

LETTERS

It's the Creative, Stupid



Great article. It reminds me that it is necessary to always push the envelope of acceptable to achieve the exceptional.

— **Basem Hassan**

It's the Creative, Stupid

John Nosta's editorial was absolutely on target. I enjoyed it so much that I hung it on my wall. Thanks John.

Maryann Donovan-Peluso, MPH, PhD
VP, SCIENTIFIC DEVELOPMENT AND
SCIENTIFIC DIRECTOR
PRECISION THERAPEUTICS INC.

The Promise of Things to Come

From my perspective of running a company providing Internet-based marketing services for the pharmaceutical marketplace over the past three years ... I cringed.

You quoted Mr. Selby stating some of the most generalized, and I believe inaccurate, reasons for the perception of slow adoption of the Internet by pharmaceutical companies. There are many marketing segments which pharma companies need to apply their resources: detailing, CME, DTC, conferences, and journals, among others.

RealAge Inc. focuses on the DTC segment of services. Three years ago, we were the first Internet-based DTC vehicle used by several of our clients. They justifiably started slowly.

Pharmaceutical companies are conservative entities by nature, and need to make sure they abide by both internal brand procedures, as well as outside regulatory issues. Once they were able to test online DTC advertising, they were able to start their learning process, and apply best practices as they expanded their online marketing. Now, with proven results, we find our pharma clients to be very aggressive in achieving their brand goals by incorporating their online strategies with their traditional DTC efforts. A three-year adoption rate is NOT slow.

I cannot speak for other online marketing service companies, but RealAge has thrived in this environment. We have 11 of the largest pharma companies as clients, covering 26 different brands, many of them being repeat clients of ours.

Rich Benci
PRESIDENT
REALAGE INC.

Cover to cover

It's not often that I read a publication from cover to cover, but I did the September/October issue. The articles you've included are not covered in the same way as the other healthcare trade pubs, which makes PharmaVoice truly unique.

Honestly, this was one terrific issue.

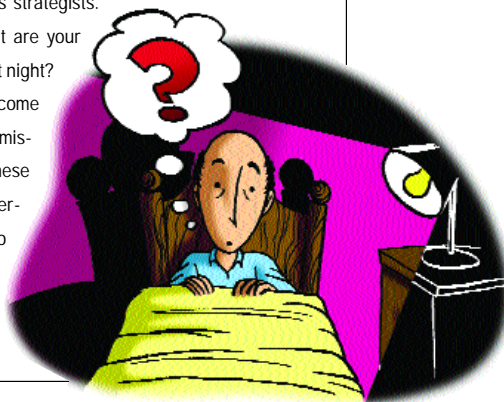
Marita Gomez
PARTNER
HEALTHINFO, A DIVISION OF HEALTHINFO
DIRECT LLC

What's Your Opinion?

Healthcare business executives face myriad challenges, and not only because of a tough economy. You are being asked to serve as company leaders, provide vision, act as strategists.

PharmaVOICE wants to know what drives you to succeed, what are your hopes, frustrations, satisfactions, and fears? What keeps you up at night? Leadership roles are being redefined. You are being asked to become change agents for your division, group, or corporation. Expanded missions demand that you expand your responsibility boundaries. These activities require your time and committed focus because they determine the success or failure of the business. PharmaVOICE wants to know how you are adapting to these new paradigms?

WHAT'S YOUR OPINION? Please e-mail your comments to feedback@pharmalinx.com.



Letters

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