DORLAND SWEENEY JONES CHANGES name and organizational structure

Going back to its roots, the healthcare agency has returned to its original name, Dorland. In addition, the agency is aligning its core strengths into three distinct strategic business units — Dorland Pharma, Dorland Solutions, and Dorland Public Relations

Dorland Sweeney Jones Health Communications is reaffirming its position as a leader in global health communications and creating a power brand by simplifying its name and organizational structure.

The agency has returned to its original name, Dorland. Founded in 1883, Dorland is the third oldest continually operating advertising agency in the U.S., with offices in Philadelphia and San Francisco.

"We decided to return to our original name, Dorland, because we want a contemporary brand name that reflects the nature of our agency," says Rita F. Sweeney, president and chief operating officer. "In short, we want a power brand, and Dorland, one of the first global agencies, has more than 100 years of history spanning three centuries. The changes we are making reaffirm our position as a leader in healthcare communications, and our new logo will visually represent our global capabilities."

Along with the new name and brand mark, Dorland is implementing organizational changes that align the agency's core strengths into three distinct strategic business units. Richard T. Minoff, who recently joined Dorland, is president of Dorland Pharma. Kate Maguire, who has been at the agency more than 20 years, is president of Dorland Solutions. Nancy Bacher Long, an 11-year veteran of the agency, is president of Dorland Public Relations.

The agency continues to offer integrated services, including public relations, marketing communications, medical communications, and strategic consulting. The updated structure validates the increasing role of Dorland's senior management, and the centralized business model provides organized leadership and integrated services. As client needs evolve, additional services may be added under the Dorland umbrella brand, which will be headed by Ms. Sweeney.

Mr. Minoff, who has more than two decades of pharmaceutical marketing experience, is responsible for growing the pharmaceutical communications business with emphasis on strategic planning and medical education services. Most recently, Mr. Minoff was executive VP and director at Interlink Healthcare Communications. Ms. Maguire manages a wide range of diagnostic, device, biotechnology, and pharmaceutical clients. Ms. Long is responsible for Dorland's global network affiliation with Public Relations Organisation International, a network of independent agencies across the world.

Dorland's three business units are headed by Rich Minoff, Dorland Pharma; Kate Maguire, Dorland Solutions; and Nancy Bacher Long, Dorland Public Relations.

SAS and Phase Forward COLLABORATIVE PRODUCT simplifies CLINICAL-TRIAL DATA COLLECTION

The time to market for drug development may be shortened by a strategic alliance between SAS and Phase Forward. SAS is developing an interface for the SAS Drug Development biomedical informatics platform to operate with Phase Forward's clinical-data management system, the Clintrial solution. The combined solution streamlines, automates, and simplifies the process of collecting, cleaning, and analyzing clinical-trial data. This helps shorten the time to market for drug development by increasing clinical throughput and reducing development costs.

"Pharmaceutical companies need to reduce the number of disparate, fragmented systems and implement standardized processes with clinical R&D operations," says Steve Shaha, CEO of the Institute for Integrated Outcomes, a technology analyst firm that specializes in the pharmaceutical industry. "These two challenges remain major roadblocks to the efficiencies needed to succeed in the evolving industry. This alliance represents a genuine breakthrough in enabling pharmaceutical companies to break out of archaic and confining systems for faster, more cost-effective processing."

Zul Abbany, SAS, VP of alliance development, says the combination of Phase Forward's CDMS solutions with SAS' platform for analysis and submission will help accelerate research — saving companies time and money in bringing drugs to market.

Aggregating validated clinical-trial data from multiple sources, such as electronic data-capture systems, in-house clinical data-management systems (CDMS), and labs is difficult and time-consuming.

By using the SAS Drug Development platform, customers can integrate data easily from the Clintrial system and disparate sources into a common information repository, where researchers can quickly analyze single- or multi-study data to gain greater insight into their drug-development program. This means that customers can more thoroughly analyze data earlier in the research process and stop research programs faster, redirect efforts, or make the decision to maintain course.

The joint offering also builds in a level of regulatory compliance that is typically absent or addressed only through time-consuming paperwork. By building in a defined interface for the transmission and maintenance of electronic records between the two compliance-enabling solutions the integrity of the data are automatically documented.

"This alliance provides the integrated technology for accelerating research in the pharmaceutical industry, saving companies money and bringing drugs to market faster," says Zul Abbany, VP of alliance development at SAS. "Phase Forward's CDMS solutions bring the data in from the research sites, and SAS brings it together for analysis and submission. Customers led the charge for this alliance, which is a natural fit for both organizations and the pharmaceutical industry."

SPECIALTY PR UNIT LAUNCHED in response to global trends in the healthcare industry

Chandler Chicco Agency, a healthcare public relations firm, has launched Biosector 2 with dual headquarters in New York and London. Biosector 2 focuses on a range of companies specializing in biotechnology, drug discovery, medical devices, drug delivery, and healthcare services as well as on specialty pharmaceutical companies. The new unit offers counseling in areas such as investor relations, public policy, marketing, and regulatory affairs.

In establishing Biosector 2, Chandler Chicco principals say they are following the path of innovation in medicine.

The company cites two recent reports highlighting globalization of the biotechnology industry and heralding biotechnology as "the next big industrial thing." According to an Ernst & Young report — Beyond Borders: Global Biotechnology Report 2002 — globalization is a phenomenon with 1,800 new firms in Europe versus 1,100 in the U.S. Additionally, countries such as Malaysia, Singapore, Japan, and Australia are making significant investments in biotechnology.

"The time is right for Chandler Chicco to introduce Biosector 2," says Bob Chandler, CCA principal. "We believe these companies have highly specialized needs and, to address them, we're borrowing from the experience we have in the traditional pharmaceutical marketplace. The diversity of these companies provides a significant opportunity, but the complexity of this marketplace must be recognized and respected.

"The challenge is to help the general public understand the promise of the science, to make the investment community see the value of what's being offered, and to provide policy makers and news media with the proper tools to recognize our clients' contributions to society. This is the key mission of Biosector 2," he adds.

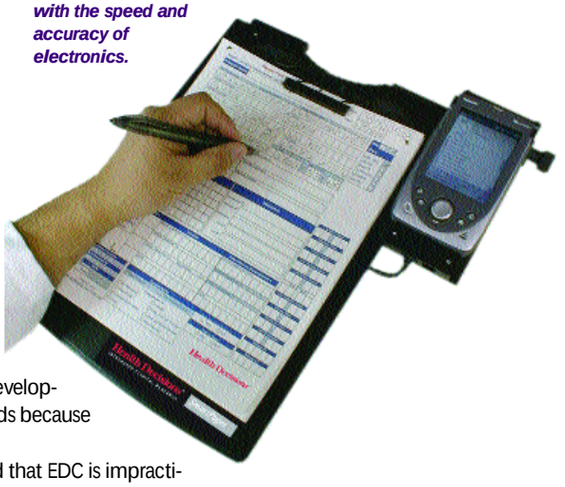
Agency principals expect that Biosector 2 fees will reach $1.5 million in its first year and anticipate closing 2002 with a staff of 12.

"Recent mergers among the largest biotech/IR firms have left a void in our industry," says Gianfranco Chicco, CCA principal. "Only a handful of small specialist firms are left, but not one can provide our level of strategic counsel with global big pharma experience to the most promising new stars in the healthcare industry."

Biosector 2 offers a multitude of services, including corporate and product positioning, branding, investor relations/financial communications, crisis and issues management, policy and regulatory relations, advertising, internal communications, and strategic counsel.

SMARTPAPER TECHNOLOGY COMBINES PAPER WITH EDC to reduce drug-development timeline

Health Decisions Inc. is offering Mi-Co's Mi-Forms technology to its pharmaceutical customers as part of its solution for rapid clinical-trial data collection, processing, and analysis. The combined offering, known as SmartPaper, allows responses to be recorded simultaneously on paper and electronically, combining the ease of paper with the speed and accuracy of electronics.



Health Decisions' SmartPaper, powered by Mi-Co, is a paper form that simultaneously provides an electronic record, thereby combining the ease of use of paper with the speed and accuracy of electronics.

Compared with paper forms that 95% of clinical trials still use, SmartPaper reduces data entry time by 68%, allowing better study management.

"Despite recent efforts at electronic data collection in the industry, an ongoing difficulty continues to be collecting data in a way that does not interfere with patient interviews," says Michael Rosenberg, M.D., MPH, president and CEO of Health Decisions. "Although technology is in the forefront of drug development, sometimes doctors prefer old fashioned methods because it works better for them."

According to Health Decisions, clinicians often find that EDC is impractical, often actually hindering their work because they are used to the ease of keeping notes on paper.

"The Mi-Co approach combines the ease of dealing with paper with the ability to immediately process and transmit data as they are collected from patients," Mr. Rosenberg says. "The resulting hybrid system is considerably easier than either paper or electronic systems and has not been offered before in this industry."

Drug-development costs are estimated at $800 million and 12 years to get a new product to market. Companies believe that this reflects the degree of difficulty in the development process.

"Our research indicates that new tools, especially technology tools, may be misused because they are overly complex," says Jim Clary, president of Mi-Co. "Our product, which is basically a clipboard and a piece of paper, easily can be used by everyone in the drug-development industry."

Partnership brings SOPHISTICATED MSE TOOLS to the pharmaceutical market

Proscape Technologies and InfoLogix are partnering to integrate and cross-sell their marketing and sales effectiveness software with mobile wireless devices in the pharmaceutical, consumer packaged goods, and financial services markets. The alliance combines InfoLogix's mobile hardware solutions — laptops, tablet PCs, pocket PC devices, and wireless LANs and WANs — with Proscape's MSE software solution, which integrates disparate enterprise-wide marketing and sales information into a single Web environment and manages marketing content across all selling channels. The combination is designed to help representatives present critical marketing and sales information, analyze data, and develop more collaborative relationships with customers.

David Gulian, president and co-founder of InfoLogix, says targeted electronic sales presentations can increase exposure time with physicians.

"With our pen-tablet solutions, combined with Proscape software, a pharmaceutical salesforce can make more impacting visual presentations to doctors and capture electronic signatures for physician sampling," says David Gulian, president and co-founder of InfoLogix. "By making targeted, electronic sales presentations, salespeople have already doubled and even tripled their exposure time in front of physicians."

In July, Wallace Pharmaceuticals' 304 sales representatives began using Proscape's MSE solution. The combination of MSE software and the selection of Fujitsu pen-tablet computers by Wallace yields the first mobile technology-based solution viable for use by detail representatives.

In a pilot program, Proscape's MSE solution provided Wallace's detail representatives with a two-fold increase in the amount of time spent with physicians, ultimately helping them to increase brand awareness and influence prescribing behavior.

CLINVIVO identifies new clinical/market opportunities

By tapping into Verispan's patient-centric database of prescription and medical transactions, ClinVivo can evaluate a wide array of patient scenarios to assess the potential for a new product indication. The decision-support tool is designed to help pharmaceutical manufacturers identify new markets for branded products and justify post-launch drug development.

ClinVivo recently was used by a sponsor to investigate whether its branded hormone-replacement therapy might have uses beyond its approved indication for controlling hot flashes. Prescribing physicians reported that the drug seemed to reduce the incidence of fibrocystic breast disease, but the manufacturer could not immediately dedicate funding — nor take the time — to verify that outcome in a clinical-trial setting.

The client used ClinVivo to assess the relative outcomes for patients on the target product versus a comparative drug not only for fibrocystic breast disease, but also for a panel of 11 diagnoses and procedures commonly associated with this patient population.

In establishing a variety of patient cohorts, ClinVivo accounted for product dosage strengths, length of therapy, age distributions, and newness to therapy. The costs and time needed to run exploratory trials in each of these areas for multiple patient populations would have been very high.

Statistical analysis of ClinVivo data reported that fewer diagnoses of fibrocystic breast disease were made for patients on the client's HRT product than for those on the competing therapy. The data also indicated that fewer mammograms were performed on women on the target medication. This finding brings with it tremendous cost-of-care considerations that the sponsor can leverage for enhanced product revenues.

MEDIFACTS LAUNCHES CONSULTING UNIT to aid early-stage companies

Medifacts International has launched Medical Therapeutics Consultants LLC, which provides early-stage, value-added clinical and product development consultation to the pharmaceutical and medical-device industries. The new business unit accomplishes its mission through a network of alliances with physician advisors/clinicians at major academic institutions as well as experienced industry, legal, and regulatory professionals.

Dr. Doug Cowart, executive director and chief operating officer of Medical Therapeutics Consultants, is leveraging a "think tank" of professionals to position the new company's services.

Dr. Doug Cowart, executive director and chief operating officer of Medical Therapeutics Consultants, says by leveraging the expertise of a "think tank" of seasoned drug and device professionals, the new company is uniquely positioned to offer a targeted set of technology and clinical development services to the pharmaceutical and medical-device industry.

Currently the unit's consultant team consists of more than 25 high-level consultants with cumulative experience gained from years of development management and regulatory oversight at executive levels within the drug, biotech, and device arenas. In addition 15 affiliated "academic consultants" with substantial scientific background supplement its 25 industry-experienced consultants. Also, three venture capital firms and two legal firms are joining in the new group's efforts to improve the quality and scope of services available to early-stage companies.

Follow up

CHANDLER CHICCO AGENCY, New York, works exclusively with the pharmaceutical/biotech industry offering a wide range of counsel, including marketing communications, issues, and crisis management, risk communications, corporate and product positioning, pre-approval and launch campaigns, disease-awareness programs, constituency relations, global public relations, advertising, new media, branding, and corporate documentary photography. For more information, visit ccapr.com.

DORLAND, Philadelphia, is one of the three oldest independent agencies in U.S. The full-service healthcare communications agency represents marketers of high-quality healthcare products and services. For more information, visit dorland.com.

HEALTH DECISIONS INC., Chapel Hill, N.C., is a provider of worldwide comprehensive clinical research services to pharmaceutical, government, and non-profit organizations. For more information, visit healthdec.com.

INFOLOGIX, Bensalem, Pa., is a provider of mobile wireless computing hardware and consulting solutions to the healthcare, industrial, transportation, and supply chain management markets. For more information, visit infologixsys.com.

MEDICAL THERAPEUTICS CONSULTANTS LLC, Rockville, Md., is an independent business unit of Medifacts International, which manages cardiovascular, renal, pulmonary, and central nervous system clinical development programs for the pharmaceutical, biotechnology, and medical-device industry. For more information, visit medicaltherapeutics.com.

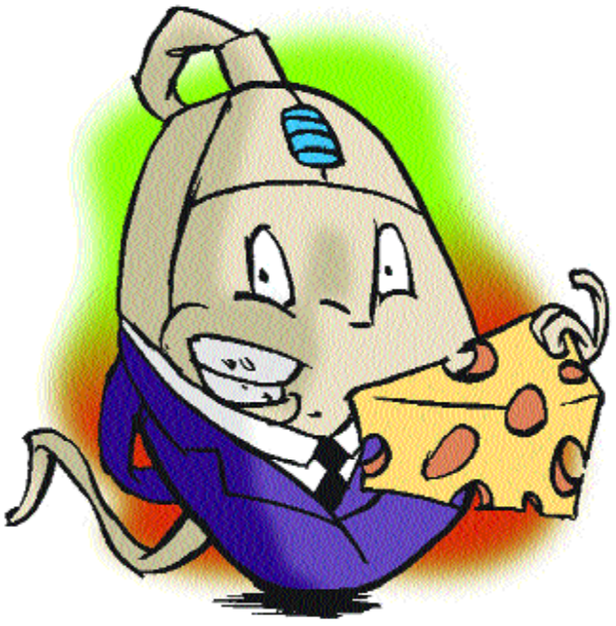
MI-CO, Research Triangle Park, N.C., provides innovative end-to-end solutions enabling the wireless capture, storage, and communication of form-based and free-form pen-on-paper data for users of PDAs, handheld computers, and Smart Phones. For more information, visit mi-corporation.com.

PHASE FORWARD INC., Waltham, Mass., is a provider of clinical and safety data management solutions for drug development. For more information, visit phaseforward.com.

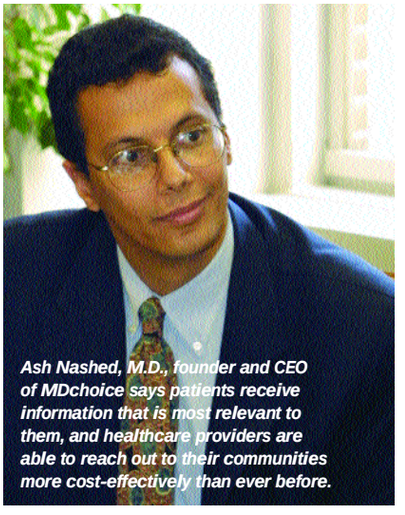
PROSCAPE TECHNOLOGIES, Fort Washington, Pa., is a provider of marketing and sales effectiveness technology-based solutions that bridge the disconnect between sales and marketing, elevating the effectiveness of all selling efforts throughout the organization. For more information, visit proscape.com.

SAS, Cary, N.C., is a provider of business-intelligence software and services. For more information, visit sas.com.

VERISPAN, Newtown, Pa., a healthcare informatics joint venture of Quintiles Transnational Corp. and McKesson Corp., provides patient-centric, longitudinal data. For more information, visit verispan.com.



MDchoice HealthConnections **CONNECTS POTENTIAL PATIENTS WITH APPROPRIATE PROVIDERS**



Ash Nashed, M.D., founder and CEO of MDchoice says patients receive information that is most relevant to them, and healthcare providers are able to reach out to their communities more cost-effectively than ever before.

MDchoice.com Inc. has unveiled a new marketing platform that allows hospitals, clinics, and physician groups to offer their own private label online healthcare information services. The platform offers health information ranging from up-to-the-minute health news to a comprehensive encyclopedia and a number of health risk assessment tools that can be customized to the needs of the participating hospital or group.

Through marketing messages on the MDchoice Network, hospitals and other healthcare organizations are able to target their services locally and by illness or medical condition, reaching more than 3.5 million health-focused consumers each month.

Patients searching for healthcare information on one of the company's Websites are led to the participating hospital's Website through a variety of tools, including geographically selected links, traditional banner advertising, newsletters, and integrated content information.

"The link from our national portals to our visitors' local health providers closes the loop for both our consumer visitors and healthcare partners," says Ash Nashed, M.D., founder and CEO of MDchoice.

Separately, the company has launched MDchoice Ad Network. The new division offers advertising sales to premium-branded health Websites, focusing on building close relationships with advertisers and Website publishers, creating custom marketing programs, such as sponsored disease centers that can be published across the entire MDchoice Ad Network.

HEALTHINFO LAUNCHES Market Research and **CUSTOMER SATISFACTION TOOL**

Matthew Stone

The Internet is no longer the wave of the future. For 93% of physicians and more than 165 million Americans, the Internet is the wave of today, says Matthew Stone, president of HealthInfo.

In-Pulse, an Internet-based, market research and customer satisfaction tool has been launched by HealthInfo, a division of HealthInfo Direct LLC.

"In-Pulse is a powerful market research method that has given our clients the answers they need in a timely and convenient manner," says Matthew Stone, president of HealthInfo. "The Internet is no longer the wave of the future. For 93% of physicians and more than 165 million Americans, the Internet is the wave of today."

In-Pulse programs combine elements of direct marketing and electronic market research to quickly collect the opinions of customers, employees, physicians, or other healthcare professionals. HealthInfo clients use In-Pulse programs for a variety of tactics, such as to develop brand positioning, to spark creative ideas, and to analyze the opinions and characteristics of a current or target audience, to examine the acceptance of proposed tactics or creative concepts, and to evaluate customer or employee satisfaction.

In-Pulse clients can receive real-time data results daily, tabulated data within one week after closing, and an executive summary two weeks after closing.

Relationship Management Solution **IMPROVES HEALTH PLAN'S INTERACTIONS** with Members, Providers, Employers

Quovadx has launched QDX CustomerFocus 4.3, the latest version of its healthcare relationship management system. QDX CustomerFocus is a single source enterprise solution directed at managing the health plan's relationship with its key constituencies: members, providers, and employer groups. QDX CustomerFocus documents, and routes to appropriate departments, all types of inquiries, complaints, and business processes, including the highly regulated process of appeals and grievance management, allowing the plan to easily measure, manage, and improve customer satisfaction, member retention, and customer service representative productivity.

Version 4.3 includes enhanced features for improved appeals and grievance processing, improved call-center reporting, and enhanced CSR performance.

"QDX CustomerFocus is a functionality-rich product that meets specific industry needs," says Lorine Sweeney, president and CEO of Quovadx.

Partnership Creates **BRIDGE FROM METATRIAL EDC TO ORACLE CLINICAL**

CB Technologies Inc. and Complete Software Solutions Inc. have teamed up to provide clients with eLoader, the CSS data loading tool for Oracle Clinical, creating a seamless path to load data collected through CB's MetaTrial electronic data capture software into Oracle Clinical.

This combination of software tools shortens the cycle for data collection and analysis during clinical trials by reducing the time it takes to transfer and map data into Oracle Clinical, a leading clinical-trials database.

Once data are in the central database, eLoader moves data into the clinical study structure defined in Oracle Clinical.

CB's MetaTrial Hybrid EDC allows for online and offline clinical-trial data entry at investigator sites. The system functions like a Web-based system, operating online by default. However, the system allows offline data entry in case Internet access is unavailable. A synchronization engine ensures that the data at the local site are synchronized automatically with the central database as soon as an Internet connection is established.

Once data are in the central database, eLoader automatically moves the data into the clinical study structure defined in Oracle Clinical. eLoader reads the MetaTrial data, maps it to the Oracle Clinical study design, and loads the data into the Oracle Clinical database. Additionally, eLoader validates the incoming MetaTrial data against the Oracle Clinical study design and definitions, identifying problems before loading.