

# ON THE CALENDAR



November  
**18** November 18-20, 2003,  
Westin Copley Place — Boston  
LogiPharma 2003

This is an opportunity for attendees to hear how competitors and peers are maximizing every facet of their supply-chain strategy. The event provides the opportunity to hear more than 25 confirmed case studies delivered by senior-level, forward thinking supply-chain executives from the pharmaceutical industry.

For more information, contact Ahmad Sahar, Worldwide Business Research, at 212-885-2662, e-mail [asahar@wbresearch.com](mailto:asahar@wbresearch.com), or visit [wbresearch.com](http://wbresearch.com).

November  
**19** November 19-20, 2003,  
Loews L'Enfant Plaza Hotel — Washington, D.C.  
3rd Annual Forum on Generic Drugs

The conference will give attendees a comprehensive look at the important issues affecting today's generic industry and present insights from industry leaders, regulatory experts, and Congressional representatives.

For more information, contact The Center for Business Intelligence at 800-817-8601, e-mail [cbireg@cbinet.com](mailto:cbireg@cbinet.com), or visit [cbinet.com](http://cbinet.com).

November  
**19** November 19-21, 2003, Renaissance  
Philadelphia Airport — Philadelphia  
Rx to OTC Switch

This program has been custom-designed for global and domestic pharmaceutical marketers, researchers, and regulatory executives as well as Rx-to-OTC switch teams. The mission of the event is to bring together top executives and industry experts to present invaluable strategies for overcoming the complex challenges facing today's switch marketplace while offering methods for growth and profitability within future switch business models.

For more information, contact Kim Rivielle, Institute for International Research, at 212-661-3500, e-mail [krivielle@iirusa.com](mailto:krivielle@iirusa.com), or visit [iirusa.com/otc-switch](http://iirusa.com/otc-switch).

## PLANNING AHEAD

December  
**1** December 1-2, 2003, Hilton Washington  
Embassy Row — Washington, D.C.  
2nd Weight Loss and Obesity Marketing and Risk Education  
Forum

This second annual conference will outline the most current FDA/FTC developments relating to claims, labeling, and enforcement actions for weight loss products. Ideal for foods, fast-foods, pharmaceuticals, functional foods, dietary supplements, and nutraceutical firms that are looking at weight-loss related products and commercial weight loss program centers.

For more information, contact Rupa Ranganathan, Strategic Research Institute, at 212-967-0095 x252, e-mail [rranganathan@srinstitute.com](mailto:rranganathan@srinstitute.com), or visit [srinstitute.com](http://srinstitute.com).

December  
**1** December 1-2, 2003,  
Renaissance Orlando Resort at Seaworld —  
Orlando, Fla.

### Proving Outcomes Metrics, Research, and Results

This program will focus on the government outlook on clinical outcomes of Medicare Demonstration projects; perspectives on outcome metrics, including the purchaser view; and proving value with outcomes/costs. Additionally, interactive concurrent workshops on outcomes research and analysis will be held. Case studies presented by pharmaceutical companies provide live examples of positive outcomes.

For more information, contact Strategic Research Institute, 212-967-0095, e-mail [info@srinstitute.com](mailto:info@srinstitute.com), or visit [srinstitute.com](http://srinstitute.com).

December  
**3** December 3-5, 2003, The Westin  
Princeton at Forrestal Village —  
Princeton, N.J.

### 2nd Annual Inhalation Drug Delivery: An International Symposium

This 2nd annual event is dedicated to the current critical issues in inhalation drug delivery. The event will cover practical, commercial, and regulatory issues, and offers a forum for participants to hear from a faculty of world-renowned experts.

For more information, contact Lesly Atlas, Pharmaceutical Education Associates, at 800-686-2276, e-mail [latlas@pharmedassociates.com](mailto:latlas@pharmedassociates.com), or visit [pharmedassociates.com](http://pharmedassociates.com).

December  
**3** December 3-5, 2003,  
Crowne Plaza Center City — Philadelphia  
Lifecycle Management for Pharmaceuticals

The goal of this event is to help marketing, product, and brand executives within the pharmaceutical industry uncover the potential of every product in their pipeline through innovative lifecycle-management strategies.

For more information, contact Kim Rivielle, Institute for International Research, at 212-661-3500, e-mail [krivielle@iirusa.com](mailto:krivielle@iirusa.com), or visit [iirusa.com/life-cycle](http://iirusa.com/life-cycle).

December  
**4** December 4-5, 2003, Crowne Plaza — Philadelphia  
2nd Annual Pharmaceutical Product Launches

This conference will provide attendees with the opportunity to hear case studies from industry leaders on challenges they've faced, solutions they've developed, and successes they've had for creating prelaunch strategies to achieve rapid sales uptake. Additionally, attendees can network with industry executives and launch teams who can share valuable experiences.

For more information, contact The Center for Business Intelligence at 800-817-8601, e-mail at [cbireg@cbinet.com](mailto:cbireg@cbinet.com), or visit [cbinet.com](http://cbinet.com).

December  
**8** December 8-9, 2003,  
Radisson Plaza - Warwick Hotel — Philadelphia  
2nd Annual eLearning

Attendees will gain insight from industry professionals who are working to reduce training costs. The conference will provide up-to-date information on integrating e-learning into traditional training programs.

For more information, contact The Center for Business Intelligence at 800-817-8601, e-mail at [cbireg@cbinet.com](mailto:cbireg@cbinet.com), or visit [cbinet.com](http://cbinet.com).

December  
**8** December 8-9, 2003 — Research Triangle Park, N.C.  
Optimizing Cross-Functional and Virtual Teams in  
Pharmaceuticals

State-of-the-art techniques for today's pharmaceutical R&D teams will be presented to attendees of this IIR seminar. Course leaders will demonstrate new techniques for how to start up a state-of-the-art pharmaceutical R&D team and get it running quickly; how to pick the right team; how to keep the team running smoothly; how to diagnose and treat common problems; and how to communicate effectively in the new world of global R&D teams.

For more information, contact Laurel Cronin, Institute for International Research, at 800-345-8016, e-mail [lcronin@iirusa.com](mailto:lcronin@iirusa.com), or visit [iirusa.com/pharmateams](http://iirusa.com/pharmateams).

December  
**8** December 8-9, 2003,  
The Four Points by Sheraton — Washington, D.C.  
Cancer Vaccines: Identifying and Addressing  
the Latest Developments

Pharmaceutical Education Associates' event brings together renowned experts representing industry, academia, and government. The leaders will address critical issues, including understanding the design and development of recombinant vaccines for cancer therapy; implementing the development and

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activation of immunopotentiators in cancer vaccines; recognizing current trends and future possibilities for immunotherapy and cancer; determining the best platform in delivering antigens to the immune system for a therapeutic cancer; and comprehending viral therapeutics as a new platform of cancer treatment and prevention.

Industry executives also will address ways in which companies can use the best tools to lead in tomorrow's world of immunotherapy development and stay ahead of the competition.

For more information, contact Lesly Atlas, Pharmaceutical Education Associates, at 800-686-2276, e-mail latlas@pharmedassociates.com, or visit pharmedassociates.com.

**December 8** **December 8-9, 2003, The Park Hyatt at the Bellevue — Philadelphia**  
**2nd Annual Pharmaceutical Risk Management: A Holistic Approach To Pharmacovigilance and Risk Management**

This 2nd annual conference provides strategies for patient-focused risk-management programs. Through state-of-the-art, clinically based presentations, this event takes a holistic approach to pharmacovigilance and risk management in examining critical issues pertaining to drug development, post-marketing surveillance, regulatory compliance, and organ-specific serious adverse events.

For more information, contact Lesly Atlas, Pharmaceutical Education Associates, at 800-686-2276, e-mail latlas@pharmedassociates.com, or visit pharmedassociates.com.

**December 10** **December 10-11, 2003, Hyatt Regency — Boston**  
**Rebuild Pharmaceutical and Biotechnology Investor Confidence**

This conference will feature speaker speakers from biopharmaceutical companies who will discuss the unique issues facing life-sciences companies and shed insights into best practices.

The event also will address innovative ways to use investor relations in a challenging economy and how to build long-lasting, high-value relationships with investors.

For more information, contact The Center for Business Intelligence at 800-817-8601, e-mail cbireg@cbinet.com, or visit cbinet.com.

**December 11** **December 11-12, 2003, The Westin Princeton at Forrestal Village — Princeton, N.J.**

**Develop and Optimize Co-Promotion & Co-Marketing Alliances to Boost Drug Product Sales: Joint Marketing Partnerships Conference**

This conference is designed to provide pharmaceutical and biotech professionals with the latest insights when seeking marketing partners. It addresses the current needs and emerging strategic issues in combined drug commercialization.

For more information, contact Kim Rivelle, Institute for International Research, at 212-661-3500, e-mail krivelle@iirusa.com, or visit iirusa.com/jointmarketing.

**December 15** **December 15-16, 2003, The Park Hyatt at the Bellevue — Philadelphia**  
**Strategic Alliances: Building a Successful Pharmaceutical Pipeline**

This forum is designed to facilitate discussion about the complexities of bolstering drug-development pipelines through licensing, partnerships, and joint-venture agreements. Experts reveal specifics on how to work with biotech, academia, government agencies, and venture-capital firms.

For more information, contact Lesly Atlas, Pharmaceutical Education Associates, at 800-686-2276, e-mail latlas@pharmedassociates.com, or visit pharmedassociates.com.

**December 15** **December 15-16, 2003, The Park Hyatt at the Bellevue — Philadelphia**  
**Developing a Preclinical Outsourcing Strategy**

This event addresses critical topics, including determining the outsourcing need; the importance of bridging preclinical and clinical development; selecting a CRO; contractual issues; and the outsourcing relationship.

For more information, contact Lesly Atlas, Pharmaceutical Education Associates, at 800-686-2276, e-mail latlas@pharmedassociates.com, or visit pharmedassociates.com.

For a complete listing of industry events throughout the year, please visit [pharmavoice.com/conferences.html](http://pharmavoice.com/conferences.html).

## 2nd Annual Generic Drugs Forum

Loews Philadelphia Hotel  
Philadelphia, PA

January 26-27, 2004

**"Maximize growth opportunities in the generics industry through technological advancements and streamlined process efficiencies."**



As the market value of pharmaceutical products reaching product expiration expands into the billions, generic drug manufacturers are seizing this incredible opportunity for growth.

**FEATURING CASE STUDIES FROM LEADING INDUSTRY EXPERTS INCLUDING:**

Edric Engert, VP, Strategic Planning  
**GENEVA PHARMACEUTICALS**

Joan Janulis, VP, Regulatory Affairs  
**PUREPAC PHARMACEUTICALS**

Paul H. Feckler, PhD, Senior Director, Product and Biopharmaceutics Strategy Development  
**TEVA PHARMACEUTICALS**

Christopher Worrell, VP, Marketing  
**GENEVA PHARMACEUTICALS**

Alan Liss, Senior Director, Biotechnology  
**BARR RESEARCH**

Enrico Polestro, VP  
**ARTHUR D. LITTLE BENELUX SA/NI**

Linda Evans-O'Connor, Director, Quality Assurance  
**MAX PHARMACEUTICALS**

Shefi Rahman, Director  
**CAREMARK RX**

Sam Rajan, VP, Trade Relations  
**CAREMARK RX**

David Rosen, Partner  
**GRAY CARY**

Nitin Shah, Associate Director, Business Development and Strategic Planning  
**PLIVA, INC.**

Candis Edwards, VP, Regulatory Affairs  
**CLAYPARK LABS, INC.**

Douglas M. Long, VP, Industry Relations  
**IMS HEALTH, INC.**

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