



Industry Leader Launches **CAREER COACHING FIRM**



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Julie Kampf has launched Career Central, a consulting firm that provides executive skill-building to job seekers ranging from recent college graduates to senior-level managers to professionals seeking a second or third career.

Career Central provides services both directly to individuals and to companies that want to maximize talent through leadership development and coaching, high-potential coaching, and diversity training. The consultancy delivers personalized coaching from experienced faculty members who provide a self-assessment seminar and customized toolkits for guiding clients through career change and helping to build resumes and branding, as well as skills in marketing, communications, interviewing, and negotiating. The services are tailored for job-seeking candidates at three levels: entry-level, professional, and executive.

Ms. Kampf, founder of the executive search firm JBK Associates, was recipient of the Healthcare Businesswomen's Association 2007 Stevie Award for Best Entrepreneur in the business services category. Her first venture, JBK Associates, was named one of Working Mother magazine's 2008 Best Women-Owned Companies. In addition to founding JBK, Ms. Kampf is also the founder of writing service It's Just Write and staffing company SummitSearchUS.

Sudler & Hennessey Launches **PATIENT HEALTH DIVISION**

98.6° is dedicated to improving patient outcomes.

Sudler & Hennessey has launched 98.6°, a division dedicated to enhancing patient outcomes by improving communication about disease states, treatment options and decisions, healthcare systems, and the importance of compliance.

The patient health team, overseen by Managing Director Jeanne Cloppse, relies on sociological studies of social networks to understand how people are interconnected and how these connections influence a range of socio-medical issues.

The rapid spread of communication through increasingly influential social networks is having a profound effect on health behaviors. With 98.6°, S&H intends to help its clients take an active part in this dynamic environment.

Jeanne Cloppse, Managing Director, has strategic oversight for the new patient health division.



Pharsight Expands **REGULATORY OFFERINGS** and Teams Up with CRI

Pharsight has expanded its reporting and analysis services (RAS) offerings to include two new business units: preclinical and statistics and data management. Both units are overseen by John Murphy, Dr.P.H., senior VP of consulting services.

Pharsight's RAS business, launched in April 2007, performs regulatory clinical pharmacokinetics/pharmacodynamics (PK/PD) reporting and analysis.

"The expansion of our RAS offerings into preclinical, statistics, and data management allows us to compete for business in a much larger market than the regulatory clinical PK/PD needs we currently serve," Dr. Murphy says.

In other company news, Pharsight and CRI Worldwide are partnering to offer combined clinical services, including trial design, simulation, execution, analysis, and reporting.

The alliance provides a broader solution to customers and addresses the growing need for drug-development companies to improve efficiency in their performance and analysis of clinical trials. Through their partnership, Pharsight and CRI can provide clients with faster delivery of results, a more informative trial, and a higher likelihood of success.

According to Ken King, CEO of CRI Worldwide, there is value in linking CRI's clinical-trial execution capabilities with Pharsight's state-of-the-art design, analysis, and reporting expertise.

"Our alliance with CRI allows us to get involved earlier in the process when the client is contracting with the clinic and the trial is still being designed," says Shawn O'Connor, president, CEO, and chairman of Pharsight. "On the back end, we are working with CRI to ensure seamless data transfers and rapid turnaround of regulatory analysis and reporting."

Our alliance with CRI allows us to get involved earlier in the process when the client is contracting with the clinic and the trial is still being designed, says Shawn O'Connor, President, CEO, and Chairman of Pharsight.



Clients can expect faster delivery of results, a more informative trial, and a higher likelihood of success, says Ken King, CEO of CRI Worldwide.



Stonefly Offers Strategic **LAUNCH TOOLS**

Stonefly Communications Group's newest service offering, It's Launch Time!, provides the strategic and creative ingredients needed for a successful product launch in today's promotionally sensitive healthcare marketplace.

John Racik, president and CEO of Stonefly, says the service and its associated Website, itslaunchtime.com, fill the strategic gap experienced by midsized and emerging companies with exciting product pipelines that lack the in-house expertise to launch and commercialize those products. The Web-

site demonstrates how Stonefly's expertise and insights can make a product launch streamlined, smart, cost-effective, and successful.

"For our clients, it can sometimes be a very daunting task to launch products and find creative ways to make their brands stand out in the marketplace," says Jim Johnson, executive VP, executive creative director, at Stonefly. "It's Launch Time! is designed to take the guesswork out of the launch process and deliver breakthrough creative during all phases of product commercialization."

M&A ACTIVITY



- Emerging biopharmaceutical company **ACCESS PHARMACEUTICALS**, Dallas, **has agreed to acquire MacroChem** for 2.5 million shares of Access stock. MacroChem, a New York-based specialty pharmaceutical company, has one product in Phase III clinical trials and has several potential candidates for oncology applications obtained through its acquisition of Virium Pharmaceuticals earlier this year.

For more information, visit accesspharma.com.

- Global biopharmaceuticals company **BRISTOL-MYERS SQUIBB** **has completed the sale of its ConvaTec** wound-care business unit to private equity firms Nordic Capital Fund VII and Avista Capital Partners. Financial terms were not disclosed. ConvaTec, Skillman, N.J., develops and markets wound therapeutics and ostomy care.

For more information, visit convatec.com.

- **CELERA CORP.** **has completed its separation from Applera Corp.** and is now an independent, publicly traded company holding the businesses, assets, and liabilities previously attributed to the Celera Group. The company's shares are listed on the Nasdaq Stock Market under the ticker symbol CRA. Celera focuses on delivering personalized disease management through a combination of products and services incorporating proprietary discoveries.

For more information, visit celera.com.

- **COVANCE**, a Princeton, N.J.-based drug development services provider, **has agreed to acquire Greenfield Laboratories**, a division of Eli Lilly, for an estimated \$50 million. Greenfield Laboratories is an early-development company. Lilly and Covance have also signed a 10-year service agreement that broadens the companies' existing strategic collaboration, with Covance assuming responsibility for Lilly's toxicology testing at the Greenfield, Ind., site. This deal is valued at \$1.6 billion.

For more information, visit covance.com.

- **ELI LILLY**, Indianapolis, **has completed the acquisition of SGX Pharmaceuticals**, a San Diego-based biotechnology company focused on oncology drug discovery and development, for about \$64 million in cash.

In addition, Lilly is finalizing plans to lease a new worldwide headquarters for its animal health division, Elanco, in Hancock County, Ind. Elanco's worldwide headquarters are presently located at the Greenfield Laboratories site, which will be acquired by Covance.

For more information, visit lilly.com.

- **FRESENIUS**, a German provider of products and services for hospital, dialysis, and in-home medical care, **has agreed to acquire injectable pharmaceutical products provider APP Pharmaceuticals**, Schaumburg, Ill., in a two-step financial transaction. APP becomes part of Fresenius subsidiary Fresenius Kabi, enabling it to enter the U.S. pharmaceutical market and establish a foothold in the U.S. injectable generics market.

Fresenius is paying \$3.7 billion in cash up front for APP, as well as assuming all of APP's estimated \$940 million in outstanding debt.

For more information, visit fresenius.com.

- **INVENTIV HEALTH**, Somerset, N.J., **has agreed to acquire Patient Marketing Group (PMG)**, a Princeton, N.J.-based firm, for \$14.5 million in cash, plus potential

earn-out payments for exceeding specified financial targets.

PMG will operate within inVentiv Patient Outcomes. PMG's range of capabilities includes direct-to-patient strategy, patient research and insights mining, relationship marketing campaigns, online promotion, interactive tools, and provider integration.

For more information, visit inventivhealth.com.

- Generic and specialty pharmaceutical company **MYLAN**, Pittsburgh, **has acquired Watson Pharmaceuticals' 50% interest in the companies' Somerset Pharmaceuticals** joint venture, with Tampa-based Somerset becoming a wholly owned subsidiary of Mylan. Somerset is a proprietary research and development company.

For more information, visit mylan.com.

- **ROCHE**, Basel, Switzerland, **has agreed to acquire privately held Mirus Bio** for an estimated \$125 million in cash. Mirus, Madison, Wis., is focused on the discovery and development of innovative nucleic acid based technologies. Roche is maintaining an RNAi research site in Madison, while Mirus' transfection reagents business is being divested into a stand-alone business.

For more information, visit roche.com.

- **SDI**, Plymouth Meeting, Pa., **has acquired Verispan**. The acquisition combines SDI's custom patient-level data analytics with Verispan's syndicated patient-level data and audit-based analytic solutions. Verispan was originally formed as a joint venture of Quintiles Transnational and McKesson.

For more information, visit sdihealth.com.

- **TEVA PHARMACEUTICAL INDUSTRIES**, Jerusalem, **has agreed to acquire Montville, N.J.-based specialty firm Barr Therapeutics** in a cash and stock deal valued at about \$7.46 billion, plus the assumption of an estimated \$1.5 billion in debt. The combined company operates directly in more than 60 countries and employs about 37,000 people worldwide.

For more information, visit tevapharm.com.

- **VERIDEX**, Raritan, N.J., **has completed its purchase of Immunicon**, Huntingdon Valley, Pa., and its subsidiaries for \$31.3 million in cash in a sale approved by the U.S. Bankruptcy Court for the District of Delaware. Veridex, a Johnson & Johnson company, provides in vitro diagnostic oncology products.

For more information, visit veridex.com.

- **VIROPHARMA**, Exton, Pa., **has agreed to acquire Lev Pharmaceuticals**, a New York-based biopharmaceutical company developing and commercializing therapeutic products for the treatment of inflammatory diseases. ViroPharma is providing Lev with an up-front consideration of about \$442.9 million in cash and stock, with an additional consideration payable on achievement of certain milestones. The transaction has a estimated value of up to \$617.5 million.

For more information, visit viropharma.com.

- Contract research organization **WORLDWIDE CLINICAL TRIALS (WCT)**, Beverly Hills, Calif., **has completed its acquisition of MediQuest**, a Belgrade, Serbia-based CRO. MediQuest is the most recent of five acquisitions made by WCT over the past year that have extended the company's global footprint to more than 30 countries.

For more information, visit wwctrials.com.

WK Health and NielsenHealth Establish INFORMATION PARTNERSHIP



The healthcare industry is confronted with tough questions on how to efficiently target and influence patients and shoppers with limited marketing dollars, says Matt Dumas, Managing Director for NielsenHealth.



The sphere of influence in healthcare has been steadily expanding from a purely prescriber-centric model to a more patient-centric one, says David Martin, VP of Sales and Marketing for Wolters Kluwer Health.

Wolters Kluwer Health and NielsenHealth have launched Healthcare Consumer Informatics Alliance, which provides healthcare-related manufacturers and media companies with a comprehensive understanding of consumer behaviors and attitudes to enable more effective and efficient product messages, sales, and media planning.

The alliance has developed data solutions that help marketers and media agencies understand why consumers purchase particular prescription, over-the-counter, and other health-related products. The initial product offerings developed by the alliance directly link health-related purchases to important influencers such as managed care, TV and Internet advertising, in-store merchandizing, and physician recommendations.

The alliance's first platform, HealthScape, combines de-identified patient prescription-related transaction data with consumer purchasing, attitudinal, and behavioral information to provide insights into therapeutic market activity, patient trends, consumer segmentation, and targeting opportunities.

"The healthcare industry, including manufacturers and media companies, is confronted with tough questions on how to efficiently target and influence patients and shoppers with limited marketing dollars," notes Matt Dumas, managing director for NielsenHealth. "This alliance provides a consumer-centric view of the patient and the marketplace with metrics that bring a new kind of accountability to healthcare marketing."

"The sphere of influence in healthcare has been steadily expanding from a purely prescriber-centric model to a more patient-centric one as consumers become increasingly responsible for their own care," adds David Martin, VP of sales and marketing for Wolters Kluwer Health. "Informatics created by our alliance provide an understanding of not only what patient purchasing patterns are but what is driving those patterns. This information is critical for the industry to better develop and deliver appropriate product messages."

HealthScape integrates Nielsen's consumer OTC and consumer packaged goods (CPG) purchasing and behavioral data from Homescan and Scantrack with Wolters Kluwer Health's anonymous patient longitudinal and transactional data from SourceLx and Pharmaceutical Audit Suite (PHAST). The resulting data sets address business challenges surrounding Rx-to-OTC switching patient/consumer compliance persistency; patient/consumer segmentation and targeting of specific sufferer groups; concomitant usage of Rx and OTC products; managed care impact on OTC and Rx pricing and volume; and health and wellness targeting.

InnovationRx Launches **MEDICATION ADHERENCE SERVICE**

InnovationRx has introduced an online medication adherence service that educates and empowers patients to take more control over their medications and health.

The patient-centric, subscription-based service, jointly developed through a research grant with Northeastern University School of Pharmacy, targets all demographics, age groups, and disease states. It includes a combination of education, self-assessments, customized intervention plans, and reminders, as well as private, convenient access to live pharmacists.

Studies have shown that roughly half of patients do not take their medications as prescribed, and up to one-third of patients receiving prescriptions never even fill them.



Nonadherence leads to health problems, emergency room visits, and hospitalizations and causes an economic ripple effect that leads to \$300 billion in related healthcare costs, says Sean Teare, President of InnovationRx.

Typical reasons for nonadherence include a fear of side effects, cost, or not understanding the importance of taking the medication. This can lead to health problems, emergency room visits, hospitalizations, and even death; an estimated 125,000 annual deaths in the United States are caused by medication nonadherence.

"InnovationRx addresses nonadherence head-on with a customized intervention plan and live support from pharmacists," says President Sean Teare. "We not only expect to help wring out costs that are a major drain on the healthcare system but also to dramatically improve the quality of life for patients." Patients can access the adherence service through InnovationRx's Website, innovationrx.com.

CARDINAL HEALTH Realigns Businesses

Cardinal Health has consolidated its businesses into two primary operating and reporting segments to reduce costs and align resources with the needs of each segment.

The Healthcare Supply Chain Services segment, led by Vice Chairman George Barrett, encompasses Cardinal's network of pharmaceutical and medical product distribution centers and nuclear pharmacies. This segment consolidates pharmaceuticals and medical products from thousands of manufacturers into site-specific deliveries to retail pharmacies, hospitals, physician offices, surgery centers, and alternate care facilities across North America.

The global operations of the Clinical and Medical Products segment, led by Vice Chairman David Schlotterbeck, manufacture medication infusion and dispensing products, respiratory equipment, and surgical instruments, as well as providing technologies and services that help hospitals prevent medication errors, reduce hospital-acquired infections, and manage medications and supplies more efficiently.

The two segments are connected by a trimmed-down corporate organization and Cardinal Health's hospital salesforce. Cardinal has eliminated about 600 jobs as part of the reorganization.

"Through this restructuring, we sharpen our focus on two distinct, large, and growing segments of the healthcare industry by aligning our resources, reducing costs, and helping to speed decision-making for our customers," says R. Kerry Clark, chairman and CEO of Cardinal Health. "In many ways, these changes formalize the organization we began to put in place 18 months ago and make us a stronger company that has a greater focus on both our supplier-customers and provider-customers, with a goal of creating more value for shareholders."

As part of its restructuring, Cardinal is separately reporting results for a group of other businesses as a third reporting segment. Units in this third segment include Pharmacy Services, covering Cardinal's outsourced hospital pharmacy management services; Tecomet, which includes orthopedic implants and instruments; Medsystems, which includes enteral devices and airway management products; and retail pharmacy franchisor Medicine Shoppe International.



Vice Chairman George Barrett leads Cardinal Health's Healthcare Supply Chain Services segment.



Vice Chairman David Schlotterbeck leads Cardinal Health's Clinical and Medical Products segment.



AROUND THE GLOBE

- **JOHNSON & JOHNSON (CHINA) INVESTMENT CO.**, Shanghai, China, has extended Johnson & Johnson's consumer health presence in China **through the acquisition of Beijing Dabao Cosmetics Co.** from Beijing Sanlu Factory and the Beijing Dabao Co. staff shareholding committee.

Dabao personal care brands, including Sod Milk and Beauty Day Cream skin care brands, are well-known in China. Johnson & Johnson consumer skin care brands available in China include Johnson's Baby, Neutrogena, and Clean & Clear.

For more information, visit jn.com.

- Global healthcare company **SCHERING-PLOUGH**, Kenilworth, N.J., has expanded its presence in China **by establishing Shang-**

hai Schering-Plough Pharmaceutical Co. as a wholly owned operation based in Shanghai through the acquisition of the shares of its former joint venture partners.

Schering-Plough entered into an agreement in 1994 with two local joint venture partners in China — Shanghai Pharmaceutical Industry Co. Ltd. and Shanghai Pharmaceutical Group Co. Ltd. — to manufacture, market, and distribute allergy and skin care products. In China, Schering-Plough serves healthcare professionals, customers, and other stakeholders in the areas of allergy/respiratory, cardiovascular, central nervous system, skin care, oncology, infectious diseases, and women's health.

For more information, visit schering-plough.com.

BILCARE GCS Opens San Francisco Headquarters

Bilcare Global Clinical Supplies (Bilcare GCS) has established new global headquarters in San Francisco. Led by CEO Vito Mangiardi, the San Francisco location serves as Bilcare GCS' corporate hub to drive growth in the company's American, European, and Asian regions.

"This year has been one of substantial growth in every area of our global business, from staffing and facilities to equipment and services," Mr. Mangiardi says. "While our United States, India, and Wales-based facilities manage the increased demand for research and packaging services, our headquarters dedicates itself to furthering global integration and growing the company as a full-service solutions provider that can take customers from research and development, to Phase I and II trials, and through longer-term Phase III trials."

The opening of Bilcare GCS' global headquarters marks the latest development in the company's significant growth.

Over its most recent fiscal year, the company nearly doubled its global workforce, including significant additions to its executive team; expanded its facility in Rajgurunagar, near Pune, India; initiated plans for a \$21 million clinical supplies facility in South Wales; and made significant global investments in technology, project management, and quality standards to help drive customer satisfaction and success.

Other investments include new integrated business processes that span the entire clinical supply chain and cutting-edge technology solutions, including interactive voice response/interactive Web response (IVR/IWR) services.

Follow up

BILCARE GLOBAL CLINICAL SUPPLIES, San Francisco, is a single-source provider of clinical trial services in the Americas, Europe, and Asia. For more information, visit bilcaregcs.com.

CARDINAL HEALTH INC., Dublin, Ohio, provides products and services that help hospitals, physician offices, and pharmacies reduce costs, improve safety, productivity and profitability, and deliver better care to patients. For more information, visit cardinalhealth.com.

CRI WORLDWIDE INC., Clementon, N.J., provides clinical research services to the global pharmaceutical and biotechnology industries. For more information, visit criww.com.

INNOVATIONRX, Newton, Mass., is an entrepreneurial division of Innovation Group that offers a prescription management and

medication adherence service dedicated to helping patients organize, track, and understand their prescription medications. For more information, visit innovationrx.com.

JBK ASSOCIATES INC., Englewood, N.J., is a retained executive search firm that focuses on senior executive positions across multiple industries and disciplines including life sciences, financial services, and consumer products. For more information, visit jbkassociates.net.

NIelsenHEALTH, New York, part of The Nielsen Company, focuses on healthcare-related issues facing manufacturing, retail, and media clients. For more information, visit nielsen.com/solutions/nielsenhealth.html.

PHARSIGHT CORP., Mountain View, Calif., provides software, strategic consulting, and regulatory services for optimizing clinical drug

development. For more information, visit pharsight.com.

STONEFLY COMMUNICATIONS GROUP, Columbus, Ohio, an inVentiv Health company, is a patient-focused, insight-driven healthcare advertising agency. For more information, visit stoneflygroup.com.

SUDLER & HENNESSEY, New York, a Young & Rubicam Brands company, is a global healthcare marketing and communications organization. For more information, visit sudler.com.

WOLTERS KLUWER HEALTH, Conshohocken, Pa., a division of Wolters Kluwer, provides information and business intelligence to medical and pharmaceutical companies and institutions. For more information, visit wkhealth.com.