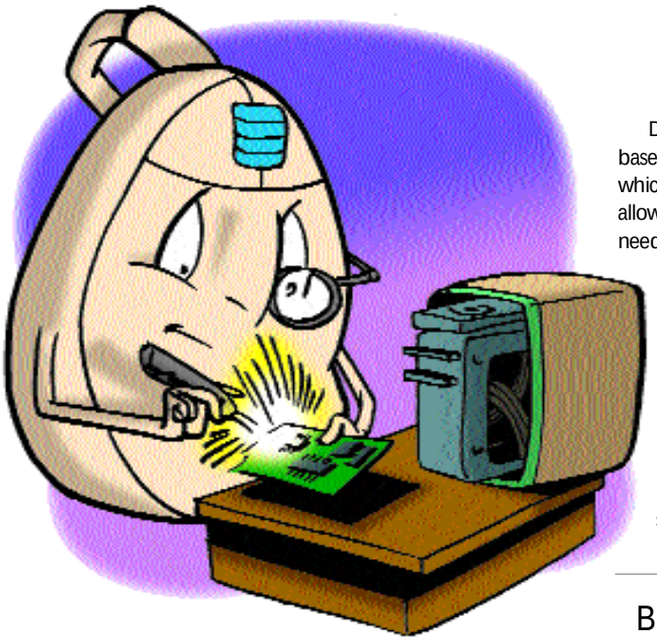


Donahoe Purohit Miller Introduces WEB-BASED DATA TRACKER

"This new tool enables our clients to have up-to-the-minute information. Flexibility is built right into the program as Pharma Info Organizer can easily be customized to meet specific client needs," says Michael Eicker, project manager, interactive, at Donahoe Purohit Miller.

Donahoe Purohit Miller Inc. (DPM) has developed Pharma Info Organizer, a Web-based data tracker that allows clients to better manage their medical events. The tool, which initially was developed for managing events such as seminars and symposia, allows clients to access — minute-by-minute in real time — the information they need about the status of their events.

With Pharma Info Organizer, clients can keep track of attendee status, attendee summaries, venue updates, honoraria information, budgets and expenses, and even have access to post-event summaries such as who attended and get feedback.

Additional benefits of the "one-stop-shopping" of project status include reduction of fax and e-mail reminders, less paperwork, and, in turn, time and cost savings. Pharma Info Organizer is available 24/7, and requires no special training to use.

Pharma Info Organizer is used as a Web-based project manager by all divisions of DPM.

Octagon Unveils Process Management Software Tool Designed to SUPPORT SUBMISSION STRATEGY AND DEVELOPMENT

Octagon Research Solutions' ViewPoint process management tool is designed to support the complex electronic regulatory submission development process. This is the first of Octagon's suite of VantagePoint technology solutions and products.

ViewPoint allows project managers to monitor and control every aspect of complex submissions through automated workflow management, unobtrusive metric collection, scenario modeling, issue tracking, and flexible task assignment.

James C. Walker, president and CEO, of Octagon says ViewPoint enables project managers and senior management to view the status and timing of electronic regulatory submissions in real-time.

"Regulatory agencies are encouraging the pharmaceutical industry to provide electronic submissions and industry is responding not just because of the initiatives but because of the business efficiencies inherent in working digitally," says James C. Walker, president and CEO of Octagon. "The tool reflects the process-centric approach that our clients need to remain competitive by offering cost savings, significant risk reduction, and quicker time-to-market."

The program provides project managers with a standard to measure the speed at which components of the submission are completed by including a set of assumed metrics that incorporate best practices unique to the submission development process.

Blue Diesel Launches Web-based Application to Help Pharma Companies OPTIMIZE MARKETING BUDGETS

optiTRAX, a budgeting and workflow management tool launched by Blue Diesel, has been developed specifically for the pharmaceutical and biotech industries. optiTRAX is a secure Web-based application that allows companies and their external marketing partners to plan, manage, and control the creation, launch, and tracking of marketing communication tactics across different brands and teams.

optiTRAX is a secure Web-based application that acts as a single project repository.

"Within a single pharmaceutical company, there are usually 10 to 15 brand teams that are all conducting similar marketing activities," says John Racik, president and CEO of Blue Diesel. "But the cost of executing activities often varies widely from team to team. One may spend $10,000 for a four-color sales aid while another may spend $50,000 for a similar piece. Until recently, there has been no way to compare and manage these costs at a corporate level to ensure that teams are paying a fair price. With optiTRAX, we set out to create a tool that facilitates better budget management, with the ultimate goal of helping companies save money on their marketing efforts without sacrificing creative quality."

optiTRAX allows companies and their advertising or marketing partners to create and maintain detailed estimates for all marketing initiatives online. As those initiatives are executed, actual resources and out-of-pocket costs are captured and compared against the estimates. Product and brand managers have immediate access to real-time information about their expenditures. In addition, a centralized repository allows procurement and sourcing functions to analyze spending trends over time and across all product and brand teams.

Acting as a single project repository, optiTRAX streamlines project management, reduces ramp-up time, and helps ensure consistent processes across brands, franchises, and reviewer functions.

Liquent Life-Sciences ELECTRONIC REGULATORY DOCUMENT MANAGEMENT SYSTEM Launched

Liquent Inc.'s InSight Foundation is the first product in its new InSight family of solutions that integrates document, publishing, and submission management technology. Designed to leverage emerging standards, such as the common technical document and electronic common technical document, InSight Foundation provides a validation-ready solution for optimizing the management of an organization's submission documents.

InSight Foundation extends a standard document management system (DMS) investment because it provides a configuration that uses industry best practices. As a result, organizations can avoid costly investments in a customized DMS, which has steered smaller companies away from document management technology.

"InSight Foundation is the convergence of enterprisewide regulatory document control technology and automated regulatory submission assembly," says Rick Dool, president and CEO of Liquent. "This new product demonstrates Liquent's commitment to helping life-sciences organizations expand from straightforward submission publishing technology into regulatory document life-cycle management and publishing."

InSight integrates enterprise compliance processes, including creation, publishing, consumption, and management of content.

MD Net Guide Launches **PHYSICIAN PORTAL**

Intellisphere LLC has launched mdng.com. The new portal contains features to help doctors save time, increase health information accuracy, and practice efficiency. It was developed based on five years of data collected from monthly reader surveys.

The site contains specialty microsites, which include e-abstracts, medical sites, event listings, clinical trials, patient friendly sites, and CME; link codes that can be entered from the print journal listing of the site the user wants to visit in the link code box on the MDNG homepage; search features; and a limited log where users can subscribe, renew, change an address, or check on the status of a subscription to a journal or e-newsletter.

Wolters Kluwer Health Supports Brand, Portfolio, and Disease Management Marketing Managers with **NEW WEBSITE SERVICES**

Wolters Kluwer Health has launched a new portal that provides branded, customized medical information Websites for pharmaceutical and biotechnology companies. The company's Corporate Portal Services offer the best of Wolters Kluwer Health's content and technology services using the search interface from Ovid Technologies and peer-reviewed content from Lippincott Williams & Wilkins (LWW), Adis International, Medi-Span, and other WKHealth content and publishing sources.

"By combining the technical power of Ovid and the content expertise of Adis and LWW, we've created a powerful new tool for brand, portfolio, and disease-management marketing managers," says John Monahan, CEO of Wolters Kluwer Health's Pharma Solutions division. "Our corporate portal services assist healthcare companies in providing medical professionals with easy access to research on a particular therapeutic area while effectively marketing the specific pharmaceutical brand and supporting drug prescribing practices."

WKHealth's Pharma Solutions division works with customers to develop a customized Website focused on a select therapeutic category, such as oncology, infectious disease, cardiology, endocrinology, or CNS. The site provides end users with access to an extensive collection of biomedical journals from Ovid, Adis, and LWW, as well as databases with links to full-text articles and e-tables of content alerts. Additionally, other content is available on a pay-per-view basis.

Each site is developed by Wolters Kluwer Health and Ovid and is hosted on a secure Web server. In addition, Ovid technical support maintains and services each site throughout the life of the contract.

etrials' Electronic Data Capture Platform Provides **TIGHTER PRODUCT LINE INTEGRATION**

etrials Worldwide Inc. has launched QuickStudy Capture 5.0, electronic data capture (EDC) technology that simplifies and accelerates the data collection process in clinical trials.

The new version includes the capability to generate electronic case report forms (eCRFs) with either Borland's Interbase or Oracle8i as the database back end. This capability to use Oracle's 8i database allows for tighter integration with newly acquired products in the etrials e-clinical platform, such as PocketTrial, the electronic patient diary component.

"Our clients want the technologies they use to all work together as seamlessly as possible," says etrial's Michael Harte.

QuickStudy Build, the clinical-trial design tool used to lay out the forms and to program the logic and field-level validation, also has been updated to allow a study to be published to either Interbase or Oracle8i at the touch of a button. This tool allows nonprogrammers to build eCRFs on screen and link them to a database that is automatically formatted to collect and store vital study data. Through a technology transfer process, etrials can provide its clients with QuickStudy Build to facilitate internal study design.

With the addition of an Oracle8i back end, sponsors using QuickStudy Capture can more easily access reports across different data types, such as diary, eCRF, or lab, because the products are integrated on a common platform.

"QuickStudy Capture Version 5.0 with the Oracle8i back end lets sponsors keep all their unique data feeds in a common, industry-standard format, which encourages the easy reporting of study trends and helps expedite the closeout of the study once data capture is complete," says Michael Harte, VP of global sales for etrials.

Other features in the new version of QuickStudy Capture include capabilities for mid-study changes and page level permissions, as well as an improved grid view. With site-specific mid-study changes, the new protocol (e.g., adding a new exclusion question) can be introduced in stages at those investigator sites that have received IRB approval, even when sites are still waiting for approval.

Page level permissions give users custom views of a study, depending on the rights they have assigned to them. Some users may have read-only rights to view certain pages of a study without the ability to make any changes, while others may not have the necessary permissions to even view those pages. The new grid view features added filtering and group capabilities.

CRF Box Tool Enables Companies to **CREATE GLOBAL E-DIARY STUDIES**

CRF Box Ltd.'s TrialMax clinical-trial data capture toolkit seeks to provide the pharmaceutical industry with flexibility and scalability by overcoming current data capture inefficiencies.

The tool can cut clinical study set-up time by 50%, paper diary study budgets by 30%, and e-clinical technology costs by 50%.

Building on previous company technology, TrialMax incorporates novel features and workflow designed to integrate e-diaries into standard clinical R&D processes, globally and locally.

"TrialMax is designed to overcome the traditional e-clinical challenges that are still hindering the pharmaceutical industry from scaling up e-diaries as a standard part of clinical programs," says Petri Rahja, chief technology officer at CRF Box.

TrialMax has five integrated components: TrialStudio, which allows users to design the trial; TrialManager, a decision-management and study management tool; TrialCollector, a mobile, data-capture application for a handheld environment; TrialEngine, which powers the clinical workflow between product components; and TrialIntegrator, which provides one-way export capabilities for clinical data in SAS and C-DISC XML formats.

Petri Rahja, chief technology officer at CRF Box says TrialMax is designed to provide flexibility, business process integration, and scalability.

"TrialMax has evolved from CRF Box's technology and clinical knowledge, collaboration with the company's large customer base, including 11 top global pharmaceutical companies, and experience gathered from our implementation in the industry's largest electronic patient diaries," says Timo Ahopelto, cofounder and worldwide VP of operations.

Company executives say the product and its five modules are the result of listening to customers and those within the industry.

Agile Launches **LIFE-CYCLE MANAGEMENT PRODUCT** for the Medical-Device Industry

AgileMD, recently launched by Agile Software Corp., enables organizations to bring quality products to market quickly, profitably, and in compliance. The product life-cycle management (PLM) solution was designed specifically for the medical-device industry. AgileMD helps medical-device companies increase revenue by accelerating time to market, increase profits by reducing operating and direct material costs, and ensure regulatory compliance.

AgileMD is a complete PLM solution for managing the medical-device product record from research and development, clinical trials, regulatory approval, new product introduction, market acceptance, to product phase-out.

Quovadx Life-Sciences Toolset **DELIVERS AGILITY AND COMPETITIVE ADVANTAGE**

Quovadx Inc.'s recently launched Life Sciences Adaptive Framework is a set of reusable interoperable components that complement the company's business process management and integration platform, QDX Platform V.

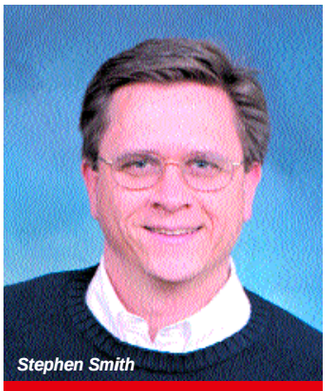
The Life Sciences Adaptive Framework has been designed to enable pharmaceutical organizations to shorten development cycles, quickly respond to new business requirements, comply with government mandates, and leverage and extend existing systems. The flexible approach to developing and supporting applications results in faster time-to-market, as well as reduced training time, support costs, and likelihood of error.

The Life Sciences Adaptive Framework consists of a suite of core components that organizations can reuse to get up and running quickly, enhancing return on technology investment. For example, role-based access control ensures security by providing access to specific systems and data based on an individual's role.

Government-mandated features support 21 CFR Part 11 and HIPAA compliance. Personalized and updated action and to-do lists, based on automated standard operating procedures ensure processes are completed according to organizational guidelines while increasing employee productivity.

Automated escalation provides functionality to keep projects on track and eliminate the numerous roadblocks that can impede completion through a succession of customizable alerts, reminders and action steps. These are available in a variety of outputs including e-mail, Web forms, or automated server tasks. Other core components include automatic task prioritization, performance tracking, expert assistance, worldwide connectivity, and profile extensibility.

Optas Release Designed to **STRENGTHEN PHARMA AND HEALTHCARE DIRECT MARKETING EFFORTS**


Stephen Smith

Optas 5.0 is a solution that addresses the unique regulatory and marketing challenges associated with healthcare.

Optas has made available Optas 5.0, which is designed to strengthen the direct-marketing efforts of pharmaceutical companies and healthcare systems.

Optas 5.0 provides marketing professionals with the infrastructure needed to collect and maintain customer health information in a manner that is private, simple, and cost-effective to implement. Optas 5.0 combines HIPAA-compliant features with the ability to manage industry-specific data on physicians and consumers.

"With more information available than ever before, patients are more proactive and have higher expectations regarding levels of service from all areas of the healthcare industry," says Stephen Smith, CEO and president of Optas. "Optas 5.0 surpasses all reporting and campaign management solutions by providing marketers at pharmaceutical and healthcare companies with a solution that addresses the unique regulatory and marketing challenges associated with healthcare."

Optas 5.0 offers marketers simplified campaign targeting and enhanced HIPAA compliancy tools. Optas 5.0 also offers significant updates to existing modules, as well as two new modules, Office Transformer and Survey Manager, which focus on the growing sophistication of database marketers in the pharmaceutical industry. It also offers advanced capability to target and manage surveys, audiences, and survey questions as well as reporting on survey results.

Wingspan Solutions **ENHANCE AND EXTEND ENTERPRISE PORTAL PRODUCTS** for Life-Sciences Companies

Wingspan Technology has launched its Life Sciences Toolkit, which allows companies to rapidly deploy portal technology into their e-business solutions.

A second product offering, DocWay, is a document management Portal Toolkit that allows life-sciences companies that use portal technology to more easily manage content created with enterprise content-management solutions.

Life Sciences Toolkit maximizes exposure and translation of existing resources and provides unified access to the data.

Life Sciences Toolkit connects disparate systems allowing companies to more efficiently manage the integration and reuse of information obtained during all phases of the pharmaceutical life cycle. The toolkit maximizes exposure and translation of existing resources and provides unified access to the data, which streamlines the critical decision-making process.

DocWay works by allowing companies to embed any version of a content management component into an enterprise portal or custom application while retaining the application's look and feel.

"Web portal technology promises to bring significant efficiencies to every aspect of the pharmaceutical life cycle by allowing life-sciences companies to deploy and deliver content to both internal and external audiences in real time and on a global basis," says John Mackey, director of life sciences for Wingspan. "We've developed these toolkits to provide life-sciences companies with industry specific solutions that enhance their ability to rapidly deploy technology and improve the flow of information, which ultimately reduces the time it takes to bring new drugs to market."

Insight Model Collaborator Enables **FASTER DECISION-MAKING FOR MANAGEMENT TEAM**

Insight Inc. has launched Insight Model Collaborator (IMC), a viewer for data and analyses generated within SAILS 21 supply chain design software. IMC enables the functionality of the SAILS interface, which allows managers and other nonanalyst users to review data and analysis in the form of a map, chart, report, or data export.

The IMC software is a casual user view into supply-chain design and analysis from SAILS 21 Version. The software enables viewing of the solver output for complex, supply-chain design models; empowers project team members to view and analyze the output of SAILS models; allows full view results/input data/edit/copy/save models/create capability; gives users a hands-on ability to view the model in its entirety; and includes SAILS data presentation tools, such as maps, charts, written reports, and data exports.

Workshare Application **SOLVES COMMON PROBLEMS** Associated With Document Content Collaboration

The recently launched Workshare Synergy software is a document content collaboration application that is a professional solution for Microsoft Word multi-authored document collaboration. Workshare Synergy adds advanced functionality to Microsoft Word by automating the process of compiling and integrating proposed changes from multiple individuals into a single document.

Workshare Synergy has been designed to enhance Microsoft Word's ability to handle the complexities of multi-authored document collaboration. The product enables Microsoft Office professionals to easily understand what changes were made to their documents, who suggested them, and when they were proposed.

Workshare Synergy adds advanced functionality to Microsoft Word.

Workshare Synergy can be used for document collaboration with both internal colleagues and external clients. Within an organization, Workshare Synergy can be used either as a managing author or as an internal contributing author role, with full access to the work-in-progress.

All parties can view changes made directly to the evolving document as they are being proposed, but only the managing author can apply the suggested changes to the master document.

Individuals external to the organization also can contribute to the work-in-process by using the freely distributable Workshare Synergy Editor. This editing utility lets external parties comment and suggest changes to a document. Those changes can then automatically be incorporated into the master document. This feature also provides for the master document to record a history of all proposed changes and versions of the work in progress.

Automated Reservations for **CONVENTION DINING AND ENTERTAINMENT**

Impact Unlimited has launched an automated convention registration system that allows companies to electronically schedule, reserve, and manage their dining and entertainment needs, as well as administer room registrations. Meeting Suite is designed to streamline tradeshow administration, by providing a centralized, online tool that attendees can log onto — and in real time — review, book, update, and revise tradeshow and off-site arrangements. Impact Unlimited prescreens and identifies restaurants, and profiles them online. Attendees can log on and choose from scores of clubs, eateries, and fine dining, book tables online and update reservations right from the show floor. For pharmaceutical clients, Meeting Suite automatically flags noncompliant events and allows managers to make changes that meet all pharmaceutical guidelines. The system offers an online concierge service that identifies events and activities around the convention city and allows for online booking of events.

Follow up

AGILE SOFTWARE CORP., San Jose, Calif., helps companies drive profits, accelerate innovation, collaborate with partners, and leverage intellectual property throughout the product life cycle. For more information, visit agile.com.

BLUE DIESEL, Columbus, Ohio, is an interactive communications company that blends strategic marketing, technology, and creative design to provide evidence-based interactive solutions for clients. For more information, visit bluediesel.com.

CRF BOX LTD., Waltham, Mass., provides validated electronic patient diaries and mobile data capture on a global scale. For more information, visit crfbox.com.

DONAHOE PUROHIT MILLER INC., Chicago, is a healthcare advertising agency that provides professional and consumer patient services. For more information, visit dpmadvert.com.

ETRIALS WORLDWIDE INC., Research Triangle Park, N.C., is a provider of e-clinical software for the collection, integration, and review of data in the clinical-trial process. For more information, visit etrials.com.

IMPACT UNLIMITED, Dayton, N.J., is a creative and strategic company that provides a breadth of products and services that help clients optimize their investments in events, exhibits, and meetings. For more information, visit impactunlimited.com.

INSIGHT INC., Manassas, Va., provides software and consulting for optimization-based planning and scheduling to solve the supply-chain management issues of companies. For more information, visit insight-mss.com.

LIQUENT INC., Fort Washington, Pa., provides content assembly, publishing, and regulatory and intellectual property information solutions for the life-sciences industry. For more information, visit liquent.com.

MD NET GUIDE, Plainsboro, N.J., is the flagship publication of Intellisphere LLC, which integrates both electronic and print media to provide physicians with user-friendly access to online medical content. For more information visit mdnetguide.com.

OCTAGON RESEARCH SOLUTIONS INC., King of Prussia, Pa., is a process-centric solutions provider that offers a suite of regulatory electronic submissions, regulatory affairs, clinical-data management, statistical, and information technology services to the life-sciences industry. For more information, visit octagonresearch.com.

OPTAS, Woburn, Mass., provides privacy-safe database marketing software and services that allow pharmaceutical companies and health systems to communicate more effectively with customers. For more information, visit optas.com.

QUOVADX INC., Englewood, Colo., provides business infrastructure software and services, including consulting, transaction hosting, and operations management for business-critical applications. For more information, visit quovadx.com.

WINGSPAN TECHNOLOGIES INC., Blue Bell, Pa., is a management consulting and software technology company. For more information, visit wingspantech.com.

WOLTERS KLUWER HEALTH, Yardley, Pa., part of Wolters Kluwer NV, Amsterdam, the Netherlands, is a leading global provider of information for medical and health professionals. The Pharma Solutions division provides business and clinical intelligence, communications support, and peer-reviewed literature and database tools to the pharmaceutical industry. For more information, visit adisinsight.com.

WORKSHARE, San Francisco, develops document content-collaboration solutions to a wide variety of vertical markets. For more information, visit workshare.net.