

Tools of the Trade



NEW ELECTRONIC AND
WEB-BASED APPLICATIONS,
SITES, AND TECHNOLOGIES

▶ **Sunshine Act Compliance**

TRENDING NOW: Software-as-a-service solution provides customers with a single source for ePrint licensing, spend tracking, distribution, and recipient-level data collection.

Reprints Desk, a wholly owned subsidiary of Research Solutions, has launched a new compliance software-as-a-service (SaaS) solution for medical marketers. The solution simplifies Sunshine Act compliance related to the use of medical ePrints for sales, marketing, and medical affairs.

Reprints Desk's **SUNSHINE EPRINTS** solution records the delivery of each ePrint to the physician across publishers with a customizable ePrint registration page. Data collection includes HCP name, state, and license number and unit-level ePrint cost.

The solution is an extension of Reprints Desk's reprint services and include online ordering, publisher-licensing services, and multichannel/multiplatform deployment for iPads and healthcare professional portals.

"Pharmaceutical companies are scrambling to ensure that their use of scientific literature as an educational tool is fully compliant once the Sunshine Act reporting requirements take effect," says Scott Ahlberg, head of global services at Reprints Desk. "While paper reprints are still a valuable leave behind during an HCP detail or at professional meetings, transitioning to ePrints can make it easier to comply with new industry regulations."

The Physician Payment Sunshine Act, commonly referred to as the Sunshine Act, is regulation designed to provide transparency in the relationship between physicians and manufacturers of drugs, devices, or medical supplies for which payment is made under Medicare, Medicaid, or State Children's Health Insurance Program (SCHIP).

Beginning August 1, 2013, all travel, gifts, meals, medical reprints and ePrints, honoraria, and other items above \$10 in value must be reported along with their itemized dates, values, and the nature of each benefit. If total payments to a physician exceed \$100 in a year, then all benefits to that physician must be reported. Companies out of compliance can be fined anywhere from \$10,000 to \$1 million.

▼ For more information, visit hcpengage.com.



Scott Ahlberg

MMIS Launches Spend Solution for Smaller Companies

MMIS has launched **MEDISPEND LITE**, a small business aggregate spend solution for Physician Payment Sunshine Act compliance. This version of the application was created solely for companies that do not need a full aggregate spend solution, but want to have a robust and rules-based federal reporting system that will produce all required fed-

eral reports. Features of this system include report validation, task management, audit history, unlimited spend transactions, and software training. Support services are optional.

The system is fully compliant with the final Physician Ownership, Research, and General Payments templates released by CMS and gives users access to more than 5.4 million healthcare provider and healthcare organization records.

▼ For more information, visit mmis-inc.com.

E-UPGRADES ▶

Accelrys has introduced **ENTERPRISE PLATFORM 9.0**, an open, scientifically aware platform delivering capabilities for managing Big Data and externalized research collaboration networks. This latest version provides the ability to access large volumes of data across an enterprise. The platform can handle structured and unstructured data, biological sequences, chemical structures, images and text, to perform calculations that analyze and process that data.

Accelrys has also released an updated version of Electronic Lab Notebook, which now offers integration with Accelrys Enterprise Platform (AEP)

▼ For more information, visit accelrys.com.

Simulations Plus has released **VERSION 6.5 OF ADMET PREDICTOR** software program for the prediction of molecular properties from structure. This new version updates rules for ADMET Risk for metabolism and toxicity, a new model for human skin permeability, a new model for air-water partition coefficient, and enhanced multidimensional graphics for easier data interpretation. Expanded integration with AEP supports the management and orchestration of information, data, people, tasks and processes within and across labs, enhancing collaboration, externalization, chemistry harmonization, instrument integration, experiment design and reporting.

▼ For more information, visit simulations-plus.com.

Sparta Systems has released **TRACKWISE 8.5**, the latest version of the company's enterprise quality management software (EQMS). This version introduces TrackWise Analytics, an enterprise business intelligence (BI) solution that helps redefine the benchmark for quality systems. The solution offers real-time analytics and ad hoc reporting capabilities for improved executive visibility and transparency within the enterprise quality system.

▼ For more information visit spartasystems.com.

Veeva Systems Introduces Customer Master Solution

Veeva Systems has launched **VEEVA NETWORK**, a cloud-based customer master solution. Veeva Network, the newest addition to Veeva's commercial suite for life sciences, combines healthcare professional (HCP), healthcare organization (HCO), and affiliations data with software and data stewardship services in one solution that's seamlessly integrated with Veeva CRM.




Dan Goldsmith

Veeva Network delivers up-to-date HCP, HCO, and affiliations data through integration with Veeva CRM, so the information is always available where sales and marketing users need it most. The system also provides pre-built integrations to standard sources of external data and an open API to bring together all relevant customer information in one solution. And, because Veeva Network is accessed via the cloud by all Veeva CRM customers worldwide, users benefit from the network effect of life-sciences companies electing to work together to contribute updates to the master data repository.

"Without the right information, it is impossible for life-sciences organizations to orchestrate the

customer experience and comply with mounting regulations," says Dan Goldsmith, general manager, Veeva Network. "The industry has struggled to assemble accurate customer profiles and the undertaking is a massive, endless effort. With Veeva Network, life-sciences companies have reliable customer information to enable multichannel sales and marketing and maintain compliance."

In other company news, Veeva Systems is offering new mobile customer relationship management (CRM) and closed loop marketing (CLM) solutions built specifically to run on the touch screen-ready, Windows 8 operating system.

For more information, visit veevasystems.com. 

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