



IMS Health Introduces

Cloud-Based Sales Solution

TRENDING NOW: New solution combines territory-specific intelligence, advanced performance analytics, and innovative mobility features.

IMS HEALTH has launched the U.S. version of Nexxus Mobile Sales, a complete cloud-based sales performance solution for the life sciences. Nexxus Mobile Sales helps companies implement national brand strategies at local levels by combining continuously updated industry and customer data with expert decision-support tools for sales reps.

Mobile Sales gives life-sciences commercial organizations a new app on top of existing CRM systems for driving real-time, intelligent local customer engagement.

“This tablet solution provides sales teams with a powerful resource to achieve their sales targets,” says Tal Rosenberg, general manager, U.S. Technology and Applications, IMS Health. “Nexxus Mobile Sales delivers new tools to optimize their time and message so they can fully align with national brand strategies while precisely tailoring engagement to the local market.” The latest addition to the Nexxus Commercial Application Suite, Mobile Sales embeds a new level of territory analytics into existing CRM and sales force automation systems to deliver just-in-time, locally relevant insights, along with expert coaching to sales reps through their handheld tablets. Mobile Sales incorporates IMS Health’s “Next Best Customer” methodology to simplify and guide decisions about which customers to visit.

▼ For more information, visit imshealth.com.



Tal Rosenberg

UPDATES

Simulations Plus has released version 7.1 of **ADMET** Predictor molecular property prediction software. The update includes several functions, including: the ability to run under the KNIME workflow manager in addition to Pipeline Pilot; improvements to several aspects of the graphical user interface; additional command-line options; improvements to the ADMET Modeler model-building subprogram; and improved integration with GastroPlus.

▼ For more information, visit simulations-plus.com.

Wolters Kluwer Health has integrated drug comparative efficacy content into its primary drug database for LexicompOnline, its hospital-wide referential drug information solution. This will support healthcare professionals in making safe medication decisions with access to drug comparison reviews in fewer clicks without interrupting their workflow.

▼ For more information, visit wolterskluwerhealth.com.

Huron Launches Clinical Trial Data Analytics Tool

Huron Consulting Group has launched trialRx service, a Huron Life Sciences clinical trial data monitoring service that helps pharmaceutical, biotechnology, and medical device companies understand and mitigate clinical trial disclosure risks.

Huron Life Sciences’ trialRx service is enabled by a proprietary data analytics and visualization tool that leverages a database of the 32 million unique data points available on the National Institutes of Health’s website, clinicaltrials.gov. The trialRx service provides an accurate, automated way to monitor clinical trial registration and results reporting compliance, allowing companies to develop focused strategies to mitigate clinical trial disclosure risks efficiently.

“Our trialRx service fills a distinct need in the marketplace by closing the loop between what is posted by clinical trial sponsors — either manually or using trial data disclosure solutions — and what regulators require,” says BJ D’Avella, director, Huron Life Sciences.

▼ For more information, visit trialrx.com.

Cegedim RM and AHM to Develop Disclosure Reporting Solution



Dario Ghoddousi

Cegedim Relationship Management and AHM announced that they are collaborating to offer a unique disclosure reporting solution to life-sciences companies worldwide. The integration of Cegedim’s OneKey healthcare professionals database and Nucleus 360 customer master data management solution with CentrisDirect, AHM’s centralized transfer of value interactions management system, facilitates accurate customer identification and proactive compliance, reduces inefficient downstream data reconciliation.

“The business alliance and resultant joint solution offers up a unique value proposition that is currently unmatched by any provider,” says Dario Ghoddousi, senior VP of global transparency and master data management solutions for Cegedim Relationship Management.

▼ For more information, visit cegedim.com/rm.

Movilitas Consulting Launches Track & Trace as a Service

Movilitas Consulting has launched a new Track & Trace as a Service (TTaaS) solution to provide a secure platform to companies faced with global regulatory compliance. The solution is based on the standard SAP enterprise solution for Track & Trace, SAP Auto-ID Infrastructure (SAP AII) and SAP Object Event Repository, but remotely hosted to offer the solution through a more flexible monthly fee for service arrangement. The solution removes the high up-front capital investment costs that are typically required for software licensing.

“Companies need to quickly adapt their IT systems, production, packaging lines and business processes in order to achieve compliance with the ever-growing list of regulatory requirements for tracking and tracing goods throughout the global supply chain,” says Stefan Hockenberger, principal, global track & trace, Movilitas Consulting.

▼ For more information, visit movilitas.com.

11th Annual

Patient Summit USA 2014

December 3-4, 2014 | Wyndham Philadelphia hotel



Personalize care: provide value at every stage of the patient journey

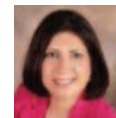
- BUILD CAPABILITIES:** Enhance your support services to address the patient experience holistically
- PROVIDE PATIENT SUPPORT:** The latest research and real-world advice on improving your patient program initiatives
- TRUE PATIENT VALUE:** Deliver customized and personal care that will ensure patient satisfaction
- STAKEHOLDER INSIGHTS:** Learn from payers, advocacies, caregivers and patients on what they are looking for from mutual collaboration on patient empowerment
- 10 CASE STUDIES** to help you develop your 2015 patient engagement strategy and drive your value proposition

What's new for 2014?

- Co-location with the Value Beyond the Pill Summit and an opportunity to network with 250+ innovators in a multi-stakeholder environment
- Recommendations from Rite Aid & Aetna on how you can build valuable partnerships to positively impact the patient journey

Industry thought leaders include

Leading Pharma:



Tehseen Salimi,
Vice President Global
Medical Affairs
AstraZeneca



James Howley
Global Director
Patient Relations
AbbVie



Kyle Dolbow
President
Vree Health, Merck



Michael Edwards,
Director Patient Relations,
Insights, and Stakeholder
Management
LEO Pharma



Key Stakeholders:



Andrea Furia-Helms
Director, FDA Patient
Representative Program and
Health Programs Coordinator
FDA



Jocelyn Konrad RPh
Vice President Health
Care Initiatives
Rite Aid



Jackie Hancock
CEO
**Polycystic Kidney
Disease Foundation**



Supporting Sponsors:



For more details about the event, visit:
www.eyeforpharma.com/patientusa