



By Carolyn Gretton

► Core-Crete Merges with Brandkarma

TREND: The sister healthcare marketing agencies of The Core Nation have consolidated their identity under Brandkarma to reflect the group's business model and corporate culture.

The Core Nation's healthcare marketing communications companies, Brandkarma and Core-Crete, have merged under the Brandkarma banner.

Ken Ribotsky, president and CEO of both Brandkarma and The Core Nation, explains that when the company opened a California office five years ago, it was established under the Brandkarma name to create an identity distinct from Core-Crete's New Jersey base.

"Over the years, however, we've found that we've been operating as one blended organization, drawing on the talent in both locations to create the perfect brand teams for our clients," Mr. Ribotsky says. "Nothing changes but the name on the door in New Jersey; the East and West Coast offices have been operating as a cohesive unit for a long time."

Brandkarma is a champion of intense engagement, offering healthcare companies a high level of strategic and creative marketing for specialty pharmaceutical, biotech, medical device, diagnostics, and OTC brands.

"People really respond to the name Brandkarma," Mr. Ribotsky says. "It always elicits a positive reaction, and we feel it represents both our business model and our corporate culture nicely."

Brandkarma offers further services through its sister company, medical communications firm Alpha & Omega.

▼ For more information, visit brandkarma.org.



Ken Ribotsky

sourcing brings together the capabilities of Kforce Clinical Research, i3 Pharma Resourcing, MedFocus, Smith Hanley Consulting Group, and PharmaNet Resource Solutions into one organization. The business connects resources across the clinical development spectrum to deliver tailored solutions to sponsors and helps clients address the growing pressures to enhance innovation, expedite pipelines, and improve efficiencies while lowering costs.

"With services that range from staffing individual positions to strategic FSP partnerships, PharmaNet/i3 Strategic Resourcing allows sponsors to outsource effectively and maintain the level of control they are most comfortable with," says Gregg Dearhammer, president, PharmaNet/i3 Strategic Resourcing. "Clients choose what they need when they need it, and get the experience and expertise necessary for successful development programs."

The FSP business unit of PharmaNet/i3 Strategic Resourcing is under the leadership of Brian Thornton, senior VP, strategic resourcing, while the staffing business unit is led by Kathy Hardy, president, staffing.

▼ For more information, visit pharmanet-i3sr.com.



Kathy Hardy

CST Supports Established Pharmaceutical, OTC Brands

The Customer Service Team

(The CST) is a syndicated primary care merchandising team that promotes established prescription and over-the-counter brands in high-volume primary care group practices. The team delivers product samples, promotional and educational information, and waiting room materials, and pulls through nonpersonal programs such as digital marketing and education initiatives.

"This is an opportunity to maintain the relationship our clients have built with primary care practices, but in a new, more efficient way," says Peter



Peter Dugan

Dugan, co-founder and general manager of The CST. "In addition, as digital and nonpersonal programs receive greater emphasis, The CST can help drive their utilization."

▼ For more information, visit thecustomerserviceteam.com.

In other news...

PharmaNet/i3, inVentiv Health's clinical segment, has launched PharmaNet/i3 Strategic Resourcing, a provider of staffing and functional service provider (FSP) services.

PharmaNet/i3 Strategic Re-



Gregg Dearhammer

TayganPoint Consulting Group and Gens and Associates

have combined their strengths to create a practice using industry benchmarks and data driven process improvement. Gens and Associates bring benchmark capabilities and data through industry surveys.

"Very few companies use metrics that measure effectiveness of systems, processes, and data reliability and the impacts of these to the cost of compliance and productivity," observes Managing Partner Steve Gens.



Steve Gens



John Cassimatis

"The key challenge facing most companies is to ensure improvement areas are identified with real data and quickly target those areas that will have the biggest measurable impact," says John Cassimatis, co-founder and partner at TayganPoint.

▼ For more information, visit gens-associates.com or tayganpoint.com.

Chandler Chicco Companies, a global health communications company and part of inVentiv Health, has created Chandler Chicco Digital (CCD), a new division that combines Chandler Chicco's existing digital strategy services with the technology expertise of recently acquired Kazaam Interactive to deliver innovative digital solutions to clients.

"With this acquisition, inVentiv Health is able to provide its clients with comprehensive digital solutions, from strategy to technical execution," says Bob Chandler, president and CEO of Chandler Chicco Companies and senior VP of marketing and communications for inVentiv Health.



Bob Chandler

"In addition to fully integrated social and digital programs, CCD offers services such as information architecture, user experience design, creative design, solution architecture and delivery, website development and hosting, and mobile and smartphone application development," observes Tom Marotta, president and CEO of Kazaam.



Tom Marotta

"These offerings complement CCC's public relations, digital/social, public affairs, corporate communications, branding, and medical education services for health and wellness clients," he says.



Ritesh Patel

"Our clients know we're in the midst of a revolution in the marketing of healthcare, spurred by changing consumer expectations and fueled by technology," says Ritesh Patel, who drives digital strategy for Chandler Chicco Digital and inVentiv Health's commercial segment.

▼ For more information, visit chandlerchiccocompanies.com.

CMI/Compas has established the partner innovation department to support the growth of relationships with media supplier partners to develop impactful ways for healthcare clients to reach engagement goals.



Alya Sherman

Partner innovation liaisons between CMI/Compas media teams, client brand teams, and media partners will provide strategic direction and input for media plans.



Dr. Susan Dorfman

Leading this initiative is Alya Sherman, VP, partner innovation.

"This initiative combines our strong partnerships and our vision for future trends," says CMI's Dr. Susan Dorfman, chief marketing and innovation officer.

▼ For more information, visit cmimedi.com.

Signature Advertising is now operating as Signature Brand Factory, reflecting the changing scope of work the agency performs for its clients as well as referencing the history of the building that houses the agency, the century-old former Clark Brothers Bolt Factory in the Milldale section of Southington, Conn.



Bruce Staebler

"Over the years, Signature has evolved into a company that does more than provide standard advertising-related services for its clients," explains Signature Founder W. Bruce Staebler.



Todd Russell

"An agency is only as good as the people behind the name," adds Signature's Chief Operating Officer I. Todd Russell.

"They are the nuts and bolts of an operation, and they make things happen. The relationships we have built with our customers over the years are a direct result of the talent that we have in-house."

▼ For more information, visit signaturebrandfactory.com.

Agility Clinical is a recently formed CRO focused on providing customized clinical research and consulting services to small and virtual biotechnology, specialty pharmaceutical, medical device, and diagnostic companies.

The company was formed by David Hale, chairman and CEO of Hale BioPharma Ventures, who also serves as chairman of the firm. Mr. Hale notes Agility is targeting its services to support treatments or diagnoses for pediatric and orphan diseases.

"While Agility provides traditional CRO services, companies may also choose from a menu of services that address their specific needs," Mr. Hale adds.

▼ For more information, visit agility-clinical.com.

Medical Marketing Service (MMS) has launched a new corporate identity. The company's new tag line is "message delivered," which is the service MMS has provided to medical marketers for years.

Three factors were involved in the creation of the new MMS identity. The first was the message. The second concept involved color. The company chose colors representing the character, personality, and nature of the business. Finally, company officials say the lower case letters create a more personable and approachable logo for the company.

The company has also announced a number of staff transitions. Dick Elliott has assumed the role of chairman and CEO after serving the company for more than 40 years. Garth Elliott has assumed responsibility for day-to-day operations of MMS as president and chief operating officer.

Kirk Elliott has been promoted to chief information officer, after more than two decades of service to MMS in the operational area. Terry Nugent has been promoted to executive VP of sales and marketing.

▼ For more information, visit mmslists.com. PV

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What's New

By Carolyn Gretton

▶ HHS Creates New Centers for Medical Countermeasures

The centers are the first major U.S. domestic infrastructure to address biodefense threats and pandemic influenza.

The U.S. Department of Health and Human Services (HHS) has established three centers to develop and manufacture medical countermeasures, such as vaccines and medicines used to protect health in emergencies, and can transition quickly and cost-effectively between products.

Created as public-private partnerships, the Centers for Innovation in Advanced Development and Manufacturing will provide the first major domestic infrastructure in the United States capable of producing medical countermeasures to protect Americans from the health impacts of bioterrorism as well as pandemic influenza and other epidemics. The centers are aiding in bringing new medical countermeasures to the market faster and can help to train the biopharmaceutical workforce needed in the future.

"Establishing these centers represents a dramatic step forward in ensuring that the United States can produce life-saving countermeasures quickly and nimbly," notes HHS Secretary Kathleen Sebelius. "They will improve our ability to protect Americans' health in an emergency and help fill gaps in preparedness so that our nation can respond to known or unknown threats."

▼ For more information, visit hhs.gov.

In other news...

BioMotiv has launched with a next-generation business model that facilitates efficient execution of earlier-stage drug development programs with the objective of outlicensing these assets to biopharmaceutical companies or venture firms for later-stage development and commercialization.

BioMotiv is part of The Harrington Project for Discovery and Development, a \$250 million initiative announced by University Hospitals of Cleveland (UH) in February 2012. The board of managers includes CEO Baiju Shah and Chief Scientific Officer David U'Prichard, Ph.D.

"At BioMotiv, we will be developing a model more closely aligned with physician-scientists who are eager to participate in the discovery and development process to bring novel therapies to patient



Baiju Shah



Dr. David U'Prichard

care," Mr. Shah says.

"In addition, we look forward to working with our esteemed colleagues from the UH Harrington Discovery Institute to identify novel collaboration opportunities," Dr. U'Prichard adds.

▼ For more information, visit biomotiv.com.

Contract research organizations (CROs) **Catalent Pharma Solutions** and **Bend Research** are working together to provide integrated solutions for pharmaceutical companies seeking to develop and manufacture specialized multiparticulate oral controlled-release products.

Under the agreement, Bend Research and Catalent are providing an integrated approach to bring complex controlled-release products to market faster and more efficiently with optimal therapeutic and release profiles. The companies' combined expertise in formulation development and Catalent's breadth of services in analytical/CMC, solid-state optimization, clinical, and commercial supply provide pharmaceutical

companies with optimal dosage forms and a more efficient path to market.

Catalent and Bend Research are developing joint operations and technology-transfer protocols to make the customer experience seamless and efficient while leveraging the strengths of both companies to develop better treatments for patients globally.

"Bend's added laboratory scale modeling expertise enhances and increases the efficiencies that Catalent is able to provide to customers to bring difficult to formulate and manufacture controlled-release compounds to market faster, with optimal product profiles," says Ian Muir, president of Catalent's modified release technologies business. "This should enable optimal and seamless scale-up within Catalent's controlled release network."

▼ For more information, visit catalent.com or bendresearch.com.



Ian Muir

Marken's newly added consultation services provide global customs and agency regulation expertise for the pharmaceutical industry.

"Navigating U.S. customs and government agencies for shipping drugs, biologics, specimens, and APIs is a daunting and time-consuming task for the pharmaceutical industry," says Dan Bell, director, commercial operations and regulatory compliance. "We engage clients early in their process so we can lead them through the maze of regulations, thus allowing them to focus their energies on research and development."

Some of the services offered through Marken Consultation Services include correctly classifying API to reduce customs and agency headaches and avoiding overpaying duties; ensuring compliance with trade laws and regulations for import and export; improving customs handling times for clinical trials materials; and development of import strategies to significantly reduced import turnaround times.

▼ For more information, visit marken.com. 

AROUND THE GLOBE 

Amgen has acquired more than 99% of the shares of privately held **MUSTAFA NEVZAT PHARMACEUTICALS**, expanding Amgen's presence in Turkey and the surrounding region, which includes several fast-growing, priority markets for the biotech company.

▼ *For more information, visit amgen.com.*

Bristol-Myers Squibb has formed the **INTERNATIONAL IMMUNO-ONCOLOGY NETWORK (II-ON)**, a global collaboration between industry and academia that aims to further the scientific understanding of immuno-oncology. Immuno-oncology focuses on the potential of harnessing the intelligence of the body's own immune system to fight cancer. In addition to Bristol-Myers Squibb, the II-ON is currently comprised of 10 cancer-research institutions around the world, including Clinica Universidad Navarra of Pamplona, Spain; Institut Gustave Roussy of Villejuif, France; Istituto Nazionale per lo Studio e la Cura dei Tumori in Naples, Italy; The Royal Marsden NHS Foundation Trust and The Institute of Cancer Research in London; and The Netherlands Cancer Institute of Amsterdam.

▼ *For more information, visit bms.com.*

ePharmaSolutions has acquired **POLARIS BIOPHARMA CONSULTING**, a global patient recruitment and retention firm with headquarters in Slough, U.K. The Polaris acquisition helps ePharmaSolutions meet client demand for more in-country site feasibility and patient recruitment support on global clinical studies.

▼ *For more information, visit ephasolutions.com.*

ExecuPharm, a staffing and functional service provider (**FSP**) specializing solely in the clinical research industry, has recently expanded its

locations to include Europe and Latin America. ExecuPharm's new locations in Chichester, United Kingdom, and Buenos Aires, Argentina, will allow the company to meet increasing client demand on a global scale. The two new locations will serve as regional headquarters to manage a network of localized professionals.

▼ *For more information, visit execupharm.com.*

Lilly has opened the **LILLY CHINA RESEARCH AND DEVELOPMENT CENTER (LCRDC)**, a key component of its significant and sustainable commitment to China. The goal of the LCRDC is to discover innovative diabetes medicines with novel mechanisms of action that can be tailored specifically for the Chinese population to delay the progression of the disease.

In further efforts to support its commitment to maximize growth opportunities in China, Lilly has increased its network of manufacturing capabilities through an expanded collaboration with Novast Laboratories, a generic and specialty pharmaceutical company based in Nantong, China. Novast has established high-quality systems and manufacturing facilities for the global and domestic Chinese markets.

▼ *For more information, visit lilly.com.*

U.K.-based specialist healthcare communication and consultancy group **McCann Complete Medical** has established **COMPLETE TRUE LIFE**, a progressive agency specializing in the generation of insights-led and evidence-based data via real-world patient observational studies conducted at all stages of the drug development process.

Complete True Life provides customized solutions through its ObserveLife study platform to generate value messages that underpin market

access and communication strategies in relevant patient populations. Andy Turner has been appointed as the head of the agency.

▼ *For more information, visit completetruelife.com.*

Germany's pharma solutions international (pharmaSOL), an **Oracle Health Sciences** partner in Europe, has expanded its life-sciences technology and consulting practice into North America. While pharmaSOL already has relationships with North American-based clients, this announcement represents the formal introduction of a U.S.-based unit in order to optimally support its U.S. clients.

▼ *For more information, visit pharmasol.de.*

Quanticate, a global data-focused clinical research organization (CRO), has expanded its presence to India by opening an office in Bangalore. Quanticate already has operations in the United Kingdom, United States, Poland, and South Africa.

▼ *For more information, visit quanticate.com.*

Quintiles has established a regional headquarters in Shanghai to significantly expand lab testing capabilities in China. Under a joint venture agreement, Quintiles has engaged strategic partner **SHANGHAI CLINICAL RESEARCH CENTRE** to provide lab testing services to local customers.

▼ *For more information, visit quintiles.com.*

Israel-based **XTL Biopharmaceuticals** is acquiring **KITOV PHARMACEUTICALS**, a company that researches and develops combination drug products. Kitov is focused on the treatment of hypertension and pain induced by osteoarthritis with its lead drug product, which is now ready to begin a Phase III clinical trial under an FDA Special Protocol Assessment (SPA).

▼ *For more information, visit xtlbio.com.*