uncanny ability to find diamonds in the rough.

While she encourages the pursuit of high-risk, high-reward compounds developed in-house, she understands the importance of supplementing those with lower-risk collaborations and acquisitions.

The result has changed Cephalon's position in entering new markets, adopting new skills, and expanding into new geographies — ultimately lifting Cephalon to a new level of competitiveness.

*Natalie Barndt, VP of Business Development at Cephalon, is eager to hear the ideas and opinions of all employees, believing that it's better to pursue many ideas rather than depend on just a few.*

# NATALIE BARNDT



**Matt KIBBY**

**PERSONAL DATA**

Born Dec. 31, 1970, in Clevedon, South West England

**EDUCATION**

B.Sc. in economics from the University of Wales, Swansea and an MBA from the Isenberg School of Management, University of Massachusetts at Amherst

**HOW HE INSPIRES OTHERS**

Willingness to step up in difficult situations

**WHAT INSPIRES HIM**

People who overcome adversity through creativity and those who remain willing to hope and to dream

## Master Strategist

### BBK WORLDWIDE'S "GO-TO WHIZ KID," MATT KIBBY SEEMS TO FIND VIABLE RECRUITMENT SOLUTIONS

for clinical-trial sponsors who are burdened with difficult protocols. Dubbed the Harry Potter of global patient recruitment by his peers, it's as if he has the magic touch.

The 30-something leader of global operations at BBK Worldwide would be more likely, however, to attribute his success to BBK's tireless enthusiasm for developing solutions that simplify complex recruitment problems rather than wizardry (leaving out that, more often than not, he's the alchemist behind those solutions — synthesizing ideas from his wide and varied years of experience in patient recruitment and wielding his pen and legal pad like a wand and spell book).

It's a little more difficult, however, to explain away that Mr. Kibby's insightful solutions for a given protocol often grow into standards of practice for the patient-recruitment industry at large. For example, he spearheaded the development of metrics and evaluation services for analyzing real-time enrollment data, which quickly became a requisite offering for full-service patient recruitment vendors.

A major player in the development of TrialCentralNet, BBK's Web-based clinical-trials management tool for facilitating cost-effective patient recruitment, Mr. Kibby invariably brings a sense of wonder and inspiration to strategic development, enrollment projection modeling, research and analysis, study site evaluation, and recruitment.

In the past few years, Mr. Kibby has been published frequently in key international industry publications, and he has become a regular guest speaker at global forums and conferences on patient recruitment and healthcare.

Responsible for BBK's expanding market reach into global clinical studies and guiding strategic approaches to the multidimensional challenge of global recruitment, Mr. Kibby developed and will continue to supervise BBK's global enrollment feasibility model by which recruitment campaigns for any country or region are created. In addition, Mr. Kibby serves as an industry expert on global regulations and the EU Directive.

Not too shabby for a guy from a little brick row house on a quiet hedge-lined street in Bristol, England, with or without the help of a magic wand.

*Matt Kibby, Leader, Global Operations, at BBK Worldwide, invariably brings a sense of wonder and inspiration to strategic development, enrollment projection modeling, research and analysis, study site evaluation, and recruitment.*

### CREDITED WITH THE FIRST-EVER SUCCESSFUL USE OF FREE-STANDING COUPON INSERTS IN SUNDAY NEWSPAPERS FOR RECRUITING PATIENTS FOR CLINICAL TRIALS,

John Hartigan, VP of creative services at MediciGroup Inc., is dedicated to putting patients first.

A pharmaceutical consumer marketing veteran with more than 30 years of experience, Mr. Hartigan believes that the primary purpose of advertising is to inform the reader and answer the key question: what's in it for me? He shows the same dedication to his work as he did when he was an Olympic coxswain for the U.S. Olympic Rowing Team in both the 1968 Mexico and 1976 Montreal Olympics.

With experience gained from many years spent developing marketing campaigns for SmithKline's (now GlaxoSmithKline) consumer products and Maalox, which at the time was a product of Rhone-Poulenc Rorer, Mr. Hartigan has brought color and excitement to the way in

which the MediciGroup talks to people about clinical trials.

Together with MediciGroup's design team, Mr. Hartigan creates eye-catching ads for compelling and high-impact campaigns to recruit patients for clinical trials.

Mr. Hartigan's consumer knowledge and experience have been invaluable in finding new and better ways to communicate with prospective patients. Whether as an Olympian or in his job at MediciGroup, Mr. Hartigan steers a straight course for success.

*A pharmaceutical consumer marketing veteran with more than 30 years of experience, coupled with Olympian perseverance, John Hartigan, VP of Creative Services at MediciGroup Inc., has contributed much to the company and the pharmaceutical industry over his career.*

**EDUCATION**

B.A. from the University of Pennsylvania and an MBA from The Wharton Graduate School, University of Pennsylvania

**HOW HE INSPIRES OTHERS**

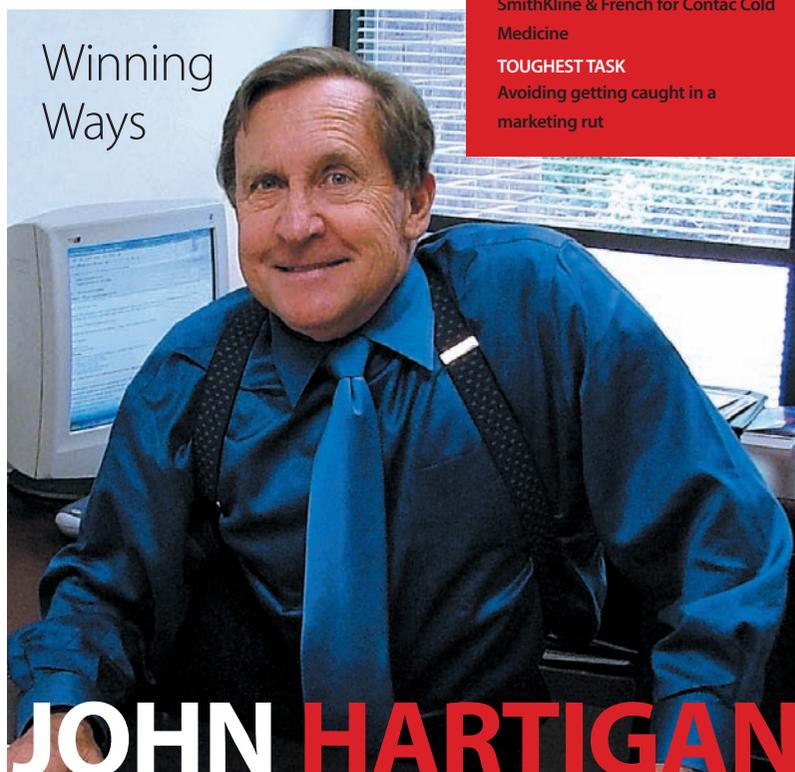
By having a creative mindset and being open to new ideas and ways to reach, inform, and motivate potential study participants in clinical trials

**FIRST JOB**

A marketing management trainee at SmithKline & French for Contac Cold Medicine

**TOUGHEST TASK**

Avoiding getting caught in a marketing rut



**JOHN HARTIGAN**