

Tools of the Trade



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

► **Veeva Systems Introduces**

Commercial Cloud for Life Sciences

TRENDING NOW: New industry cloud brings together master data, compliant content, and customer interactions across all channels to transform commercial operations.

VEEVA SYSTEMS has unveiled Commercial Cloud, a next-generation solution to redefine how life-sciences companies go to market. Veeva Commercial Cloud brings together the data, content, and interactions needed to deliver a fully informed, coordinated customer experience while ensuring compliance.

Veeva Commercial Cloud delivers the interoperability, agility, and continuous innovation needed for faster time-to-market and responsiveness to industry and regulatory changes. Veeva Commercial Cloud builds on a foundation of best-in-class solutions and unifies multichannel Veeva CRM, Veeva Network customer master, and Veeva Vault for regulated content management.

"Tremendous market pressure is forcing life sciences to reinvent its approach to sales and marketing. With a patchwork of inflexible systems and a lack of reliable data, life-sciences companies struggle to meet the expectations of customers living in a world where anytime, anywhere access to personalized information is the norm," says Eric Newmark, program director at IDC Health Insights. "The emergence of the cloud as an enabler of multichannel engagement has ushered in a new wave of commercial transformation that will ultimately separate the leaders from the laggards."

▼ For more information, visit veeva.com.



Eric Newmark

tion fill, to provide agencies with a more powerful way to optimize campaigns in comparison to traditional measurement approaches.

DIFA is powered by Crossix Digital Impact. The new platform is built upon Crossix's proprietary HIPAA-compliant methodology, which leverages actual consumer Rx and OTC behavioral data. DIFA now fully caters to the unique needs of agencies and harnesses the hallmarks of modern cloud technology to provide early and frequent performance updates.

"As the digital channel continues to evolve and pharma brand clients demand greater accountability for their campaigns, media agencies need a more sophisticated way to show and prove value," says Dan Stein, senior VP of analytics services and product strategy for Crossix.

▼ For more information, visit crossixdigital.com.

BioClinica Introduces Optimizer Enterprise Suite

BioClinica has introduced Optimizer Enterprise Suite for clinical supply chain planning and optimization. The suite brings both enhanced offerings and new Web-based tools to BioClinica's predictive clinical supply planning solution.

Optimizer provides computer simulation of different supply chain scenarios. It models unpredictable demand over time to forecast drug supply and when and where to ship it. Simulations can be re-run with live data for a continually optimized supply plan. Optimizer enables planners to see impending drug shortages and excessive oversupplies. Optimizer also equips supply planners with information to identify opportunities for improvements in shipping, labeling, storage, and other activities that carry high costs.

BioClinica VP of Product Management Chip



Chip deVillafranca

deVillafranca says, "We extended Optimizer to a suite of tools that scales to any organization's need, whether planning globally, at a single study level or somewhere in between."

▼ For more information, visit bioclinica.com.

Crossix Digital Analytics Platform Provides Tool for Media Agencies

Crossix Solutions has introduced a new, real-time analytics tool, Digital Impact for Agencies (DIFA). A breakthrough in direct-to-consumer analytics, Digital Impact for Agencies, is the first cloud-based online measurement and reporting platform specifically designed to support agencies tasked with monitoring and improving digital advertising campaigns. The new solution measures media campaigns across the patient journey, from information-seeking to prescrip-



Dan Stein

BioFortis and Rx-360 Consortium Release Supplier Audit Tool

BioFortis, a leading software supplier to the pharmaceutical industry, and the Rx-360 Consortium, an international pharmaceutical supply chain consortium, has released the Rx-360 Audit Sharing Database. This online tool for Rx-360 Consortium members, which include pharmaceutical companies and suppliers, allows for the sharing of supplier audit information and will help improve supply chain quality and security while reducing the costs and time for performing audits.

With the release of the Audit Sharing Database software, the Rx-360 Consortium has a secure, Web-based audit marketplace, where Rx-360 members may see audit information, anonymously request a joint audit of a supplier, split audit costs, access a pool of audits, and view the status of any corrective and preventive actions.

Brian Johnson, chairman of the Rx-360 Consortium board of directors, says: "The BioFortis team has delivered an effective and innovative solution for managing audit information that allows our members to realize the benefits of the Rx-360 audit programs and furthers the Consortium's mission of protecting patient safety."

▼ For more information, visit Rx-360.org. 

UPDATES ►

Clinovo has launched **CLINCAPTURE 2.0**, the newest version of its open source EDC system. The new release features online, self-paced On Demand Trainings. The 2.0 release also includes a new Rules Studio to create rules within this system without XML programming. The Rules Studio does not require any specific training or IT expertise. ClinCapture 2.0 becomes the first open source EDC system with a fully integrated drag-and-drop edit check builder.

▼ For more information, visit clinovo.com.

Endpoint Clinical has launched its next-generation **PULSE 3.0 PLATFORM**. The enhanced PULSE platform provides highly customized configuration and deployment of complex trial designs in a rapid and repeatable. Users now have access to a robust array of IRT trial design features and functionality through an intuitive interface.

▼ For more information, visit endpointclinical.com.

Infosys has launched a cloud-based version of its clinical trial supply management (**CTSM**) **SOLUTION**. The new cloud-based version is an enhancement to the existing on-premise version of the CTSM solution — CTSM Add-On Suite 2.2 by

Lodestone — and offers increased visibility across the clinical trial supply chain. This covers demand and supply planning as well as distribution across clinical sites and is available on a pay-per-use basis.

▼ For more information, visit Infosys.com.

Physicians Interactive (PI) now offers its **ECoupon** automated voucher and coupon distribution solution within the latest version of Greenway Health's PrimeSUITE electronic health record (EHR) system. Greenway is a provider of ambulatory information solutions, including fully integrated EHRs. The integration of eCoupon into Greenway PrimeSUITE helps meet a growing demand from clinicians to incorporate patient-benefit resources within their ePrescribing workflow in order to drive more value out of each patient encounter.

▼ For more information, visit physiciansinteractive.com.

Simulations Plus has released version **4.0 OF MEDCHEM STUDIO** and version **3.0 OF MED-CHEM DESIGNER** software. One new feature is the ability to recognize chemical structures from images on the screen. Sometimes called optical structure recognition, this feature makes it very simple for a user to capture structures from docu-

ments such as Web pages, PowerPoint presentations, and PDF files without having to manually draw them. This new version has a 64-bit architecture, enabling the program to use all of the available memory on the customer's computer. It allows users to handle data sets of practically unlimited size, something that is increasingly important in the pharmaceutical sciences.

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

Symphony Health Solutions is now offering weekly views of pharmaceutical sales and prescription activity. The company has launched **PHAST 2.0 INSTITUTIONAL WEEKLY AND PHAST 2.0 INTEGRATED WEEKLY**. Previously available only on a monthly basis, the two new audits give customers more timely access to an abundance of institutional and prescription market data. PHAST 2.0 Integrated Weekly gives a combined view of retail pharmacy activity together with non-retail institutional sales to provide a comprehensive view of the market. It offers a view of pharmaceutical product sales to institutions, such as hospitals, clinics, and long-term care facilities.

▼ For more information, visit symphonyhealth.com.

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