



WEB-BASED Marketing and Sales Process **MANAGEMENT** SOFTWARE

IndustrySuite Inc. has launched a new Web-based, real-time software solution to optimize management of the entire sales and marketing process.

"Competition favors the efficient," says Dan Krantz, IndustrySuite CEO and founder. "We're showing companies how they can reduce cost and increase revenue by eliminating process roadblocks and increasing the capacity, productivity and effectiveness of their marketing and sales staff."

Executive, marketing, and sales managers can access IndustrySuite 24/7 for real-time maintenance and control of

marketing strategy, budgets, project execution, campaign and sales promotion calendars, portfolio management, lead management, and sales prospecting.

- Strategic planning and budgeting capabilities enable marketers to react immediately to dynamic market conditions while maintaining precise budget control.

- Project management features — including automatic e-mail notification to appropriate users of pertinent project activity, milestone dates, and deadlines — improve the speed, accuracy, and efficiency of project workflow and enable fewer employees to handle more projects with greater accuracy and timeliness.

- Lead management and analysis functions allow accurate measurement of campaign effectiveness by project, medium, audience, and more.

IndustrySuite doesn't substitute for thought processes or human interaction; rather it facilitates and monitors the entire marketing process, proactively communicating with system users according to rules established by management.

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Pharma **COMPANIES** and **PHYSICIANS** Are Brought **TOGETHER** for Research Through New Online Site, **RAPIDTRIALS.COM**

RapidTrials.com, launched by PCRS Inc., is the first Web-based platform to provide real-time benchmark metrics on trial progress for research centers. The program helps drive revenue, study programs, and marketing research projects for healthcare providers.

RapidTrials.com is an interactive research-performance-management service that integrates technology with PCRS' access to thousands of healthcare providers nationwide.

"RapidTrials.com is expected to create revenue-generating opportunities for healthcare providers that leverage their scientific expertise, for the benefit of the development of new pharmaceutical products," says Tracy Blumenfeld, president of PCRS. "RapidTrials.com integrates technology and service solutions, which will optimize the appropriate patient accrual and sponsor review of research-center performance."

By quickly identifying critical "bottlenecks" at individual research sites during the clinical-trial process —

and allowing PCRS and project managers to provide, in real-time, suggestions for fixing any problems — RapidTrials.com provides both sponsors and sites powerful tools to ensure successful trial performance.

Through real-time benchmarking of metrics and data updates, coupled with the assurance of working with highly qualified investigators and sites, trial sponsors and pharmaceutical developers can continually build knowledge of their trials at the site level. RapidTrials.com then allows both sponsors and sites to share data; sponsors, if necessary, can then use RapidTrials.com to implement and disseminate changes that will improve performance at all participating research sites.

"RapidTrials.com appeal to pharma companies and others who wish to shorten research timelines — and enhance investigator relationships during and after their clinical-trial programs," Ms. Blumenfeld says.

KEY BENEFITS OF RAPIDTRIALS.COM

On-line access to new research opportunities for physicians that allows for more effective research planning

On-line research site capabilities and performance assessments allows sponsors to make more informed "Go/No-Go" decisions for strategic site selection

On-line physician registration and qualification for research projects provides sponsors with a dynamic data source for potential new investigators

On-line targeted marketing-research surveys allow physicians to log on and receive payment in a secure environment

Secure, interactive information exchanges directly between participating clinicians and trial sponsors enhances site/sponsor relationships and improves performance

EDUNEERING in Alliance With FDA Launches a **VIRTUAL UNIVERSITY** for Online Compliance Training

EduNeering Inc., an online compliance and risk management education solutions company, in an alliance with the FDA has launched a virtual university that provides Web-based training to thousands of FDA, state, and local inspectors nationwide and to employees in regulated companies worldwide.

The virtual university comprises a robust curriculum of interactive, state-of-the-art compliance training courses. The university will ensure that everyone in industry and government has access to the same tools and core knowledge, with the goal of enhancing uniformity in inspection performance by FDA staff, as well as compliance efforts by regulated companies.

A Tour of the FDA, the virtual university's flagship course, is offered by the agency's Office of Regulatory Affairs and can be accessed via the FDA Website at www.fda.gov, by selecting "About FDA" and clicking on the "New Item" link. This online course provides an in-depth and comprehensive overview of how the agency works, how it is organized, how each department operates, and much more. The virtual tour is useful for new FDA inspectors, as well as new

employees in regulated industries needing to know more about the agency.

In addition to A Tour of the FDA, the virtual university offers curriculum, which includes core and advanced Good Manufacturing Practices (GMP), Good Clinical Practices (GCP), Good Laboratory Practices (GLP), and Quality Systems Regulations (QSR).

The online courses initially will train 3,200 FDA inspectors and ORA employees, and will expand to more than 50,000 regulators at all levels in district and local offices, as well as state inspectors who conduct local inspections.

Some 30 courses in the curriculum address FDA regulations, and more than 100 courses focus on compliance. The curriculum will expand with new functionality and additional courses on a quarterly basis.

The FDA-EduNeering alliance enables the agency to take advantage of the most advanced e-learning technology. It also allows EduNeering to market the same online training courses to companies in such regulated industries as the pharmaceutical, biotech, medical device, and food industries.

CENTERWATCH Launches Online RESUME SERVICE for Clinical Research Professionals

As part of its service designed to assist clinical research professionals in finding job candidates, CenterWatch has launched a searchable online-resume database that focuses specifically on the clinical-trials industry. Human resource professionals, business executives, and personnel recruitment service providers can search The JobWatch Resume Service, which is located in the "Careers & Education" section on www.centerwatch.com.

"The clinical-trials industry is growing rapidly," says Sally Memmolo, JobWatch manager. "At the same time, the industry faces high turnover and a shortage of qualified personnel. We created this service to give employers and personnel recruitment

companies access to a resume exchange based on our extensive reach throughout the clinical research community."

JobWatch Resume Service located on centerwatch.com

Research professionals and health professionals looking to change career paths may post a resume and curriculum vitae on the JobWatch Resume Service. Employers and personnel recruitment service providers may then privately search and review resumes online.

Once a potential candidate has been identified, employers can contact candidates via e-mail. Companies can search resumes in a variety of ways, including geographic location, position type, degree, and levels of experience.

CMEWEB and MEDCASES Join Forces to EXPAND World's Largest Medical Education INTERNET SITE

CMEweb, the world's largest online medical education service, has joined with MedCases to jointly market and distribute case-based content through the CMEweb physician portal. MedCases creates online simulated patient-encounter medical education systems for physicians, residents, and medical students.

CMEweb offers physicians, via its site, access to MedCases' database of simulated patient encounters for CME credits. The agreement expands MedCases' growing Education Partners Program, a network of health-oriented Web organizations focused on providing top-quality professional information and services to physicians.

Operated by Thomson Healthcare, the publishers

of the Physicians' Desk Reference and several health-care journals and newsletters, CMEweb has become a leading producer of online CME with more than 3,000 hours of credit in virtually every medical specialty. The site offers AMA Category 1 CME credits as well as credits from individual medical specialty associations. CMEweb offers physicians the option to purchase individual courses, groups of courses or a subscription service for as low as \$5 per credit hour. CMEweb is also available for site licenses to hospitals and other healthcare facilities as an integrated part of their education programs. CME tests are scored automatically online and certificates e-mailed to the physician instantly.

Follow up

THE AMERICAN MEDICAL ASSOCIATION is based in Chicago. For more information, visit ama-assn.org.

CENTERWATCH is a Boston-based information services company that focuses on the clinical trials industry. For more information, visit centerwatch.com.

CMEWEB, based in Atlanta, is a division of Thomson Healthcare, which provides information, drug databases and communications to pharmaceutical companies, hospitals, physicians, and managed-care organizations. For more information, visit cmeweb.com.

EDUNEERING INC., located in Princeton, N.J., offers online compliance and risk

management education solutions to meet the growing needs of the world's regulated industries. For more information, visit eduneering.com.

INDUSTRYSUITE INC. is based in Warren, N.J. For more information, call Dan Krantz at 908-226-6738, or e-mail Dan@IndustrySuite.com.

MEDCASES INC., based in Philadelphia, delivers innovative Web-based learning products to the healthcare industry. For more information, visit medcases.com.

PCRS INC. is a national pharmaceutical research-solutions firm based in Wayne, Pa. For more information visit, rapidtrials.com.

Building and Implementing PHYSICIAN PRACTICE WEBSITES

The American Medical Association (AMA) has released *Building and Implementing Physician Practice Websites* a resource guide explaining how physicians can launch an effective Website. This book can help physicians learn about the technical aspects of Website development to communicate more efficiently with their patients.

The book comes at a time when online physician-patient and physician-business communication is becoming commonplace. Findings from the 2001 AMA Study of Physicians' Use of the World Wide Web reveal that 79% of physicians surveyed used the Web for communication in 2000. The

research study also reveals that 21% of physicians practice marketing on the Web. The AMA concludes that the percentage of online physicians that consider the Web a useful resource for drug information, business, and patient education has increased significantly since 1997.

The step-by-step guide was written by a physician who uses a Website for his own medical practice. The reference source provides an explanation of the Internet, and the technical aspects of Web-page design.

Good communication and the importance of tailored Websites to the online physician-patient relationship are explored. One focus of the book also discusses how the value of a good marketing name can successfully promote a physician's Website.

"I have broadened the scope of information to cover a wider range of topics related to the design and development of an Internet presence for individual physicians and medical group practices," says Michael A. Rothschild, MD, author of *Building and Implementing Physician Practice Web Sites*.

The book offers a basic overview of marketing practices as well as the history and functions of the Internet. It also reviews the roles of online health-related entities, Internet journals, and privacy concerns as they relate to daily practice.

The author explores evolving technical aspects of creating a medical Website such as domain registration, linkage, and marketing of the site to search engines and directories. The book also covers quality assurance of medical content on the Internet and the ethical and legal aspects of the online doctor-patient relationship.

The AMA *Building and Implementing Physician Practice Web Sites* is the latest in the AMA's line of resource books for physicians. Other titles from the AMA press include *Using the Internet for Health Information Marketing the Physician Practice*, *Smart Practices: Success in a Changing Environment*, *Communicating with Your Patients* and *Physician-Patient Relations*.

A new resource guide provides information on how physicians can launch an effective Website. from the AMA