



Phase Forward Delivers **ONLINE TRAINING** Services For Worldwide Customer Base

In an extension of its worldwide e-services options, Phase Forward Inc. has launched its InStruct Online solution, the e-learning component of its InStruct training portfolio. Through this offering, Phase Forward has extended its worldwide services options to ensure that clinical research teams have the tools they need to leverage the value of the company's solutions. The service is a response to demands for multi-site training, brought about by the growth of its Web-based clinical-trial data management solutions.

InStruct Online is based on Phase Forward's on-site training program. Phase Forward's training program has been refined in more than 500 instructor-led training sessions held at customers' research sites and Phase Forward's training centers.

Customers opting for the on-line solution now can access training 24 hours a day, seven days a week. The service administers tests, tracks results, provides reports, and delivers certificates of completion.

"On-line training is a practical solution to scaling global clinical trials," says Jennifer Cotteeler, VP, technology transfer at Phase Forward. "We are confident that the clinical teams will find InStruct Online a convenient option, one that maximizes the value of their training time and allows them to transition smoothly from the training environment to the workplace."

In August, Phase Forward acquired Clinsoft Corp., a provider of clinical research systems. With this merger, Phase Forward solidifies its position as the leading supplier of e-clinical systems for drug development. The company now provides a seamless Web-based solution that integrates the industry's leading front-end clinical trial management system, InForm, with the leading back-end clinical data management system, Clinsoft's Clintrial solution.

Leading a Shift in **DRUG** **SAMPLING** Practices

Free drug samples handed out to patients in a physician's office soon may be replaced with printed vouchers that physicians retrieve online for patients to redeem at a pharmacy free of charge.

MedManage Systems Inc., an innovator in alternative prescription drug sample management, is leading the way toward this shift in drug-sampling practices with its latest service offering, eMedSample, which provides physicians with online access to vouchers for free samples of specific medications.

Physicians log onto the eMedSample Website, with a user ID and password, select the product sample they would like to print, and give the printed voucher to the patient.

Patients can then take the printout to one of more than 55,000 pharmacies that MedManage is contracted with, where the patient receives the sample medication free of charge along with a pharmacy consult.

"Sampling is the most effective way of influencing physician prescribing habits, and is an important element in the healthcare process," says Zachary Hector, president and CEO of MedManage Systems. "Physicians need information about new medications and need to trial them on patients before prescribing them on a long-term basis. But with more and more sales representatives and a stable number of doctors with less time to meet with them, pharmaceutical and healthcare organizations require improved mechanisms for drug product sampling. Internet solutions, such as eMedSample, provide physicians with flexible access to samples and assist pharmaceutical manufacturers in generating prescriptions for the products."

SAMPLES VERSUS VOUCHERS

Samples given out in physicians offices present various safety issues, including:

- ▶ Access to physical samples are often uncontrolled.
- ▶ Physical samples are often stored in ways that compromise the integrity of the medication.
- ▶ With physical samples dispensed in the physician's office, patients miss out on the benefit of a pharmacist checking the medication order and monitoring patient response.
- ▶ Samples given out at physicians' offices often don't have safety labeling, and aren't cross referenced against contraindicated medications.

Advantages of pharmacy-dispensed eMedSamples:

- ▶ Pharmacists dispense free trials of the medication in a child-proof container properly labeled with instructions and warnings.
- ▶ Vouchers carry a lower risk of theft and abuse than actual samples because they require a physician's signature to be redeemed. (Under the Prescription Drug Marketing Act, copying, selling, or trading paper vouchers is a felony that is punishable by a \$250,000 fine and 10 years in prison.)
- ▶ The voucher system ensures that patients receive fresh medication every time. Vouchers provide greater tracking mechanisms, allowing pharmaceutical companies to comply with federal regulations regarding sample distribution and assisting physicians and health-care organizations to meet accrediting standards set by the Joint Commission on Accreditation of Healthcare Organizations.

HEALTHOLOGY Joins Forces with **MEDIA GROUPS** to Widen its Networks

Healthology Inc. has joined forces with several media companies in an effort to bring its Internet-based health content to a wider audience. The privately held media company, which produces and distributes physician-generated health and medical information on the Internet, has linked up with U.S. News & World Report, Tribune Interactive Inc., and AP Digital.

Under the agreement with *U.S. News & World Report*, a national weekly news magazine, Healthology's library of health programs are being made available through U.S. News & World Report's Website, usnews.com.

"Broadband is here, and usnews.com wants to offer consumers helpful content in as many flavors as possible," says Chris Noonan Sturm, usnews.com editor.

Healthology also entered into a deal with Tribune Interactive, a subsidiary of Tribune Co. Healthology

has agreed to distribute streaming video and physician-authored content to Tribune's network of more than 30 news and information Websites. Tribune Interactive's Websites include 11 newspaper sites, such as chicagotribune.com, latimes.com, and newsday.com; 22 television station Websites, such as wgnv.com (WGN-TV, Chicago), klla.com (KTLA-TV, Los Angeles), and wb11.com (WPIX-TV, NY); and a national community site BlackVoices.com.

And in a third alliance, Healthology's content is being made available to users of AP Digital, a division of the Associated Press that offers news services to the Web and wireless markets

from AP bureaus worldwide.

All three deals bring Healthology's library of nearly 1,000 video programs to a wide range of Internet users. The programs cover a host of subjects related to health and medicine.

**Broadband
is here.**
Chris Noonan
Sturm

Access to **COMPLIANCE SAFETY DATA** Available via the Internet

MSDSonline is offering a new launch disk for its recently released MSDSadvantage service. The disk enables environmental health and safety officials to access material safety-data sheets from the Internet, download the documents to their desktops, and deploy the MSDS service throughout their company.

"We make the entire process of moving these compliance-critical documents from supplier to end user as simple as possible," says Greg Buchholz, president and CEO of MSDSonline. "By leveraging the efficiencies of today's Internet technologies, we can offer our MSDSadvantage service at an affordable price."

According to Mr. Buchholz, the goal of the program is to be a one-stop shop for all the

THE MSDS ADVANTAGE

Unlimited, 24/7 access to every MSDS document available through the network

Web-enabled tools, which allow users to search, save, view, and print new or revised MSDSs directly from the Internet

MSDS management software that enables users to download and manage their documents from a desktop PC

MSDSonline's proprietary BinderSync technology, enabling one-click downloading of MSDS documents from the Internet to the MSDSadvantage software

BinderView, optional Internet or Intranet deployment capabilities

Request an MSDS allows users to request documents not yet available via the network

Single annual subscription fee

company's customers' MSDS needs.

"Our MSDSadvantage service is the only solution focused on solving the end user's need to access MSDS documents from a single source, while providing the capabilities to more efficiently manage and deploy that information throughout an organization," says Mr. Buchholz.

MSDSadvantage is aimed at companies that use products containing potentially hazardous substances. The MSDSadvantage launch disk connects MSDSonline's network of MSDS content from more than 13,000 leading suppliers. The service is available for an annual subscription price of \$279.

NDCHealth Announces **AUDIT SUITE** to Help Companies **ANALYZE PHARMA TRENDS**

National Data Corp., also known as NDCHealth, offers an audit tool for the pharmaceutical industry. NDC Pharmaceutical Audit Suite is aimed at pharmaceutical manufacturers, advertising agencies, and industry consultants. The tool offers forecasting, competitive analysis, sales targeting and profiling, and sales performance measurements.

"Using the Web-based NDC Pharmaceutical Audit Suite, our customers can conveniently analyze trends in U.S. pharmaceutical prescription product

sales through retail, mail order, and institutional facilities," says Walter M. Hoff, CEO of NDCHealth.

The suite offers data on a monthly or weekly basis. Historical sales can be analyzed with five years of product sales performance data available online.

A wide range of views can also be accessed via NDCHealth's audit suite, including all therapeutic classes and prescription products, as well as detailed views of geographic markets in which pharmaceutical products are sold.

Follow up

HEALTHOLOGY INC. is a New-York based online health media company. For more information visit, healthology.com.

NDCHEALTH, a provider of health information services, is based in Atlanta. For more information visit, ndchealth.com.

MEDMANAGE SYSTEMS is a privately held company located in Bothell, Wash., and Short Hills, N.J. For more information, visit medmanagesystems.com or emed-sample.com.

MSDSONLINE develops e-solutions for

the management of material safety data sheet documents. For more information visit, msdsonline.com.

SCHERING/KEY PHARMACEUTICALS, is a business unit of Schering Laboratories, the Madison, N.J.-based U.S. pharmaceutical marketing arm of Schering-Plough Corp. For more information visit, freebreather.com.

PHASE FORWARD INC., Waltham, Mass., offers solutions for accelerating global pharmaceutical development. For more information visit, phaseforward.com.

Website Offers Guidance to **ASTHMA SUFFERERS**

An Internet site aimed at helping asthma sufferers control their condition has been launched. FreeBreather.com, which is sponsored by Schering/Key Pharmaceuticals, teaches asthma management techniques through graphics that help users identify asthma triggers, learn how to prevent symptoms from occurring, and understand what steps to take during an asthma episode.

"As research sheds more light on the complexities of asthma, it is clear that patients can improve their quality of life by proactively managing their condition," says Richard W. Zahn, president of Schering Laboratories. "As asthma is one of the most common chronic diseases in the United States, it is vital that patients have the tools to monitor and manage their condition and prevent potentially devastating asthma attacks."

"FreeBreather.com is different from other health-related Websites because it allows users to interact, rather than simply read pages of text," says Melissa Korenblat-Hanin, licensed clinical social worker. "By giving people information, strategies, support, and coping techniques, this site helps people manage their asthma on an ongoing basis and under many different circumstances."

Schering-Plough markets Proventil HFA, a short-acting bronchodilator, which relaxes the smooth muscle around the airways.

The site features the following sections:

- All About Asthma — information and video features on a range of asthma topics
- Your Pollen and Weather Report — provides users with local pollen counts and weather conditions according to Zip codes
- Goals Planner — helps users set and reach personal asthma management goals

THE ANNUAL COST OF ASTHMA

THE COST TO HEALTHCARE:

\$12 billion a year in the U.S.

THE COST TO BUSINESS:

About 3 million lost work days for adults, and more than 10 million missed school days

THE PERSONAL COST:

In 1995, 1.8 million emergency room visits were attributed to asthma

THE GROWING COST:

Asthma's prevalence grew 75% between 1980 and 1994, according to the Centers for Disease Control

A COMMON PROBLEM:

More than 17 million Americans have asthma; in 1995 an estimated 5 million American children had the disease, according to The National Institutes of Health report.