

DIA ADDRESSES **EXTREME TOPICS**

The 43rd Annual Meeting of the Drug Information Association

Industry Thought Leaders Raise their VOICE at DIA

PODCASTS

BBK WORLDWIDE

Thought Leader
Bonnie Brescia, Cofounder
Episode
Trends in Patient Recruitment

MEDICIGROUP

Thought Leader
Samantha Cook, Account Manager
Episode
Pediatric Patient Recruitment

THE PATIENT RECRUITING AGENCY

Thought Leader
Lance Nickens, President
Episode
Overcoming Obstacles in Patient
Recruitment

PHT CORP.

Thought Leader
Philip Lee, President and CEO
Episode
Rising Adoption Rates of eDiaries

RPS INC.

Thought Leader
Dan Perlman, CEO
Episode
Outsourcing Challenges and Trends

SAFE BIOPHARMA ASSOCIATION

Thought Leader
Mollie Shields-Uehling,
President and CEO
Episode
Early Adopters Using SAFE Digital
Signatures

XCELERON LTD.

Thought Leader
Colin Garner, President and CEO
Episode
First-in-Human Studies

VIDEOCASTS

ACCESSFYI

Thought Leaders
Dan Limbach, Managing Director, AccessFYI,
and Enrico DePaolis, President and COO,
ePharmaSolutions
Episode
A Life-Science Industry-Dedicated Portal

CLINLOGIX

Thought Leader
JeanMarie Markham, Founder and CEO
Episode
Clinical Development Challenges for Sites

INC RESEARCH

Thought Leader
Jim Ogle, CEO
Episode
Exploring the Drug Industry's Therapeutic
Focus

INVENTIV CLINICAL

Thought Leader
Michael Hlinak, President and CEO
Episode
Staffing Challenges in Clinical Research

KENDLE

Thought Leader
Dr. Deborah Covington, Director of
Registries and Epidemiology
Episode
Pregnancy Registries in
Clinical Trials

MEDIDATA SOLUTIONS WORLDWIDE

Thought Leader
Glen de Vries, Cofounder and Chief
Technology Officer
Episode
Technology Integration in
Healthcare

WYETH

Thought Leader
Ira Spector, Vice Chief of Clinical Operations
Episode
A Paradigm Shift in Pharmaceutical
Clinical Trials



Colin Garner leads Xceleron's mission to speed drug development and reduce attrition rates.



Lance Nickens from TPRA talks about how technology can better manage call responses in the patient-recruitment process.



Phil Lee offers best practices to increase adoption rates of e-diaries.

THE 43RD ANNUAL MEETING OF THE DRUG INFORMATION ASSOCIATION in Atlanta, June 17-21, 2007, featured 400 sessions in 28 content areas, with more than 1,000 speakers, and more than 450 exhibitors.

The opening plenary session featured Bradley Perkins, M.D., chief strategy and innovation officer at the Centers for Disease Control and Prevention, and James Canton, president and CEO of the Institute for Global Futures. Both speakers addressed the trends impacting healthcare.

Dr. Perkins talked about the urgent threats for healthcare, including extreme poverty, extreme climate change, and extremism — all of which are driving increases in infections and disease rates.

"The CDC is working to respond to these extremes," he said. "We're putting the public back into public health. We are being more aggressive in seeking to work with the public, corporations, and the government to address these issues."

Mr. Canton focused on the trends that are impacting the future of healthcare.

"There are a lot of innovations that will change healthcare in a short period of time," he said. "This is an evolution that is just beginning."

Among these trends are the globalization of healthcare; the convergence of pharmaceutical, diagnostics, and care; and health enhancement and longevity innovations.

Another plenary session focused on efforts to address postmarketing safety reform. (See page 22 for a related story on postmarketing safety efforts.) ♦

PharmaVOICE welcomes comments about this article. E-mail us at feedback@pharmavoices.com.

The 2007 DIA Annual Meeting

The 2007 DIA Annual Meeting once again drew hundreds of exhibitors, thought leaders, and attendees to the premier clinical event of the year. Host city Atlanta provided a tremendous backdrop for the emerging trends that will impact drug discovery and development in the near future.



1. Dr. Stephen Rhys Thomas, Procera Partners, Taren Grom and Lisa Banket from PharmaVOICE, JeanMarie Markham, Clinlogix, and John Murray, also from Procera Partners, take a moment during the conference to catch up on industry trends. 2. Members of the Averion International team — Ravin Warn, Laura Owen, Gillian DellaCioppa, Karen Thomson, Sam Bryant, Ted Olsson — gather in front of their booth. 3. inVentiv Clinical's Michael Hlinak, Kellie Dernling, Steve Cottrell, and Blythe Vito take a moment between sessions. 4. Patrick Hughes, Bill Byrom, Jack Edler, Kathleen Pomykola, and Cynthia Toothaker gather in front of the ClinPhone booth during a break in attendee traffic. 5. The Inclinix gang — Ruth Dobson, Bruce Bandera, and Marcie Howard— takes a breather during the action on the floor. 6. CRF Inc.'s presence at the conference was enhanced by members of its team — Pekka Keskiivari, Kristina Ernberg, Greg Cohee, and Tuan Nguyen. 7. Campbell Alliance's Craig Dunkley takes a moment while walking the show floor to stop for our photographer. 8. Kris Sarajian and James Spaziant from PHT Corp. field questions about e-diaries at their booth. 9. Amy Scheir from Amylin Pharmaceuticals takes an innovative approach to networking while at the conference. 10. Michael Krieg, VP, Regulatory Affairs, Intercontinental, Wyeth Research, was a lucky winner and the recipient of a digital camera at the PharmaVOICE drawing.