

## HEALTHINFO LAUNCHES Market Research and CUSTOMER SATISFACTION TOOL



*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.

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

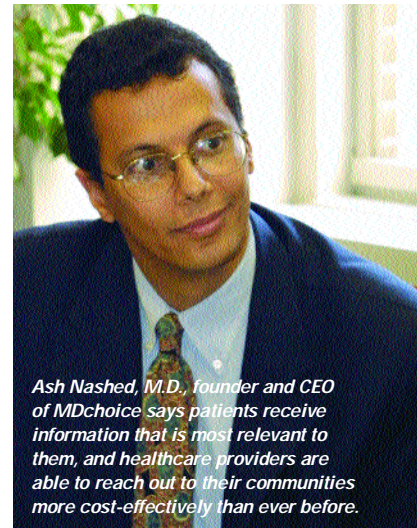
MDchoice.com Inc. has unveiled a new marketing platform that allows hospitals, clinics, and physician groups to offer their own private label online healthcare information services. The platform offers health information ranging from up-to-the-minute health news to a comprehensive encyclopedia and a 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.



*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.*

## 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.

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.

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

## KALORAMA WEBSITE Offers Life-Science Market Intelligence

Kalorama Information's [www.KaloramaInformation.com](http://www.KaloramaInformation.com) provides access to critical market intelligence covering the life sciences. Built upon the same advanced search applications as the publisher's parent company MarketResearch.com, the new site provides details about each report in the Kalorama portfolio and the ability to view sections of reports prior to purchase.

"Kalorama's product line is growing rapidly and we're very excited to offer this new access point to our customers," says Steven Heffner, acquisitions editor at Kalorama Information. "Customers need to gather as much information as they can about these studies before they make a purchase, so we designed the site to offer as much transparency as possible."

In addition to features designed to educate clients about Kalorama Information products, the site offers news about the latest Kalorama research findings, an Editor's Corner with insight about the latest life-science trends, and links to pertinent industry events. Covering the biotechnology, pharmaceutical, diagnostic, and medical-device sectors, articles and editorials on [KaloramaInformation.com](http://KaloramaInformation.com) offer professionals in these fields insight into the changes in their marketplaces and point them to the research reports most relevant to their needs.

In a recent study that can be accessed at the new Website, Kalorama researchers found that in the \$4.3 billion U.S. market for home-care products, infusion products are showing the strongest growth. Although not the largest segment of the market, home infusion therapy posted 10% to 11% growth in recent years, and the study predicts that it will continue at that pace through 2006.

According to the study — The U.S. Market for Home Care Products — demographic trends, cost measures, and changing patient-care practices will drive growth in every segment. The U.S. population is aging, cost containment measures are moving patients out of formal care settings faster, and more chronically and terminally ill patients are choosing the home as a more comfortable setting than institutional care. Although some home-care markets are maturing, there are still many dynamic areas in which companies are maneuvering to compete more effectively.

"In ambulatory aids, many competitors are offering specialized heavy-duty products for overweight and obese patients," Mr. Heffner says. "Invacare, for example, has created a special line of home-care equipment for the bariatric population. Other competitors will undoubtedly follow suit with their own bariatric product extensions and products for other specialized populations."

## ELECTRONIC SAFETY SUBMISSIONS to be Created Through Partnership

Aris Global LLC and Cyclone Commerce have joined forces to create a turnkey solution to submit and receive individual case safety reports to the EMEA, FDA, HealthCanada, and the MHLW.

The EMEA's recent move toward electronic documentation requires that all Pharmaceutical Marketing Authorization Holders implement certain standards to ensure secure, validated, and repudiated electronic communication with global regulatory authorities and trading partners. The deadline for filing electronic ICSR submissions with EMEA is January 31, 2003.

With E2B Gateway Solution, Aris Global's integrated, turn-key solution with built-in Cyclone Interchange software, MAHs will not only meet the immediate EMEA submission deadline, they will meet the future deadlines of the FDA, HealthCanada, and the MHLW regulatory authorities. Because the solution is totally compatible with EMEA EudraVigilance Gateway, and meets the ICH and 21 CFR Part 11 standards for electronic submissions, companies will save time and money by not having to enhance existing systems or build systems requiring custom code.

E2B Gateway can be configured to any pharmacovigilance system, enabling companies to create E2B DTD v2.0 and v2.1 files in both SGML and XML format, reduce manpower requirements, eliminate duplicate data entry, use self-signed certificates or certificates from all major PKI vendors, support all major protocols and data transports with no integration required, and connect to 100% of their trading partners.



Deepak Abbhi

***Our integrated solution has been implemented at both large and small pharmaceutical companies. We believe the E2B Gateway Solution will become the de-facto standard for electronic submissions of ICSRs, says Deepak Abbhi, CEO of Aris Global.***

Companies can review ICSRs waiting transmission, initiate transmissions either individually or in batch, view successful load or load-error destination acknowledgments, and view a log of incoming ICSRs anytime. Cyclone's preexisting relationships include Abbott, Bayer Healthcare Division, Bristol-Myers Squibb, Lilly, Genentech, McKesson, Merck, and Roche.

## SUBSCRIPTION SERVICE Links Clinical-Trials Management System and Investigator Database

FW Pharma Systems and Acurian are providing enhanced investigator management solutions for users of the clinical-trials management system, Impact, by linking it with Acurian's investigator database.

Impact is a clinical-trials management software that is designed to help pharmaceutical companies, CROs, device manufacturers, and biotechnology companies manage research activities, ranging in scale from single site to large multinational, multisite studies.

"Impact has established itself as the leading CTMS, and Acurian has developed the industry's most comprehensive database of experienced clinical investigators," says Paul Tebbs, business development director, FW Pharma Systems. "It makes excellent sense for us to bring the two together, providing a link that enables Impact users to augment their own database of investigators by searching Acurian's Investigator Database by specialty, prescribing behavior, trial experience, and other relevant metrics."

Impact users also will be able to see the number of patients in Acurian's patient database of more than 4.3 million individuals that are geographically

proximate to selected investigator sites. These new search capabilities will be made available within FW Pharma's customers' secure Impact trials management environment and can be used to set up potential trial units.

"Access to our investigator database through Impact will provide sponsors with the relevant data they need to make informed decisions in regards to investigator recruitment," says Mark Eisenach, CEO of Acurian. "By teaming with a market leader like FW Pharma Systems, we can quickly provide our informatics-based approach to investigator recruitment to multiple sponsors in an integrated, turnkey fashion."

According to Mr. Tebbs, CROs and sponsors will need ready access to high-quality investigator and patient data to expedite study start-up. The link between Impact and Acurian will help jump-start the investigator enrollment process.



Mark Eisenach

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**We designed the site to offer as much transparency as possible.**  
Steven Heffner



## Patented Visual Analysis Technology **EXTENDS THE DATA ANALYSIS PROCESS**

**illumitek allows end users to visually retrieve and interact with information.**  
Tony Crescenzo

A recently issued patent may change the way the bioinformatics industry presents data. illumitek Inc. has been granted a U.S. patent for a technology that enables the most advanced information discovery software possible. The patent covers any technological process that combines graph algebra, with geometry and aesthetic components, which automatically produce computer-generated displays of data.

"illumitek advances data analysis technologies and finally allows end users to visually retrieve and interact with information," says Tony Crescenzo, CEO of illumitek.

illumitek's 100% Java-based software platform, nViZn, enables customers to build statistical analysis and visualization applications, which were too time consuming and costly to create until now. nViZn advances the analysis process by offering sophisticated analytics and statistics, robust user interactivity, and capabilities to build and render any visual necessary.

## Prescriber Dynamics Offers **ENHANCED PRESCRIBING INTELLIGENCE**

Pharmaceutical product managers can access faster, richer information about U.S. prescribing behavior to help shape more effective marketing strategies with Prescriber Dynamics, a Web-based tool available from IMS Health. The latest module in the IMS Marketing Effectiveness Suite, Prescriber Dynamics provides critical intelligence about new therapy starts, switching activity, renewals, and patient population demographics, drawing on the company's powerful longitudinal prescription database.

"IMS Prescriber Dynamics provides a true competitive edge for marketing professionals, delivering a level of detail on prescribing activity that was not previously available," says Bill Henderson, group director of IMS Marketing. "For example, by breaking down new prescription activity into its component parts — renewals, new therapy starts, and switches — marketers get a much more powerful indicator of what's happening with their product and their therapeutic category, enabling them to more rapidly pinpoint opportunities and focus their strategies."

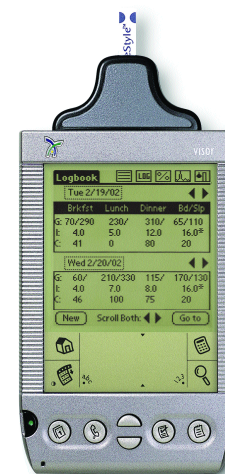
Prescriber Dynamics tracks information nationally, regionally, and by doctor specialty, with breakouts of patient populations by age and gender. Data are presented in a weekly format, and the service includes collaboration features that enable market intelligence to be easily shared online with users throughout the world.

## TheraSense Launches **WEB-BASED DIABETES DATA-MANAGEMENT PROGRAM**

TheraSense Inc. and Control Diabetes Inc. have launched a comprehensive data and diabetes management program called the FreeStyle CoPilot Web-Based Data Management System. Accessed via a secure Internet site, the program allows analysis and communication of glucose levels by healthcare providers and people with diabetes.

"Customers have told us they want more useful ways of managing their increasing amounts of diabetes-related data," says Mark Lortz, president and CEO of TheraSense. "This program enhances the flow and accuracy of information between people with diabetes and their healthcare providers, while still utilizing the FreeStyle blood glucose monitoring system technology."

Patients will be able to store their health information securely and upload blood-glucose readings and data from TheraSense's FreeStyle blood glucose monitor and FreeStyle Tracker Diabetes Management System, a blood-glucose monitoring system combined with the HandSpring Visor personal digital assistant. The information can then be transferred into personalized reports focusing on integrated issues of diabetes care, including glycemic control, hypertension, hyperlipidemia, and diet.



*Patients can upload glucose readings, using FreeStyle Tracker Diabetes Management System, to a Web-based data-management system.*

## RxHub Releases First Version of Industry Specifications for **ELECTRONIC PRESCRIPTION CREATION AND DELIVERY**

RxHub has released Interface Specifications Version 1.0, which is designed to make the electronic prescribing process safer and more efficient. The standards were established in open workshops attended by industry leaders representing pharmacies, pharmacy benefit managers, and point-of-care technology providers.

The first draft of the specifications originated at a RxHub-sponsored work group in St. Paul, Minn., in March 2002. The final Version 1.0 specifications are based on the input of industry leaders who took part in two open comment workshops organized by RxHub and held in Washington in April and Chicago in May.

The initial work group reconvened in June to incorporate the suggestions received during the latest open comment period into the final Version 1.0 specifications.

"Our goal was to make the process of establish-

ing standards and specifications for electronic prescribing as open and inclusive as possible, and we are extremely pleased with the extent of industry participation in the workshops," says RxHub CEO Jim Bradley. "As a result, we can be confident that this first version of the specifications fairly represents the perspectives and interests of all the key groups involved."

More than 50 industry representatives attended the two open comment workshops. Participants in the open comment workshops represented all facets of the prescribing industry including pharmacies, pharmacy benefit managers, point-of-care vendors, pharmacy technology vendors, pharmaceutical companies, and system integrators. Work group participants included companies such as Medix Resources, MEDeMORPHUS Healthcare Solutions, Wellpoint, Allscripts, Fairview Pharmacy Services, MedVantx, and Total eMed.

## **ARACCEL LAUNCHES** HTML Clinical Data Collection and Reporting System

Capturing clinical-trial data has been simplified with the launch of Aracel's ASFlash. The product's main function is electronic data collection and its main target is Phase IV clinical trials, however, it is appropriate for any phase. ASFlash permits the user to enter data and view reports from nearly any device, browser, or platform.

Aracel fused more than 10 years of clinical-trial expertise and an understanding of its client's needs to create a product of simplicity and design.

ASFlash works on any computer with an Internet

connection and any browser, and is ideal for large volume trials. The data-collection tool simplifies patient administration and its automated data capture maximizes critical research assets, enhances data integrity, and analysis, and reduces drug-development time. ASFlash is scalable, flexible, and highly configurable and fully integrated into the company's clinical data-management product, ASPlatform.

The company guarantees a four-week deployment from time of final spec sign-off, one of the fastest deliveries in the industry.

**ASFlash simplifies clinical-trial data capturing and targets Phase IV trials.**

## Free Resources **PROVIDE ELECTRONIC COMMON TECHNICAL DOCUMENT INFORMATION**

The electronic common technical document is an impending requirement and the future of e-submissions. Life-sciences professionals can access tools and knowledge related to eCTD through two free resources: eCTD Assistant 1.0 and aboutctd.com.

eCTD Assistant 1.0 is free software that provides an easy-to-use, wizard-like interface that automatically generates XML from eCTD-ready file structures. It supports all currently available eCTD specifications and can provide direct document management system integration, which means non-technical publishers can immediately become productive because they do not have to make changes to existing content.

Aboutctd.com is a free Website created by Lipient to help the life-sciences industry understand the implications of the eCTD.

The goal of the site is to centralize eCTD-related information so life-sciences professionals can more efficiently prepare themselves for future electronic regulatory requirements.

The Website contains a directory of downloads and critical links, conferences and meetings information, solution providers, and online discussion.

Lipient acts as the site sponsor and content manager, but the Website is an open eCTD resource center.

## Initiatives Introduced to **REDUCE ADMINISTRATIVE BURDENS** for Physicians

The Council for Affordable Quality Healthcare is introducing two national initiatives to reduce administrative burdens for physicians and other providers: Formulary DataSource and Single-Application Credentialing.

Formulary DataSource is a Web-based tool that makes it easy for physicians to ensure that the medicines they prescribe are on the formulary of their patients' health plans.

The free Website allows physicians to access prescription drug information for their patients from a single database, electronically sourced directly from participating health plans and networks.

A physician can select the patient's health plan or network, enter a pharmaceutical product's generic or brand name, and instantly see if the medicine is on the formulary.

In addition, the Website lists any restrictions on the use of the medicine, such as quantity limits or age limits, and indicates if the drug is part of a step therapy or requires pre-authorization.

Physicians can view the entire formulary, or select by organ system or therapeutic class to view all of the covered drugs in a particular category. If a particular medicine is not preferred on a patient's health-care or managed-care formulary, physicians can search the database to identify alternative medications in the same therapeutic class as possible substitutes.

The second program, Single-Application Credentialing, allows physicians and other healthcare providers to submit electronically a single application that satisfies the credentialing requirements of nearly 30 of the country's leading health plans and networks.

Each healthcare organization that a physician contracts with requires doctors to complete and periodically update a separate, extensive application to participate in their networks.

This free Single-Application Credentialing service simplifies this process by allowing physicians and other providers to submit one application — either online or via fax — that satisfies the credentialing requirements of all CAQH member health plans and networks.

Healthcare organizations that are not CAQH members also are encouraged to accept the application for their credentialing process.

The information collected on the application is electronically compiled and maintained by CAQH in a secure database made available only to the healthcare organizations specifically authorized by the physician.

**Two national initiatives to reduce administrative burdens for physicians and other providers**

- Formulary DataSource
- Single-Application Credentialing

## **HEALTHATOZ EARNS URAC Website ACCREDITATION**

URAC has awarded Health Website Accreditation to HealthAtoZ for its online health portal HealthAtoZ.com. The portal combines the latest health information with condition-specific interactive tools and trackers to help people lead healthier lives.

The health Website standards of URAC, a non-profit healthcare accrediting body, cover a number of issues, including health content editorial process, disclosure of financial relationships, linking to other Websites, privacy and security, and mechanisms for consumer complaints. The standards also contain requirements to assure that organizations have adequate internal processes and structure to monitor and maintain Website quality over time.

"URAC holds applicants to high standards, showing who people can trust for their online health needs," says Raj Lakhanpal, M.D., president and CEO of HealthAtoZ. "URAC went over us with a fine-tooth comb, finding that HealthAtoZ provides trustworthy health information and management programs."

HealthAtoZ maintains two public sites: www.HealthAtoZ.com for healthcare consumers, and www.Med-Connect.com for healthcare professionals. Both sites are living laboratories for the development of innovative disease management and health promotion programs.

Separately, the URAC has launched a new logo and redesigned its Website, www.urac.org.

The changes are an effort to promote brand recognition for consumers and make it easier for consumers and other stakeholders to find the information they need about health quality.

"With a shift over to the new Website and logo, we hope to increase awareness of URAC and our mission," says Garry Carneal, URAC president and CEO. "We are proud to display our new logo as a symbol of high standards for quality healthcare."

## **CLINICAL-TRIAL DATA EASILY ORGANIZED** with Study Control

Criterium's development and application of Study Control enables clinical study data to be gathered and integrated from a variety of accepted sources. The computer application allows for storage, review, updating, distribution, and reporting of all clinical-trial data and offers medical clients a thoroughly compliant regulatory environment.

"We can now receive data from several source modes, and standardize it into a consistent database," says Greg Bailey, systems manager at Criterium. "Formerly, the process of integrating data from paper, fax, online, and interactive voice response telephone sources in one single study would slow down the updates to the client during trials. Today, with Study Control, our

clients are getting real-time updates of their clinical trial information."

Study Control reporting data is available to clients 24 hours a day, 7 days a week. Criterium provides a platform that is customized for the clients' existing computer hardware and software; and is optimized for all Internet and Microsoft Windows applications. Criterium's virtual private network assures secure transmission and data deployment to all sites involved in a given study.

Study Control-version 2.6 is the result of more than 11 years of intensive "hands on" experience by Criterium in all aspects of managing clinical trials. It also integrates the areas of traditional project management and monitoring services by Criterium personnel.

**Study Control reporting is available to clients 24 hours a day, 7 days a week.**

## Thomson Physicians World Relaunches CORPORATE WEBSITE

Thomson Physicians World has redesigned its corporate Website, under the company's new domain name, [www.PhysiciansWorld.com](http://www.PhysiciansWorld.com). In keeping with the company's corporate umbrella theme, "Unleash the Power of Medical Education," the site features easy-to-navigate material on Thomson Physicians World's background, services, staff, and career opportunities, as well as links to Thomson Physicians World division Websites and other Thomson Corp. companies.

The Website project was spearheaded by Strategic Solutions Group, an in-house team of technology strategists who work with clients to maximize the impact of traditional medical education programs through the use of Internet and allied new media tools. The design was carried out by eMed-Media, a Thomson division based in the U.K.

"Our site relaunch reflects Thomson Physicians World's commitment to being the leader in innovative programs and services to help physicians, clients, and educational grantors capitalize on the benefits offered by new media: dynamic formats, a high degree of interactivity, and enhanced efficiency," says Kevan Chambers, general manager of Strategic Solutions.

## Proscrape Tool Enhances SALESFORCE EFFICIENCY

Proscrape Technologies has launched a new version of its marketing and sales effectiveness solution. MSE technology-based solutions bridge the disconnect between sales and marketing, elevating the effectiveness of all selling efforts throughout the organization. Version 4.4 of the Web-based product suite provides companies with offline functionality, new tablet compatibility for sales field access, and enhanced management report abilities.

In 1999, Proscrape Technologies introduced the industry's first MSE solution to offer an online information hub that streamlines and integrates marketing and sales content from disparate locations across the enterprise, supporting real-time information exchange and fostering fact-based, customer-focused relationships.

The updated Web-based and seamlessly integrated MSE solution is comprised of six modular components — content repository, encyclopedia, presentation, promotion, datamanager, and datatrak. Users can access crucial marketing and sales information anytime from anywhere. In addition, any handheld tablet that runs Windows can run Proscrape's MSE solution. Sales reps, executives, customer service representatives — anyone working in the field — can leverage wireless tablets to create presentations on-the-fly and access up-to-the-minute sales, marketing, prospect, and competitive information necessary to close a sale.

## Follow up

**ACURIAN INC.**, Horsham, Pa., provides clinical-trial patient and investigator recruitment solutions. For more information, visit [acurian.com](http://acurian.com).

**ARACCEL**, Horsham, Pa., provides e-clinical solutions that capture, maintain, analyze, distribute, manage, and report clinical-trial data. For more information, visit [aracel.com](http://aracel.com).

**ARIS GLOBAL LLC**, Stamford, Conn., develops software solutions that accelerate the drug development life cycle and assure global regulatory compliance. For more information, visit [arisglobal.com](http://arisglobal.com).

**CBTECHNOLOGIES INC.**, Exton, Pa., develops and delivers technology tools and services for life-sciences companies. For more information, visit [cbtech.com](http://cbtech.com).

**COMPLETE SOFTWARE SOLUTIONS INC.**, San Francisco, is a technical consulting firm offering implementation, validation, training services, and specialized software. The company was recently acquired by PPD Inc. For more information, visit [csscomp.com](http://csscomp.com).

**CONTROL DIABETES INC.**, St. Louis, Mo., is a technology services company that simplifies diabetes management. For more information, visit [icontroldiabetes.com](http://icontroldiabetes.com).

**COUNCIL FOR AFFORDABLE QUALITY HEALTHCARE**, Washington, D.C., is a non-profit alliance of health plans and networks. For more information, visit [caqh.com](http://caqh.com).

**CRITERIUM INC.**, Saratoga Springs, N.Y., provides regulatory, technology, and professional services clinical trials. For more information, visit [criterionusa.com](http://criterionusa.com).

**CYCLONE COMMERCE**, Scottsdale, Ariz., provides community management solutions. For more information, visit [cyclonecommerce.com](http://cyclonecommerce.com).

**FW PHARMA SYSTEMS LTD.**, Birmingham, U.K., provides business solutions to the clinical-research sector. U.S. offices are located in Malvern, Pa., and San Mateo, Calif. For more information, visit [fwpharma.com](http://fwpharma.com).

**HEALTHATOZ**, Cranbury, N.J., provides customized Web-based solutions. For more information, visit [healthatoz.com](http://healthatoz.com).

**HEALTHINFO**, Schaumburg, Ill., a division of HealthInfo Direct LLC, specializes in

co-ordinated communication programs. For more information, visit [healthinfodirect.com](http://healthinfodirect.com).

**ILLUMITEK INC.**, Herndon, Va., provides integrated analysis and visualization software technologies for data exploration and knowledge discovery. For more information, visit [illumitek.com](http://illumitek.com).

**IMS HEALTH**, Fairfield, Conn., is a provider of information solutions to the healthcare and pharmaceutical industries. For more information, visit [imshealth.com](http://imshealth.com).

**KALORAMA INFORMATION LLC**, New York, supplies market research for the life-sciences industry. For more information, visit [kaloramainformation.com](http://kaloramainformation.com).

**LIQUENT INC.**, Fort Washington, Pa., provides content assembly, publishing, regulatory, and intellectual property information solutions. For more information, visit [liquent.com](http://liquent.com).

**MDCHOICE.COM INC.**, Somerville, N.J., is an Internet healthcare information and advertising network. For more information, visit [mdchoice.com](http://mdchoice.com).

**PROSCAPE TECHNOLOGIES**, Fort Washington, Pa., is a provider of marketing and sales effectiveness solutions. For more information, visit [proscrape.com](http://proscrape.com).

**QUOVADIX INC.**, Englewood, Colo., provides an end-to-end business infrastructure and integration software suite. For more information, visit [quovadx.com](http://quovadx.com).

**RXHUB LLC**, St. Paul, Minn., focuses on accelerating and facilitating the universal adoption of electronic prescribing. For more information, visit [rxhub.net](http://rxhub.net).

**THERASENSE INC.**, Alameda, Calif., develops, manufactures, and sells glucose monitoring systems. For more information, visit [therasense.com](http://therasense.com).

**THOMSON PHYSICIANS WORLD**, Secaucus, N.J., provides medical education and communications programs for physicians and allied healthcare professionals. For more information, visit [physiciansworld.com](http://physiciansworld.com).

**URAC**, Washington, D.C., is a nonprofit organization that establishes standards for the healthcare industry. For more information, visit [urac.org](http://urac.org).