

TVG Offers New **FORECASTING SUITE**

TVG has launched a new suite of services focused on predicting share and forecasting revenue for a range of needs.

"Our forecasting team has tapped their deep experience in forecasting and modeling for major pharma companies to create products that are methodologically sound and user-friendly," says President Peter Tilles.

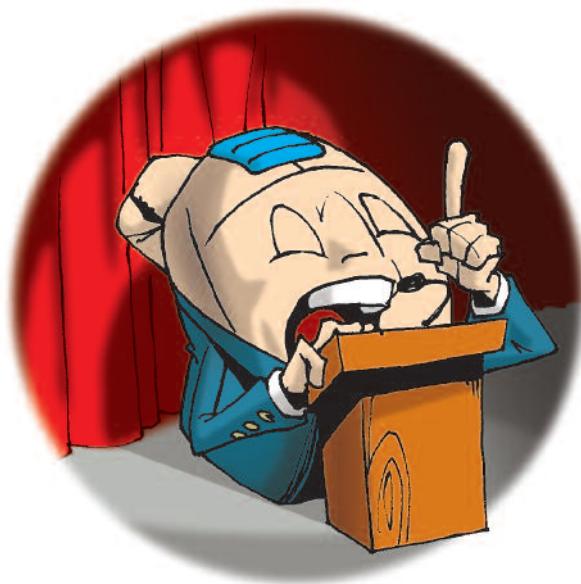
The TVG Rapid Share Predictor provides instant access to patient share and uptake rates without the need to conduct primary marketing research or use of analogs. It also delivers share estimates projected from internal judgments about product attributes for quick assessments about new products such as acquisitions or licensing evaluations, or as another benchmark to validate current models.

TVG also now offers the TVG Custom Share Predictor, a built-to-order evaluation of market share in the context of specific market parameters. This approach synthesizes custom primary and secondary marketing research as input to highly customized, state-of-the-art choice modeling to provide a more comprehensive and validated evaluation of potential product use.

Another addition, the TVG Forecaster, is a powerful, easy-to-use new forecasting engine built to deliver revenue projections based on a product's unique specifications. TVG's forecasting experts design and define a modeling approach to best reflect the way in which companies plan to market their product. TVG integrates the key inputs, drawing data from a variety of sources, including its own Rapid Share Predictor and Custom Share Predictor tools.



These new tools build on TVG's 30 years of advanced analytic expertise and knowledge, says Peter Tilles.



GfK Announces Additions to **MARKETING RESEARCH PORTFOLIO**



FasterAnalytics enhances our ability to provide better insights to our clients for their strategic decisions, says Andrew Douglas.



In today's constrained environment, clients are seeking more efficient ways to get the information they need on smaller budgets, says Maureen McLaughlin.

GfK Healthcare has unveiled a number of new software products. The company's FlashPoints solution is a custom quantitative mini-study focused on delivering top-line information on physicians' perceptions and behavior.

GfK Healthcare also has introduced Treatment Tracker, a syndicated research service offering physicians' brand preferences, current and anticipated future prescribing practices, patient treatment algorithms, and unmet market needs.

"Treatment Tracker is one way GfK Healthcare is responding to clients' challenges by innovating and evolving research staples," says Chief Marketing Officer Maureen McLaughlin.

GfK Healthcare also has acquired DecisionQ's FasterAnalytics software. FasterAnalytics employs machine-learning technology to extract knowledge from data and generate graphical predictive models, enabling users to improve the speed and quality of decisions.

"FasterAnalytics allows us to more thoroughly explore the complexities of both the pharmaceutical and managed care

markets that standard analytical techniques would simply miss," says Andrew Douglas, associate VP of marketing science at GfK Healthcare.

QuestaWeb Offerings Reduce Costs for **IMPORTERS, EXPORTERS**



Maintaining hardware, software, and support staff infrastructure can be expensive; most firms want to become leaner and minimize overhead costs, says Wayne Slossberg.

QuestaWeb has released two new solutions that provide importers and exporters of all sizes — as well as medium-to-large customs brokers and freight forwarders — a risk-free way to leverage QuestaWeb's global trade management (GTM) technology in their business operations.

QuestaWeb's Guaranteed ImporterQW and ExporterQW software as a service (SaaS) edition gives subscribers full Web-based access to the company's GTM technology for a setup charge and a monthly fee. Its Platinum Subscription Service, or operations as a service (OaaS) model, allows importers and exporters to outsource the entire administration and systems operations maintenance responsibilities of their QuestaWeb GTM system, regardless of implementation.

"QuestaWeb's SaaS and OaaS products mitigate these concerns in different ways and allow companies to retain their technology edge even in uncertain times," says QuestaWeb VP Wayne Slossberg.

Skila Launches **GLOBAL MARKET ACCESS MANAGEMENT SOLUTION**



iAccess allows market access teams to gain instant access to a 360-degree company view of their key accounts and customers combined with internal and external intelligence, says Susan Dorfman.

The newest addition to Skila's suite of solutions, iAccess, provides a holistic view of key accounts for life-sciences organizations looking to optimize their market access endeavors.

iAccess enables knowledge agility and maximizes global market access efforts by allowing each company to quickly understand, plan for, and manage their key accounts, decision makers, stakeholders, and influencer communities. The solution includes a market access planning module for key account planning and objective alignment; relationship management modules for account, stakeholder, and program management; and a performance management module for quick access to and real-time management of account and stakeholder performance.

"iAccess improves access, pull-through, and relationship building with key stakeholders, enabling life-sciences organizations not only to know and manage their key accounts and stakeholders but their spheres of influence as well," says Susan Dorfman, VP, global marketing.

StudyManager Streamlines **CLINICAL TRIAL MANAGEMENT**



Our goal is to provide technology that will make conducting research more efficient and at a lower cost, with the ultimate goal of lowering the cost of prescription drugs, says Bruce Schatzman.

StudyManager has introduced Reveal, a streamlined, next-generation software solution that enables clinical researchers to deliver study results that meet sponsors' needs while also improving their own bottom lines.

Reveal allows users to enroll more patients at lower cost and in less time; forecast study profitability and set up automatic revenue accrual; ensure procedures meet HIPAA, protocol, and billing compliance; and maximize profitability by ensuring that all work performed is tracked and reported for billing.

"Reveal provides all the power of StudyManager version 13, with an improved workflow and a much easier-to-use package," says Bruce Schatzman, founder and CEO of StudyManager.

Take Supply Chain Adds **ASSET TRACKING AND MAINTENANCE SOLUTION**

Take Supply Chain's recently introduced Asset Tracking and Maintenance Solution is a Web-based, mobile application that automates asset data collection and improves the tracking, visibility, and reporting of fixed, capital, and physical assets.

Based on technologies currently deployed by Take Supply Chain and its parent company, Take Solutions, the new system combines hand-held barcode tag printing, radio frequency identification (RFID) scanner technology, and a linkage to the data system of record. This enables organizations to make operational decisions based on highly accurate, real-time asset data, while reducing labor costs and improving operational efficiencies by streamlining traditionally manually intensive processes.

GxP Consulting Extends **COMPUTER SYSTEMS VALIDATION SERVICES**

GxP Consulting has announced the addition of extended computer systems validation (CSV) services to its portfolio, helping clients to ensure compliance and adherence with a wide range of regulatory requirements.

Headed by Computer Systems Principal Consultant Mark Wright, the new CSV team provides a full range of strategic consulting and tactical support services for companies, from CSV assessment and strategy building through to full development, procurement, implementation, testing, and validation of systems.

"There are ever-increasing demands on the biopharmaceutical and pharmaceutical industries to meet increasing regulatory and legislative requirements, while improving the performance and efficiency of the business," Mr. Wright says.

E-UPGRADES AND ENHANCEMENTS

- ▶ **Bio-Optronics' enhanced Clinical Conductor Site Clinical Trial Management System (CTMS) includes increased patient database functionality, improved QuickBooks integration, and updated financial management and reporting.** The new Web-based release also incorporates user-designed patient virtual recruitment and business development modules, enabling sites to use the Web to prequalify potential study participants, thus recruiting at lower cost. For more information, visit bio-optronics.com.
- ▶ **Decision Resources has completed an update of PatientBase's forecast periods and disease indications.** The global epidemiology database now features more than 140 disease indications, and its forecast period now reflects data from 2008 to 2018. For more information, visit decisionresources.com.
- ▶ **The most recent edition of OCEG's GRC Capability Model, also known as Red Book 2.0, sets out practices that ensure better corporate governance and drive compliance with laws, regulations, and company policies.** Red Book 2.0 is the central piece of the OCEG Framework, a comprehensive, best practices model for implementing, managing, and evaluating integrated governance, risk management, compliance, and ethics programs. For more information, visit oceg.org.
- ▶ **Perceptive Informatics, a subsidiary of Parexel International, has launched a Website, recist.com, designed to help investigators apply the new 1.1 version of RECIST (Response Evaluation Criteria in Solid Tumors) in medical imaging-based oncology trials.** Perceptive Informatics, which actively participated in the RECIST Working Group, has incorporated into the Website a comparison between RECIST versions 1.0 and 1.1, as well as instructions on how to effectively use the new criteria. For more information, visit perceptive.com.
- ▶ **Scientific Voice, a Publicis Strategic Solutions Group company, has announced the latest release of the Gateway technology platform, which enables pharmaceutical and biotech companies to efficiently, effectively, and compliantly execute their promotional speaker bureau programs.** The platform now features an enterprisewide application that enables biopharma companies to proactively implement an integrated, real-time speaker management solution across all of their brands. For more information, visit scientificvoice.com.
- ▶ **Simulations Plus has released DDDPlus 3.0, an update to its software that simulates in vitro dissolution experiments to assist pharmaceutical formulation scientists in the design of new dosage forms and experimental conditions.** The new version features a major redesign of the underlying architecture and user interface to enhance the simulation accuracy of certain aspects of the program, as well as add a number of new capabilities requested by users. For more information, visit simulations-plus.com.
- ▶ **The latest release of Thermo Fisher Scientific's laboratory information management system, Thermo Scientific Watson LIMS, delivers improved efficiencies and reduced validation time, contributing to time and cost savings and accelerating time to market.** New functionalities included in the update allow researchers to perform incurred sample reanalysis on an individual sample basis, and eliminate the previously required mandatory repeat runs for bioanalytical samples. For more information, visit thermo.com/informatics.

Veeva Application Supports SPENDING TRACKING COMPLIANCE



Veeva Easy Spend is easy to implement, easy to integrate, and enables pharmaceutical and medical device companies of any size to economically comply with complex regulatory requirements, says Peter Gassner.

Veeva Systems' recent offering, Veeva Easy Spend, is a software-as-a-service (SaaS) application designed to help pharmaceutical and medical device companies ease the burden of complying with regulations mandating the tracking and disclosure of expenditures on individual healthcare professionals and organizations.

Veeva Easy Spend includes integrated compliance master data, regulatory guidance, and up-to-date business rules and reports that make it easier for pharmaceutical and medical device companies to gather the data needed to meet spend tracking regulations.

"Every pharmaceutical and medical device company needs to comply with aggregate spend legislation," notes Peter Gassner, president and CEO of Veeva Systems. "Our goal is to make it dramatically more economical to achieve reliable compliance."

BLOG ROLL

Widely read physician blog KevinMD.com has entered a traffic- and revenue-sharing partnership with HCPLive.com. Under the agreement, KevinMD.com joins the HCPLive network, which is the online destination for the print publications The American Journal of Managed Care, Cardiology Review, MDNG, Oncology Net Guide, Oncology & Biotechnology News, and Pharmacy Times, as well as the online financial news site PMDLive (Physicians Money Digest) and other medical journals.

KevinMD.com, which features opinion and commentary on breaking medical news, is written by Kevin Pho, M.D., a primary care physician who is board-certified in internal medicine. He also is a member of USA Today's board of contributors and is frequently cited in other major media outlets.

For more information, visit HCPLive.com or KevinMD.com.

Palio Unveils INTERACTIVE WEBSITE

Palio's Website, palio.com, has been redesigned to encourage visitors to communicate and interact with each other as they explore the site and obtain information about the agency.

The agency's objective was to invite people to linger at the site, rather than jump in and out.

"There needs to be a place that allows this to happen, and that place is Palio," says Guy Mastrion, Palio's chief global creative officer.

Visitors logging on to palio.com can choose an avatar from a variety of historical persons and icons. As they explore the site's rooms — watching videos, reading ads on the walls, and reviewing case studies — they are encouraged to engage with others they encounter by opening up dialogues and sharing ideas.



We're trying to create a richer experience, a deeper connection to the ideas that drive us, says Guy Mastrion.

goBalto Establishes Online Platform for MATCHING DEVELOPMENT PARTNERS

goBalto's new Website, goBalto.com, transforms the way drug-development partners are matched by enabling members to quickly find partners, share knowledge, and discover opportunities.

"U.S. and EU pharmaceutical companies are under pressure to reduce costs and boost efficiencies in the drug development process," says Jae Chung, founder and CEO. "As a result, companies are increasingly looking toward outsourcing to help reduce costs, but it's challenging for companies to identify and evaluate drug service providers."

goBalto incorporates the following features: search and browser tools to screen from more than 7,000 potential service providers; lists of potential service providers based on technical capabilities, regulatory compliance, facilities, and equipment; the capability to rate companies and post comments; and the functionality to post about projects and jobs specific to the pharmaceutical industry.

DECISIONQ provides predictive analytics software with expertise in the healthcare, life sciences, financial services, and security industries. For more information, visit decisionq.com.

GFK HEALTHCARE is a provider of fully integrated custom healthcare marketing research. For more information, visit gfkhc.com.

GOBALTO is an online drug development partnering site for the pharmaceutical development and drug manufacturing industry. For more information, visit gobalto.com.

GXP CONSULTING is a provider of compliance services to the pharma and biopharma industries. For more information, visit gxpeu.com.

PALIO, an inVentiv Health company, is a full-spectrum advertising and communications agency. For more information, visit palio.com.

QUESTAWEB is a provider of Web-based integrated global trade management (GTM) solutions. For more information, visit questaweb.com.

SKILA, a Sela2 company, is a global technology and services company specializing in knowledge and effectiveness solutions for the healthcare industry. For more information, visit skila.com.

STUDYMANAGER INC. (also known as Advanced Clinical Software) is a privately held developer of clinical-trial management software. For more information, visit clinicalsoftware.net.

TAKE SUPPLY CHAIN provides real-time supply chain execution and reverse logistics software solutions. For more information, visit takesupplychain.com.

TVG MARKETING RESEARCH & CONSULTING, a PDI company, provides a global view of the healthcare marketplace through custom qualitative and quantitative marketing research, consulting, and training. For more information, visit tvg-inc.com.

VEEVA SYSTEMS is a provider of SaaS-based solutions for the global life-sciences industry. For more information, visit veevasystems.com.

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