



PPD CONSOLIDATES Informatics Groups

PPD Inc. has consolidated its informatics services under the new name of CSS Informatics Inc., representing the integration of PPD Informatics and Complete Software Solutions Inc. (CSS). CSS was a privately held technical consulting firm acquired by PPD in 2002.

CSS Informatics provides pharmaceutical and biotechnology companies with consulting services and e-technologies for clinical- and safety-data management, including implementation, development, training, validation, and regulatory consulting services. The division has more than a decade of experience with various pharmaceutical product suites for Oracle and Phase Forward. The company was selected by Oracle as its first authorized application service provider (ASP) in 2001.

"Integration of our informatics groups enhances our ability to serve our clients across key markets," says Larry Kaufman, VP of CSS Informatics. "We look forward to continuing our success by providing clients with the high-quality tools and services they have learned to expect, while helping them reduce costs and improve their clinical and safety data handling and validation."

Specialized software products offered by CSS Informatics include eLoader, a tool that automates the loading of external data into Oracle Clinical used by leading pharmaceutical companies, and PPD Patient Profiles, a graphic display technology developed in collaboration with the Food and Drug Administration and the pharmaceutical industry for drug-safety evaluation.

NEW IDENTITY AND BUSINESS INITIATIVE for aaiPharma Development Division

Realignment of customer interface enhances focus of salesforce, project management, customer service, and related functions

aaiPharma Inc. has launched a new identity for its pharmaceutical development services division. The former AAI International has been rebranded as AAI Development Services.

As part of the new identity, AAI Development Services has realigned its entire customer interface to enhance and focus the salesforce, project management, customer service, and related functions to best meet the needs of its clients.

In addition, aaiPharma has reinvested in several key aspects of the AAI Development Services business to increase the speed, efficiency, and capacity of AAI Development Services. These investments include a larger stability operation in Wilmington, N.C., which increased its stability capacity by 50%; significant software upgrades with Oracle Clinical for its Clinical Trials Division in Natick, Mass., which will increase the productivity and efficiency of its clinical-trials data-management activities; the addition of an over-encapsulation machine for use in placebo-controlled clinical trials in Germany; and the upgrading of its manufacturing facility in Charleston, S.C., and expansion of its manufacturing facility in Wilmington, N.C., including the recent addition of a second shift.

"Our renewed commitment to exceeding customers' expectations is supported by targeted internal initiatives and incentives and a bold, new identity and marketing campaign to reinforce with our customers that AAI Development Services is the provider capable of meeting their service needs along nearly the entire pharmaceutical product development continuum," says Vijay Aggarwal, Ph.D., president of AAI Development Services.



Dr. Vijay Aggarwal: "Our renewed commitment to exceeding customers' expectations is supported by targeted internal initiatives and incentives and a bold, new identity and marketing campaign."

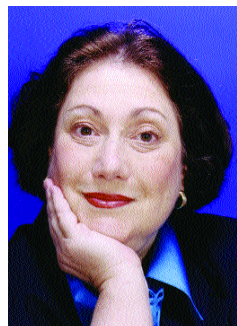
MedPharm Communications Offers NEW BUSINESS MODEL for Healthcare Communications

A team of nationally recognized physicians and researchers has joined with award-winning marketing experts and writers to launch MedPharm Communications, a healthcare communications company with a mission of guiding pharmaceutical clients through all phases of product development from pre-trial through product launch.

The company was founded by Norma-Jeanne Hennis, MS, formerly editorial leader at Parexel, senior medical writer at Integrated Communications, and editor of *The Journal of Spinal Cord Medicine* and Marc Hennis, M.D., a board-certified cardiologist and a fellow of the American College of Cardiology (ACC), with more than 20 years of experience in drug development.

Their mission is to unite marketing and science in a new way that strengthens both scientific accuracy and the delivery of key ideas.

"Our clients don't deal with middlemen; they deal with upper management, people who can

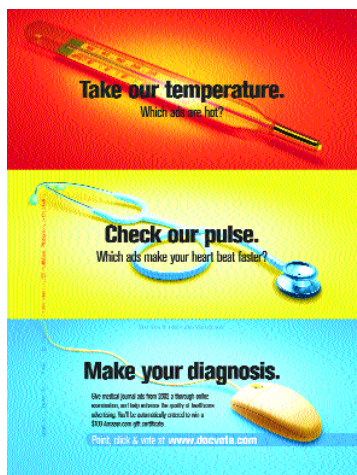


Norma-Jeanne Hennis: "Since we were out to change the way the business was done, we changed the way we do business. We eliminated whole layers of personnel to make ourselves lean and responsive."

make decisions on the spot, and who can live by them," Ms. Hennis says. "In addition to partnering with upper management, clients get to work directly with writers. Writers are at the initial intake meetings and are available throughout a project, at any time. Also, our market-savvy M.D. and Ph.D. writers are dedicated to specific therapeutic areas. Clients do not pay for a learning curve; writers jump right in and produce. Since our editors are published authors in their own right, the final versions of all our communications are easily and eloquently stated to get your word out."

MedPharm also offers its own, internal key opinion leader advisory board of more than 40 academic and community-based physicians in every therapeutic area.

In addition, MedPharm boasts a staff who has presented to the Food and Drug Administration, know what the decision-makers at the regulatory agency want, and how to produce materials for them.



This campaign is being used to invite doctors to survey the ads in The Doctor's Choice Award Program.

AMP to Measure PHYSICIANS' OPINIONS ON MEDICAL ADS

In an effort to underscore the importance of professional advertising, The Association of Medical Publications (AMP) has launched The Doctor's Choice Awards. The program, which is based on a ground-breaking survey of medical advertising, will recognize excellence in medical journal advertising.

The study, the first of its kind, will use e-mail to survey practicing physicians, asking them to rate about 150 representative ads that appeared during 2002. Each physician will be asked to evaluate 10 of the ads, based on each ad's ability to communicate, provide information, generate excitement, and prompt action.

"Most award programs ask the creators of the ads — not recipients — about their effectiveness," says Alan J. Imhoff, general manager of the International Medical News Group, and president of AMP. "We wanted the

doctors themselves to judge the effectiveness of the ads. The awards will be based on reactions from the target audience — prescribing physicians — and not a group of advertising professionals."

Plans for the awards began last fall, when AMP began using e-mail to conduct a survey of attributes physicians value in journal advertising. The attributes were used in a successful pilot test, which confirmed the practicality of e-mail as a research technique.

The Doctor's Choice Awards will be presented on October 22 at a dinner in New York honoring the winning pharmaceutical manufacturers and their advertising agencies.

Prescription Solutions ADDS PHASE IV RESEARCH Capabilities



Prescription Solutions, a national pharmacy and medical management company, has added Phase IV research to its Real-World Outcomes Research capabilities.

"Over the past decade, we have built extensive expertise in outcomes research as a service

designed to help our PBM clients make important decisions about their pharmacy benefit programs," says Ed Feaver, Pharm.D., president of Prescription Solutions. "We believe this expertise can provide useful information to a broad range of companies involved in clinical research. The data and analysis provided through our approach to Phase IV will help our research clients better understand how their products work in the real world and better communicate the value their products deliver."

Prescription Solutions' Phase IV research considers the full range of outcomes — clinical, humanistic, and economic — and is designed and conducted to reflect provider and payer perspectives. Prescription Solutions' Phase IV studies focus on marketed products within their labeled indications. These studies may address questions not answered or adequately addressed during Phase I to Phase III studies, including comparisons with other drugs, cost-effectiveness, quality of life, and studies that explore outcomes by patient groups.

Prescription Solutions Phase IV research accesses the company's proprietary Physician Research Network (PRN), which consists of practicing physicians, many of whom are in a managed-care setting. A managed-care environment is important in assessing how the product will be used in the real world and provides more accurate and relevant information to study sponsors than traditional research that collects and analyzes data in a controlled clinical setting.

"We work with our research clients to develop and design all elements of a study, including research protocols," says Jeff White, Pharm.D., M.S., director of clinical research for Prescription Solutions. "Prescription Solutions' approach to Phase IV research provides value to our research clients in a number of ways traditional research has not. Most importantly, our studies can help our research clients ensure that plan members and payers get the best outcomes at the best price."

"Prescription Solutions' approach to Phase IV research provides value to our research clients in a number of ways traditional research has not," Dr. Jeff White says.

Wolters Kluwer Health REALIGNS INTO FOUR DIVISIONS

Wolters Kluwer Health has completed the realignment of its business into four customer-oriented divisions as part of its strategy to become a leading global provider of information for medical and health professionals and the industries serving them.

Wolters Kluwer Health began this transition a year ago, with the decision to divest its science holdings to focus purely on the health and medical information market and the individual customer groups within this sector.

"The health and medical information market is on the verge of significant change, with a growing demand for content-rich workflow tools and industry-focused information solutions that help healthcare professionals do their jobs more effectively and efficiently," says Christopher Ainsley, president and CEO of Wolters Kluwer Health.

Wolters Kluwer Health now includes four customer-focused divisions that incorporate its leading brands. The Clinical Tools Division develops and sells drug and medical information tools that are integrated into hospital, pharmacy, and insurer information systems to deliver clinically relevant information at the point of practice or point of care. Clinical Tools includes two of the best-known brands for drug information, Medi-Span and Facts & Comparisons, as well as the electronic decision-support, point-of-ref-



Christopher Ainsley: "Our new strategy and new structure allows us to more quickly understand and respond to the information needs of each of the professional markets that rely on us."

erence products Clineguide and Skolar MD.

The Medical Research Division focuses on institutional customers, such as medical schools, hospitals, and medical and academic libraries. The division includes Ovid Technologies, an online information provider for hospitals and medical schools worldwide, and the primary online source for all Wolters Kluwer Health content. Medical Research also includes the clinical journals published under the Lippincott Williams & Wilkins brand and sold primarily to institutional customers.

The Pharma Solutions Division provides business and clinical intelligence, communications support and peer-reviewed literature, and database tools to the pharmaceutical industry. The division includes the combined resources of Adis International and Lippincott Williams & Wilkins Healthcare.

The Professional & Education Division produces critical information for medical and health professionals and students, including many leading textbooks, electronic reference tools, and related products. This division includes all text and reference products produced under the Lippincott Williams & Wilkins brand for doctors, nurses, allied health professionals, and students in these fields.



"Our size and low overhead allow us to be cost-competitive and efficient," says Dr. Miganush Stepanians.

NEW CRO Prometrika Understands Keys to Successful Collaborations

Prometrika LLC is a newly formed contract research organization that specializes in biostatistics, data management, medical writing, and regulatory submissions for pharma and biotech industries. The company comprises former members of the drug-development division at a midsize international pharmaceutical company. The group has a 10-year history of successful collaboration in the drug-development arena, including new drug application approvals by the FDA and European regulatory authorities.

"Our size and low overhead allow us to be cost-competitive and efficient," says Miganush Stepanians, Ph.D., president and CEO of Prometrika. "We take pride in our proven track record of meeting timelines and delivering study reports within budgetary constraints. Furthermore, as former pharmaceutical company staff members, we understand the keys to successful sponsor-CRO collaborations."

The new company's mission is to help its clients achieve their goals of efficient and successful drug development by providing innovative perspectives on the design of their clinical trials and by delivering high-quality databases, study reports, and final dossiers for regulatory submission.

ASAP Productions Provides **MEDIA SERVICES**



Justin Tormey, president of ASAP Productions says, "We help clients crystallize their goals and together develop a plan to achieve those goals as quickly as possible. We then provide them with the highest quality product available."

ASAP Productions, a media-services company that assists pharmaceutical and medical businesses in meeting their film and video needs, has been launched. The company provides production services across a broad range of technologies, including everything from Internet video to high definition.

In addition to providing custom productions, the company also offers two specialized services: a rapid response package, for those times when a video is needed as soon as possible, and a public service announcement package.

ASAP senior staffers have 30 years of experience in pharmaceutical sales and marketing, as well as nearly a decade in media production services. The company prides itself on taking a customer orientation.

PHARMANET CONSOLIDATES Information Technology Divisions

PharmaNet, an international drug development company, has consolidated its technology products and services under a new division named PharmaSoft. PharmaSoft offers a suite of Web-based and Web-accessible products that facilitate the collection, management, and reporting of clinical-trial information.

The PharmaSoft division of PharmaNet comprises professionals with expertise in clinical research, data management, regulatory, project management, information technology support, and software development. PharmaSoft technologies are developed and supported by these professionals who have access to the global resources of the PharmaNet organization.

Products currently available from PharmaSoft include WebSys, an electronic data capture and a data management system; FaxSys, a facsimile data capture

system; TeleSys, an interactive voice response system; SafetySys, a serious adverse event system; and PROMIS, a project management information system.

"Combining the best technology with practical clinical-management expertise is what differentiates PharmaSoft," says Steve George, VP of information technology for PharmaNet. "PharmaSoft offers clients a variety of flexible solutions to fit their specific clinical-development

needs. Solutions include EDC and in-house entry, in addition to many peripheral tools that aid in everything from project management to SAE reporting."



PharmaNet, which has been developing clinical software solutions for more than six years, is now offering its products through its PharmaSoft division, headed by Steve George.

Follow up

AAI DEVELOPMENT SERVICES,

Wilmington, N.C., a division of aaiPharma Inc., offers a full range of preclinical and clinical development service solutions to pharmaceutical, biotechnology, and medical-device companies. For more information, visit aaidevelopment.com.

ASAP PRODUCTIONS, New Hope, Pa., is a media-services company that assists pharmaceutical and medical businesses in meeting their film and video needs. For more information, visit asap-now.com.

THE ASSOCIATION OF MEDICAL PUBLICATIONS (AMP), Westfield, N.J., is a nonprofit organization with 23 member publishing organizations, representing more than 230 publications. For more information, visit amponline.org.

CSS INFORMATICS, Wilmington, N.C., a division of PPD Inc., provides expert consulting services and leading-edge software to pharmaceutical, biotechnology, medical-device, and CRO companies to speed and improve clinical- and safety-data handling, and validation. For more information, visit csscomp.com.

MEDPHARM COMMUNICATIONS, Randolph, N.J., is a comprehensive medical education and communications agency.

For more information, visit medpharmcom.com.

PHARMANET, Princeton, N.J., provides a complete range of clinical development and consulting services to the pharmaceutical, biotechnology, and medical-device industries. For more information, visit pharmanet.com.

PRESCRIPTION SOLUTIONS, San Diego, a wholly owned subsidiary of PacifiCare Health Systems Inc., is a pharmacy and medical management company managing the prescription drug benefit of commercial, Medicare, and governmental health plans, as well as those of employers and unions. For more information, visit rxsolutions.com.

PROMETRIKA LLC, Cambridge, Mass., is a CRO serving the pharmaceutical and biotechnology industries in the areas of biostatistics, data management, medical writing, and regulatory submissions. For more information, visit prometrika.com.

WOLTERS KLUWER HEALTH, Chicago, is a part of Amsterdam-based Wolters Kluwer NV and is a leading provider of information for professionals and students in medicine, nursing, allied health, pharmacy, and the pharmaceutical industry. For more information, visit wolterskluwer.com.