

Awards...



AMYLIN'S DIABETES PRODUCT HONORED

Amylin's Bydureon has been honored by the Distribution Management Awards for Notable Achievements in Healthcare (DIANA) for the category of best new pharmaceutical product introduction. The DIANA award recognizes pharmaceutical and consumer product manufacturers that set the standard for innovation. Bydureon is a once-weekly formulation indicated for Type 2 diabetes. The product was approved in the United States in January 2012 and in Europe in June 2011.



RADIANT SAGE RECEIVES FROST & SULLIVAN AWARD

Radiant Sage, a provider of on-demand clinical trial image management solutions, has received the Frost & Sullivan 2012 Customer Value Enhancement Award for its clinical trial image management solutions. The award recognizes companies that have demonstrated excellence in implementing strategies and supporting products and services that proactively create value for their customers. Radiant Sage CEO Venkatesan Thangaraj accepted the award from Art Robbins, president, North America of Frost & Sullivan.



ROSETTA GENOMICS RECEIVES FROST & SULLIVAN AWARD

Rosetta Genomics, a provider of microRNA-based molecular diagnostics, has been recognized with the Frost & Sullivan 2012 North American Next Generation Diagnostics Entrepreneurial Company of the Year Award. Rosetta Genomics was one of the first providers of microRNA-based diagnostics in 2007.

INDUSTRY at Large ▼



Dr. Dana Hardin, medical director at Lilly, and Max are part of a program by Lilly and ICAN to train dogs to detect low-blood sugar in people with Type 1 diabetes.

Lilly Research Sniffs Out WHAT DOGS KNOW ABOUT DIABETES

A young lab named Max sleeps at the feet of Dana Hardin, M.D., medical director and a pediatric endocrinologist, at Eli Lilly and Company. Max is an assistance dog in training, one of several at Lilly being socialized in real-life situations by employee volunteers under the guidance of the Indiana Canine Assistance Network (ICAN). Through ICAN, Max is learning to detect

hypoglycemia, a dangerously low level of blood sugar, in people with diabetes.

As a hypoglycemia alert dog, Max is also part of research Lilly began in June to better understand why dogs are able to sense severe blood sugar events in their owners and to identify the compound or compounds they smell as part of those events. A dog's nose may actually be more than **1,000** times more sensitive than humans.

Acorda Provides Financial WEBINARS FOR PEOPLE WITH MS

The National Disability Institute (NDI) and Acorda Therapeutics are providing a free six-part webinar series on financial, tax, and investment topics for people living with multiple sclerosis (MS), their families, and care teams. In **2011** survey, NDI found that **67%** of respondents reported that their financial positions declined after their MS diagnosis. The series began in **2011** with more than **1,200** participants. This year, NDI and Acorda have expanded the program to cover more topics.

common medical specialties measured in the report. By comparison, about **47%** of cardiologists and only **38%** of primary care physicians restrict rep access to the same degree.

Share of Physicians Seeing IPAD REPS DOUBLES

Among e-pharma physicians who have interacted with a pharma sales rep in person, **65%** have seen a rep use an iPad, up from **30%** in **2011**. This finding is from the new ePharma Physician **2012** study from Manhattan Research.

Oncologists Restrict SALES REP ACCESS

About **61%** of oncologists placed moderate-to-severe restrictions on visits from pharmaceutical sales reps, according to the spring **2012** Access-Monitor, a report from ZS Associates. This makes oncology the most restrictive of the **20** most

Generic Drug USE INCREASES

The use of generic drugs has risen to a current rate of **\$1** billion every other day, totaling **\$193** billion in **2011** and more than **\$1** trillion over the last **10** years (**2002-2011**), according to the Generic Pharmaceutical Association (GPhA) study by IMS Institute for Healthcare Informatics.

Americans Resist ELECTRONIC HEALTH RECORDS

Americans routinely use electronic files to manage their finances, communicate with friends and family, and even take college courses, but when it comes to medical records, only **26%** want them digital. The findings come from the third annual Electronic Health Records (EHR) online survey of **2,147** U.S. adults, conducted for Xerox.

EHR — A Snapshot

- 26%** Want digital medical records
- 40%** Believe digital record will deliver better, more efficient care
- 60%** Reported data was entered directly into a tablet, laptop or in-room computer station
- 85%** Express overall concern about digital medical records

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PODCASTS

What are ACOs and Why Should You Care?

Thought Leader: Anthony D. Slonim, M.D., Barnabas Health (sponsored by CMR Institute)

Successful Email Marketing Methods — How to Boost Response by 400% or More

Thought Leader: Terry Nugent, MMS Inc.

How to Tap the Pharmacy for Clinical Trial Patients

Thought Leaders: Steve Hoffman, McKesson Corp., and Lynda Stout, Pharm.D., Lombard Health Mart Pharmacy

Untangling Alzheimer's Disease

Thought Leader: Prof. Claude Wischik, TauRx Therapeutics

WHITE PAPERS

ACOs Have Redefined the Problem: Has Pharma Positioned Its Solutions?

Sponsored by: CMR Institute

Capitalizing on Virtual Environments in a Rapidly Changing Pharmaceutical Marketplace

Sponsored by: InterCall

What it Takes to Go for Gold: How Women Use Coaches to Go for Gold in 2012 Olympics and in Business

Sponsored by: The Pyramid Resource

WEBINAR

Building Winning Strategies in an ACA World: Your Guide to Success in a Value-Driven Market (OnDemand)

Sponsored by: WG Consulting

VIDEO

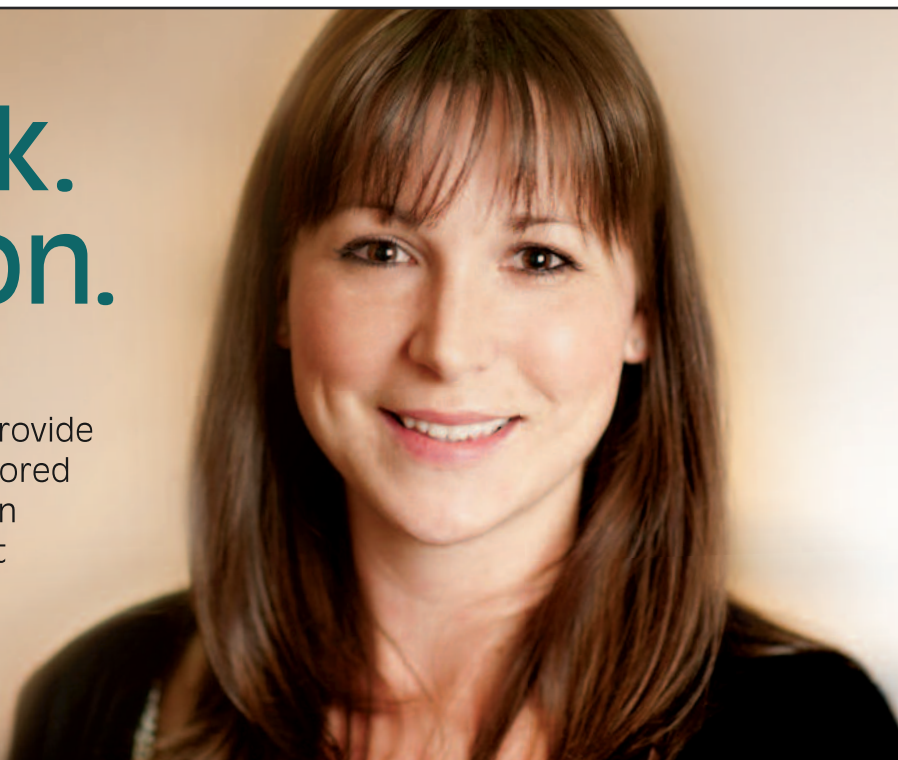
Leadership Development Through Sponsorship

Thought Leader: Laurie Cooke, HBA

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