



BIO HIGHLIGHTS SIX PRINCIPLES as Congress continues to debate Medicare

Two Medicare plans that were offered recently to the U.S. Senate as amendments to generic pharmaceuticals legislation failed to generate the 60 votes required to move to debate, drawing a disappointed response from the Biotechnology Industry Organization (BIO), which described it as "a missed opportunity."

BIO has developed a set of six principles for Medicare prescription drug coverage that it believes are crucial to ensuring beneficiary access to breakthrough medications and to encouraging research that makes these products possible. BIO's board of directors adopted these six principles in 1999.

Earlier this year, the House passed legislation that met with most of BIO's principles, including stop-loss protection, and a reliance on market-based delivery solutions.

BIO'S SIX PRINCIPLES FOR MEDICARE PRESCRIPTION DRUG COVERAGE:

- 1 Rely on the private marketplace and competition, not price controls that harm innovation.
- 2 Include stop-loss protection and protection of those most in need first.
- 3 Expand beneficiary choices among private plans.
- 4 Improve patient care through innovations in biotechnology.
- 5 Maintain Medicare solvency.
- 6 Do no harm to current coverage and reimbursement.

TRIALCARD'S SAMPLE CARD to replace prepackaged samples

For the first time the pharmaceutical industry has a method to measure cause and effect relationships, by closing the information loop for distributing product samples

TrialCard's patented "IA Technology" is designed to replace prepackaged drug samples. By using a device similar to a credit card that can be activated and de-activated, manufacturers can distribute their samples through pharmacies, and can implement patient assistance programs, clinical trials, and customer loyalty and reward programs.

The new technology reduces marketing costs and liabilities, allows programs to be activated or de-activated at the manufacturers' discretion, and allows for tracking patient persistency and compliance.

"Half of the U.S. pharmaceutical market is comprised of chronic-condition patients versus patients needing just one or two treatments," says David Cunningham, CEO of TrialCard. "Trial or product purchase

is just the beginning of the relationships with customers. Marketing strategies need to center on maximizing the lifetime value of the customer, with programs focused on reaching and impacting high opportunity patients and converting them into 'franchise' customers."

The technology is counterfeit-proof, easy to use, and provides a quality branding platform, tangible value, and data access from all points of contact.



Just as customer relationship management replaced the accepted way of doing business in the 90s, TrialCard has developed a simple, patented technology that will transform the sampling process, changing the existing supply chain, says David Cunningham.

CECity launches **THOUGHT-LEADER COMMUNICATION TOOL** to aid compliance

The MedConcert Community Collaboration Platform, developed by CECity.com Inc., offers a secure, Internet-based channel through which pharmaceutical companies can elicit information from, and provide data to, key thought leaders. The communication tool allows companies to track information exchanges with consultants, key opinion leaders, and thought leaders. Pharmaceutical companies and their medical communication partners can interact with consultants and, through the company's documentation and reporting capabilities, track manuscript and content development.

According to CECity executives, the launch of its new solution is especially timely in light of the new code of ethics released by the Pharmaceutical Research and Manufacturers of America and the Office of Inspector General's "Draft OIG Compliance Program Guidance for Pharmaceutical Manufacturers," both of which address appropriate communications between pharmaceutical companies and physicians, including thought leaders.

"In light of the guidelines and code of ethics, pharmaceutical companies will need solutions to help them

with thought-leader development, interaction, communication, and documentation," says Simone Karp, R.Ph.,

co-founder and executive VP of sales and marketing for CECity.com. "The new portal solution allows for document tracking, with version control, which is especially important as key opinion leaders develop abstracts and manuscripts for society meetings and publication submission.

"As opinion leaders often have hectic schedules and travel frequently, the portal provides an easy way to centralize distribution of approved collateral materials, such as updated meeting materials, to these key thought leaders," Ms. Karp adds. "In addition, an automated e-mail subscription service notifies users to return to the portal to view updates and other communications."

The portal solution also provides a surveying tool as a part of the platform that allows pharmaceutical companies to interact with prospective thought leaders as a means of documenting and reporting on their areas of expertise. MedConcert can fit seamlessly with CECity's e-learning platforms to create end-to-end CME or community education and training solutions.

MEDCONCERT COMMUNITY PORTALS CAN BE CUSTOMIZED TO PROVIDE ACCESS TO:

- Calendar of events
- Discussion boards
- Shared document libraries
- Web conferencing
- Links of interest
- Surveys
- Contact lists
- Faculty bios
- Document tracking with version control
- Task assignments
- Virtual PowerPoint slide library
- Speaker's bureaus
- E-detailing modules
- Literature reviews
- E-learning modules

Industry veteran **FORMS MARKETING COMMUNICATIONS COMPANY**



"We understand the significant competitive and regulatory hurdles facing today's pharmaceutical marketer. Because of the significant experience and successful track record of our partners, in all levels and facets of healthcare marketing, we are uniquely positioned to help a client meet and exceed marketing goals — at a reasonable cost," says Marcie Tau.

A new marketing communications company, Tau Communications Partners Inc., has been launched to provide client-focused strategic and tactical services designed to help pharmaceutical and biotech product managers achieve their marketing and sales goals.

TCP, launched by Marcie Tau, who has 10 years of diverse industry experience, offers customized services, including: strategic planning and consulting; multi-media education and promotion; developing and implementing accredited CME programs, satellite symposia, and enduring materials; recruitment and management of thought-leader networks and advisory boards; faculty training; and professional, association, and public relations.

"Today's product managers are extremely pressed to reach and sustain the sales potential of both their new and mature products with limited financial and staffing resources," says Ms. Tau, president of TCP. "The primary mission of TCP is to help those clients maximize their sales potential throughout the product's life cycle by providing innovative, timely, and cost-effective solutions to competitive and marketplace challenges. By applying our in-depth experience and expertise in consulting, management, and online and offline communications technology, we manage each project so that all materials and deliverables are accurate, clear, consistent, audience-focused, and on strategy."

Tau Communications Partners uses a network of highly specialized and experienced industry professionals to provide clients with a wide range of services, problem solving, and strategic thinking. Ms. Tau combines 10 years of her own industry experience with more than 50 years of combined pharmaceutical experience of her partners. Before founding TCP, she served in senior management positions at a number of major accredited healthcare education, marketing, and public-relations agencies serving the pharmaceutical and biotech industries. She recently served as a management supervisor at Medical Education Group and as a VP at Joel Tau Communications.

Ted Thomas Associates **LAUNCHES MARKET RESEARCH DIVISION**

nPOINT Strategic Market Research has been formed to offer a broad range of customized quantitative and qualitative market research products and services for pharmaceutical, biotechnology, specialty healthcare, medical device, health insurance, and healthcare information technology companies. Launched by Ted Thomas Associates, a subsidiary of Vox Medica, the new company also offers services for the financial institutions that support the healthcare marketplace.

nPOINT, which draws on the technical, scientific, and creative resources of the entire Vox Medica organization, can address its clients' informational needs through simple and hybrid processes, including personal and telephone interviews, Web-based systems, direct mail, and fax questionnaires.

"Whether the client is looking for a strategic assessment of a specific marketplace prior to development or

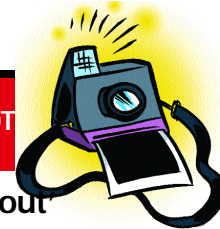
introduction of a new product or service, or that client is interested in tracking awareness, attitudes, and usage of a product already on the market, we want to be able to offer a strategy-based process that will deliver the very best knowledge update for the client," says Tim Garde, senior VP of client services at Ted Thomas Associates. "And we want to be able to provide those services all through the life cycle of the brand."

nPOINT Strategic Market Research initially will operate as a division of TTA, however, the capabilities of the division will be developed to add value to the capabilities of all the operating subsidiaries of Vox Medica. The division is headed up by Mr. Garde and Neil Wasserstein, senior director of market research at Ted Thomas Associates.



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INDUSTRY SNAPSHOT



Double Gene 'Knock-out' Piglets Produced

The July/August issue of PharmaVOICE addressed the issue of xenotransplantation — the use of animal cells and organs for human transplantation — in the article "Animal Farm." Xenotransplantation is viewed as one answer to the critical shortage of human organs for transplantation. However, one of the biggest challenges for researchers has been to control the human response to transplanted animal organs. To combat that, work has been ongoing to breed animals, particularly pigs, with organs that the human body won't reject.

In a recent development, PPL Therapeutics Plc. has produced the world's first double-gene "knock-out" piglets, which were born as a result of PPL's proprietary gene-targeting technology and nuclear transfer (cloning). Four healthy piglets were born at PPL in Blacksburg, Va., July 25, 2002. A fifth piglet died shortly after birth of unknown causes. The gene that has been double "knocked-out" in these pigs, alpha 1,3 galactosyl transferase (GT), is responsible for making an enzyme that adds a sugar to the surface of pig cells, which triggers an immune response in the human patient, leading to hyperacute rejection of the transplanted organ or cell within minutes. The ability to delete or "knock-out" both copies of the gene, therefore, provides a vital step in producing pigs with organs and cells which can be used in humans. Because both copies of the gene have been inactivated, tissues from these pigs have been shown to be devoid of the pig sugar that causes the hyperacute rejection.

Earlier this year, PPL announced the birth of pigs in which a single copy of the GT gene had been knocked out — the single "knock-out" pigs. This development is an extension of that work.

"This could well prove the biggest advance in xenotransplantation research to date," says Dr. David K.C. Cooper, associate professor of surgery at Harvard Medical School and head of the xenotransplantation group, Transplantation Biology Research Center at Massachusetts General Hospital. "It is likely, however, that this will not provide the entire answer, and that further gene 'knockout' procedures may be necessary. Nevertheless, a big step forward at this stage would be greatly encouraging to researchers, and would indicate that the organ shortage will be resolved by the use of pig organs within the foreseeable future."

New company links **THE MARKETING OF SCIENCE WITH THE SCIENCE OF MARKETING**



At Nexus, Dr. Karen Overstreet and Michael Caso lead an experienced team possessing capabilities in adult education, communication, management, and strategic marketing.

Nexus Communications Inc. has been formed to offer creative educational solutions to address the marketing challenges in the biopharmaceutical industry.

"Nexus is defined as a link, connection, or liaison," says Michael Caso, president of Nexus. "As such, our mission is to optimize the vital connection between science and marketing, which is critically important in accomplishing a product's objectives throughout its life cycle. This goal of linking the marketing of science with the science of marketing will be realized through the expertise of the senior management of Nexus, who possess industry experience in healthcare, adult education, communication, management, and strategic marketing."

The new company is led by Mr. Caso and Karen Overstreet, Ed.D., R.Ph., FACME, executive VP of operations. Mr. Caso worked for more than 20 years in the pharmaceutical industry, both in sales and professional education, before moving into communications. Dr. Overstreet, a registered pharmacist with a doctorate in adult education, has worked in medical education for more than 11 years. She is on the board of directors and a fellow of the Alliance for Continuing Education, on the board and president-elect of the North American Association of Medical Education and Communication companies, and is a site surveyor for the Accreditation Council for Continuing Medical Education.

The company reports that pharmaceutical companies spent more than \$18.5 billion on promotional and educational programs to market their products in the U.S. in 2000.

"This spend has raised intense regulatory and public scrutiny during the past year," Dr. Overstreet says. "With the heavy financial investment required for successful marketing, and the high visibility of the associated promotional and educational campaigns, selecting a strategic partner to plan and implement marketing initiatives is now, more than ever, a critically important decision."

PENNSYLVANIA INVESTMENT BOARD SEEKS PARTNER to identify life-science companies

The Pennsylvania Tobacco Settlement Investment Board has issued a request for qualifications (RFQ) for a general partner or group of venture capital firms to invest in the Health Venture Account portion of the Commonwealth of Pennsylvania's tobacco-settlement funds.

"The release of this RFQ is the next step in the Commonwealth's \$2 billion strategy to stimulate the commercialization of innovative research in Pennsylvania in the areas of life sciences and biotechnology," says Pennsylvania Gov. Mark Schweiker. "We are seeking experienced, knowledgeable partners who will be able to help us invest these funds wisely in Pennsylvania companies with early-stage but proven technology."

The group's vision is that the Health Venture Account will serve as a catalyst to raise at least \$400 million that can be used to stimulate the development of early-stage, life sciences-based companies in Pennsylvania and influence the creation or expansion of about 80 new early-stage life-sciences companies during the next 10 years.

The general partner or group of venture capital firms selected through the RFQ process will invest funds from the \$60 million Health Venture Account to support the vision for Pennsylvania.

The 11-member investment board oversees investment of the \$11.3 billion settlement funds that Pennsylvania will receive during the next 25 years from the national tobacco settlement.

Follow up

BIOTECHNOLOGY INDUSTRY

ORGANIZATION, Washington, D.C., represents more than 1,000 biotech companies, academic institutions, state biotechnology centers, and related organizations in all 50 U.S. states and 33 other nations. For more information, visit bio.org.

CECITY.COM INC., Pittsburgh, Pa., founded in 1997, is a leading provider of online healthcare education e-learning solutions and services. For more information, visit cecity.com.

NEXUS COMMUNICATIONS INC., North Wales, Pa., offers creative educational solutions to marketing challenges in the biopharmaceutical industry. For more information, e-mail michael.caso@nexuscominc.com or karen.overstreet@nexuscominc.com.

NPOINT STRATEGIC MARKET RESEARCH, Philadelphia, is a division of Ted Thomas Associates that offers market research products and services for pharmaceutical, biotechnology, specialty healthcare, medical-device, health insurance, and healthcare information technology companies. For more information, visit tthomas.com.

PPL THERAPEUTICS PLC., Roslin,

Edinburgh, U.K., is a leading company in the application of transgenic technology to the production of human proteins and peptides. The U.S. division of PPL is located in Blacksburg, Va. For more information, visit ppl-therapeutics.com.

TAU COMMUNICATIONS PARTNERS INC., Raleigh, N.C., is a marketing communications company providing client-focused strategic and tactical services designed to help biotechnology and pharmaceutical product managers achieve their marketing and sales goals. For more information, visit taucom.com.

THE PENNSYLVANIA TOBACCO SETTLEMENT INVESTMENT BOARD, Harrisburg, Pa., is an 11-member investment board created to oversee the investment of \$11.3 billion in settlement funds that Pennsylvania will receive during the next 25 years from the national tobacco settlement. For more information, visit state.pa.us.

TRIALCARD, Raleigh, N.C., is a transaction services company specializing in improving drug distribution marketing programs. For more information, visit trialcard.com.