



Marketing agency provides **MULTICULTURAL** solutions

Torre Lazur McCann has created a business unit to focus on specific needs of multi-ethnic communities.

In a move to solidify its commitment to multicultural and multi-ethnic communities, Torre Lazur McCann HealthCare Worldwide has created a new Multicultural Healthcare Marketing Business unit to focus on specific needs and values. The stand-alone group, a part of the Torre Lazur McCann corridor, provides a range of services that are unique to emerging majority markets. According to agency executives, the Multicultural Healthcare Marketing Group is the first and only full-service multicultural healthcare marketing agency in the United States.

"Our addition of the Multicultural Healthcare Marketing Group gives us the opportunity to assume a leadership position in helping industry and government enhance the quality and delivery

of healthcare among the emerging majority," says Michael MacLeod, CEO of Torre Lazur. "The team is experienced, well-respected, and understands not only the healthcare industry, but most importantly, the mindset of multicultural audiences."

Heading the new division are Sheila Thorne as president and John Doscher as VP both of whom have extensive experience in healthcare marketing.

"Joining Torre Lazur McCann is a significant step — we have the commitment, the resources, and the network to deliver multicultural best practices to our clients," Ms. Thorne says. "For the physician, cultural competence enhances adherence that leads to improved clinical outcomes. For the pharmaceutical representative, cultural competence is key to sales success. Although our strategies and tactics are driven by a return-on-investment business imperative, we are passionate about making a difference in the lives of people who disproportionately suffer from chronic disease and premature death."

Ms. Thorne has been recognized by *Forbes Magazine* as one of the nation's leading experts in multicultural healthcare marketing. She has more than 20 years experience in designing health education and promotional programs to reach multicultural communities. Some of the companies she has provided marketing expertise to include: Ortho McNeil, Glaxo-SmithKline, Novartis, Pfizer, Merck, Bristol-Myers Squibb, Abbott, and Schering-Plough.

Mr. Doscher has more than 15 years of multicultural marketing and communications experience in the U.S. and Latin America. His expertise includes comprehensive multicultural strategy and execution, advertising, public relations, Internet strategies, and Website development.

CONSULTING services for Pharma and Biotech

Pharmaceutical and biotechnology companies that want to tap the commercial potential of their products can turn to Engage Health Inc.

"The pharmaceutical and biotech industries are teeming with product opportunities, often aimed at niche or specialty markets," says Patti Engel, president and CEO of Engage Health. "By outsourcing various commercial functions, companies can more quickly and efficiently maximize the commercial potential of products, adding significant value to shareholders."

"At Engage Health, we bring years of pharmaceutical start-up experience, taking specialty products from mere ideas to products that have successfully navigated a variety of regulatory, distribution, and policy issues, and have ultimately garnered significant market share."

Before founding Engage Health, Ms. Engel was VP of marketing and sales at Orphan Medical Inc., which focuses on developing and commercializing products for patients with rare diseases.



Patti Engel — The pharma and biotech industries are teeming with product opportunities.

ACQUISITION strengthens PDI's presence in the hospital market

Seeking to shore up its medical devices and diagnostics division, PDI Inc. has acquired InServe Support Solutions.

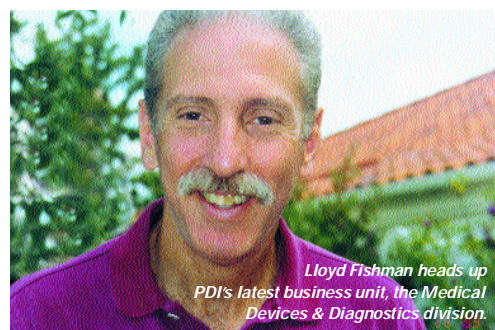
InServe supplies supplemental field-staffing programs for the medical devices and diagnostics industries, offering hands-on clinical education and after-sales support. The company employs more than 900 field-based staff, including nurses, medical technicians, and other clinicians who visit hospitals and alternate-site institutions. Its roster of clients includes Becton Dickinson, Roche Diagnostics, and Johnson & Johnson.

The acquisition of InServe accelerates the formation of PDI's Medical Devices & Diagnostics Division, which will allow PDI to expand its reach into both medical device and diagnostics companies and the hospital market. The newly formed unit offers sales and marketing solutions specifically designed for the

medical device and diagnostics industry. The global industry is currently valued at \$180 billion, and is expected to grow to \$250 billion by the end of 2004.

Lloyd Fishman, a 24-year veteran of the medical device industry, has been named VP and general manager for the unit. Mr. Fishman has held senior positions in sales, marketing, and business development with both small and large companies, including Johnson & Johnson, where he headed worldwide marketing for the vascular access business unit.

"PDI always has been on the leading edge of our industry in looking for new ways to grow," says Chuck Saldarini vice chairman and CEO. "We believe we can leverage our industry leading sales and marketing capabilities together with InServe's to provide another platform for growth. We now have the ability to access acute-care institutions, which will positively impact all segments of our business."



Lloyd Fishman heads up PDI's latest business unit, the Medical Devices & Diagnostics division.

Partnering with clients, PDI provides product-specific plans designed to maximize profitability throughout a product's lifecycle from prelaunch through maturity.

New **MONTHLY PDR DIGEST** brings drug information to physicians

Medical Economics Inc., the publishers of Physicians' Desk Reference have introduced the new PDR Monthly Prescribing Guide, a pocket-sized digest with abbreviated, FDA-approved drug monographs from the Physicians' Desk Reference.

PDR Monthly Prescribing Guide gives physicians access to comprehensive drug data at the point-of-prescribing plus cross-references to full prescribing information in the Physicians' Desk Reference. The inaugural issue will be published in January 2002.

"From the beginning, we've demanded one thing of the products and services we create: that they be absolutely essential to healthcare professionals," says Paul Walsh, executive VP, directory services. "PDR Monthly Prescribing Guide was developed in response to repeated requests by physicians for a portable companion guide to their annual PDR."

PDR Monthly Prescribing Guide is tailored to the prescribing needs of office-based family physicians, general practitioners, internists, doctors of osteopathy, cardiologists, and residents. The digest will cover more than 2,000 drug formulations from the top 1,500 therapeutic categories prescribed by primary-care physicians as determined from Scott-Levin & Associates Inc.'s pharmaceutical data.

Drug listings, grouped by therapeutic classification and updated monthly, feature prominently displayed warnings plus brand and generic name, manufacturer, DEA class, pharmacologic category, indications, dosage, and administration, side effects, contraindications, interactions, precautions, and how supplied.

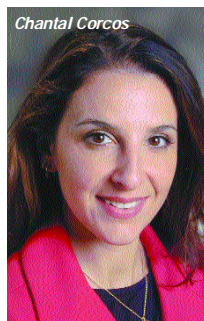
Indices of brand and generic names, indications, and therapeutic classes provide physicians with quick, easy access to drug data. A manufacturers index contains ethical and over-the-counter manufacturers with contact information.

A pharmaceutical newsmagazine precedes the drug listings and reports on newly available pharmaceutical products and important labeling changes to existing drugs. This section also features "DTC Monitor," monthly updates for physicians on the direct-to-consumer ads their patients are viewing, a spotlight on herbal and nutritional supplements with interaction information, a drug pipeline report, and other news items.

"Physicians also will get quick reference charts and relevant clinical data from our repository of respected medical information," says Chantal Corcos, director of sales, PDR Monthly Prescribing Guide. "For instance, PDR Monthly Prescribing Guide will report news on clinical trials from CenterWatch, a Thomson Healthcare company, and important data on supplements from PDR for nutritional supplements and herbal remedies from PDR for Herbal Medicines."

PDR Monthly Prescribing Guide will be distributed to primary-care physicians on a complimentary basis. Subscriptions can be ordered by calling 1-800-432-4570.

The new PDR Monthly Prescribing Guide, a hand-held digest, provides critical drug reference information, including adverse interactions.



Chantal Corcos

Follow up

ENGAGE HEALTH INC., Minneapolis, offers consulting services. For more information contact Patti Engel at pengel@engagehealth.com.

HEALTHQUEST PR, Metuchen, N.J., offers strategic healthcare communication services. For more information, contact Steven Immergut at 732-635-9790.

PDI, Upper Saddle River, N.J., provides sales and marketing solutions for

pharmaceutical companies. For more information, visit pdi-inc.com.

PDR, Montvale, N.J., is a business unit of Medical Economics Co. For more information visit, medec.com or thomson.com.

TORRE LAZUR MCCANN HEALTHCARE WORLDWIDE, Parsippany, N.J., is an international healthcare marketing communications organization. For more information, visit torrelazur.com.

Health!Quest launches **PR UNIT** to service D&D markets

Health!Quest Global Communication Partners, the health marketing services network, has launched Health!Quest Public Relations. Behind the leadership of senior-level specialists Gil Bashe, Steven Immergut, MPH, and Michael Connolly, the firm is providing public-relations support in corporate/marketing communications, crisis management, and financial relations to pharmaceutical innovation and medical device and diagnostic clients.

In addition, the firm will counsel early-stage companies in preparing and communicating their business plans to lending and advocacy organizations.

The start-up agency marks the return of Gil Bashe, CEO, Health!Quest Global Communication Partners, to a long-time professional passion. As chief strategic officer for Health!Quest PR,

he is partnering with Mr. Immergut, who has been named managing partner and director of client services. Mr. Connolly, who previously in his career led the IPO Advisory Program at KPMG Peat Marwick, serves as senior counselor, financial relations.

The agency's headquarters are in Metuchen, N.J., with offices within Boston-based Health!Quest partner company Lehman Millet Inc. This association provides roots within the nation's pharmaceutical and diagnostic client centers.

"It's all about talent focusing on client needs, and Health!Quest PR is able to step to the plate with top-level strategic counsel, creativity and service," Mr. Bashe says. "To help clients master the competitive world we too must be ready to embrace their challenges. Stevens knowledge of brand-building, public health communications, and patient advocacy is a vital asset to clients. Mike's experience in working with equity groups and the public markets provides real-world insight. Together, we will provide clients the expertise necessary to amplify corporate, brand, franchise positioning and reputation."

"The signs are clear for doing this now — it seems even the big general agencies are acknowledging the shift from consumer health marketing campaigns to more targeted diagnostics and therapeutics that impact smaller patient populations," Mr. Immergut says.



Gil Bashe returns to a long-time professional passion with the launch of Health!Quest PR.