OptimizeRx Platform Streamlines TRIAL, COPAY OFFER MANAGEMENT

> **OFFERx allows more brands to take the next step in supporting those patients needing help.**

OptimizeRx has launched a proprietary system that allows pharmaceutical and healthcare companies to develop, test, and launch patient support programs on a faster and more cost-effective basis. OFFERx enables pharmaceutical and healthcare brands to develop, promote, and manage customizable patient trial and copay offer programs within a single turnkey platform supported through a partnership between OptimizeRx and Cegedim Dendrite.

"OFFERx allows more brands to take the next step in supporting those patients needing help affording and staying on their prescription medications," says David Harrell, CEO of OptimizeRx.

"Currently, very few pharmaceutical brands have implemented a successful direct-to-patient savings program that has generated the desired results," Mr. Harrell continues. "This is primarily due to the difficulties and expense in the development and execution of the right program."

The OFFERx platform begins with analysis that allows for real-time development of a customizable offer through the system's templates. Once approved by the client, the offer is activated for immediate promotion within OptimizeRx's Website, optimizerx.com, and its network affiliates to begin enrolling targeted patients.

Cegedim Dendrite's Opus Health manages the loyalty cards generated through the OFFERx platform. The program allows patients to redeem their savings at more than 61,000 pharmacy locations nationwide. Redemptions and reporting is generated at the pharmacy location and collected and maintained within the OFFERx platform.

Total Learning Concepts Introduces
GAME-BASED SALES TRAINING TOOL

The latest interactive sales training guide from Total Learning Concepts, Introduction to Pharmaceutical Sales, uses the company's serious-gaming technology platform, Qube, to provide a comprehensive primer for understanding and selling within the biopharmaceutical marketplace.

Qube includes an online authoring platform for rapidly customizing more than 30 instructionally proven game templates that can be deployed for any number of employees. Learners compete in a fun, engaging Challenge Arena at their own pace and according to their individual availability for training, resulting in significantly increased retention rates. The success of each learning initiative can be monitored by managers, sales trainers, and the marketing department with the system's QDashboard learner analytics

New hires from outside the industry need to be able to communicate at an expert level to healthcare providers with years of education in a highly specialized field, says Glen Low, Ed.D., Director of E-learning Strategies at Total Learning Concepts.

engine. The Introduction to Pharmaceutical Sales learning suite includes two interactive modules that employ Qube: The U.S. Pharmaceutical Industry and Pharmaceutical Sales Overview.

"The biopharma industry has its own unique language and culture," says Glen Low, Ed.D., director of e-learning strategies. "It is a different kind of 'sell' from other business-to-business or customer-based selling. New hires from outside the industry need to be able to communicate at an expert level to healthcare providers who have years of education in a highly specialized field.

"Furthermore, sales representatives new to the biopharma industry need to be assertive in an environment where physicians are busy with patients," Dr. Low adds. "They also must be aware of managed care prescribing decisions and limitations physicians may have in selecting treatments and products."

Thomson Reuters Tool Provides
INSIGHT INTO PHARMACOLOGY

The scientific business of Thomson Reuters has launched the Prous Science Integrity Predictive Pharmacology Module, a new tool that provides expert scientific insight into the probable mechanisms of action of thousands of bioactive compounds.

The module, available through Thomson Reuters' Prous Science Integrity platform, helps accelerate experimental research and identify new indications for existing drugs before they reach trial stage by allowing scientists to validate new drug discovery hypotheses and identify mechanisms of action that may cause adverse effects. In addition, pharmaceutical companies can use it to develop drug repurposing strategies.

> **The scientific business of Thomson Reuters has launched the Prous Science Integrity Predictive Pharmacology Module, a new tool that provides expert scientific insight into the probable mechanisms of action of thousands of bioactive compounds.**

"Accelerating drug discovery and increasing the potential uses and reach of existing molecules are key challenges for the pharmaceutical and biotechnology industries," says Josep Prous Jr., Ph.D., VP and chief scientific officer of the scientific business of Thomson Reuters. "Prous Science Integrity's Predictive Pharmacology Module was designed with the needs of medicinal chemists and experimental pharmacologists in mind, helping them to discover at a very early stage the full range of possible uses for the compounds they're researching. This will greatly benefit innovators by providing potential new indications for existing compounds, which could cut years of research and testing."

The Predictive Pharmacology Module is based on technology developed at the Prous Institute for Biomedical Research, an organization focused on experimental and data-mining methods. It includes visualization tools and details up to three potential mechanisms of action for nearly 100,000 lead compounds with chemical structures in Prous Science Integrity. It highlights new discovery opportunities through three components:

- The Predictive Pharmacology component assists in the discovery of unknown mechanisms of action for compounds with a demonstrated therapeutic effect. It allows end users to discriminate between active and inactive compounds for specific pharmacological activities and also to determine areas in which recently patented or established compounds can be repurposed.
- The Discovery Maps component enables end users to visually analyze data and discover wider relationships.
- The Molecular Datacenter component enables end users to search for and display constitutional, topological, and physicochemical property descriptors.

Get Connected…
Med-E-Mail℠ from MMS.

Reach nearly half a million healthcare professionals — physicians, dentists, and many more — via MMS' e-mail broadcast service.

Effective: E-Mail yields a 57 to 1 ROI according to the Direct Marketing Association, ideal to drive prescribers to your online offerings and achieve your marketing goals.*

Efficient: environmentally and economically; costs less for most marketers than any other medium according to an MMS study.

Ethical: uses permissioned e-mails obtained from physicians themselves, CAN-SPAM compliant

Easy: MMS' helpful staff, state-of-the-art broadcast technology, and educational tools make e-mail easy.

*Results may vary.

To put the power of MMS e-mail to work, get our FREE Successful E-Mail Marketing Methods Flash Tutorial and White Paper

Go to www.mmslists.com/pvgraphic.asp, e-mail pvgraphic@mmslists.com, or call 1.800.MED.LIST (633.5478).

SUCCESSFUL E-MAIL MARKETING METHODS

A Medical Marketing Service, Inc. White Paper

PINPOINTING PERFECT PROSPECTS SINCE 1929

185 Hansen Ct. Ste. 110, Wood Dale, IL 60191
©2008 Medical Marketing Service Inc.

MMS INC.

1-800-MED-LIST ®

E-UPGRADES AND ENHANCEMENTS

■ **Image Solutions Inc. (ISI),** Whippany, N.J., **has added a new module to its integrated regulatory solution suite. ISI Submission Manager (ISM)** targets metadata and the relationship between submissions, allowing regulatory teams to easily manage and transfer data between submissions and create powerful reports on submission status. ISM is based on data from eCTDXPress and ISIPublisher, ISI's flagship products for managing paper and electronic common technical document (eCTD) filings, as well as non-eCTD electronic submissions (NeES).

With the launch of ISM, ISI's regulatory solution suite is now integrated through a single platform, enabling users to streamline submission cycles, reduce process redundancies and rework, and prepare submissions for new markets.

For more information, visit imagesolutions.com.

■ **Praxis Communications**, Brentwood, Tenn., **has released PraxisDirect 2.0**, the latest version of its patient recruitment management technology that gives sponsors up-to-the-minute recruitment campaign results and analyses in real time through easy-to-read charts, graphs, and tables. This new version of PraxisDirect collects Praxis prequalified candidate data through the centralized recruitment center and integrates data from sponsors' IVRS/CTMS systems.

PraxisDirect 2.0 features customized homepage dashboard views for site staff and sponsors, providing users with the key results that are most important to them. The enrollment projection indicator continually tells sponsors how far their studies are on track to exceed enrollment goals, allowing them to immediately see the results of their recruitment investments. In addition, site performance analyses tell sponsors which sites are taking their prequalified referrals and converting them to screened and randomized patients most effectively.

For more information, visit gopraxis.com.

■ **Spheris**, Franklin, Tenn., **has released the latest version of its Clarity Cornerstone** platform for medical language specialists. The new version incorporates M*Modal's speech-understanding solution, AnyModal CDS, with Spheris' workflow management solutions to offer more accurate and complete initial clinical documentation, resulting in higher quality, faster turnaround times, and lower cost for customers.
For more information, visit spheris.com.

■ The newest version of Fairfield, N.J.-based **StayinFront's customer relationship management solution, StayinFront CRM 11,** combines CRM and analytics into one tool that makes critical business intelligence data readily accessible. The new version has a multilayered architecture coupled with object-oriented data modeling, providing flexibility and configuration capabilities while preserving the ability to upgrade. The analytics application integrated into StayinFront CRM 11 is also available as a stand-alone application, StayinFront Analytics. Through the use of drag, drop, and drill technology, StayinFront Analytics can be used to quickly analyze sales, marketing, and financial information from any database.

For more information, visit stayinfront.com.

■ **Isentris 3.1, the new release of the Symyx Isentris informatics system** from Santa Clara, Calif.-based Symyx Technologies, provides a number of productivity-enhancing capabilities that give scientists the freedom to create, manage, and share fully searchable local databases and to work offline.

The latest version improves R&D productivity by enabling researchers to capture, annotate, and explore data in a familiar environment. New features and benefits offered by Isentris 3.1 include support for local databases; molecule and reaction clustering; chemical structure searching in Microsoft Excel spreadsheets; support for polymers, mixtures, and formulations; and writable .NET controls for inserting, updating, and deleting data.

For more information, visit symyx.com.

ClearOrbit Solutions Helps Users Meet LABELING REQUIREMENTS

ClearOrbit has introduced a professional edition of its easy-to-use scalable barcode and radio frequency identification (RFID) printing management solution that helps users quickly design and print labels to meet both internal and customer labeling requirements.

Some customers have frequently changing labeling requirements, and others need robust, high-volume barcode and RFID label printing without the frequent changes, says Warren Sumner, VP of Marketing and Products at ClearOrbit.

Warren Sumner, VP of marketing and products, says ClearOrbit's partners and customers are looking for barcode and RFID printing management software that can deliver labels reliably in high-volume warehouse environments.

"Some customers have frequently changing labeling requirements," Mr. Sumner observes. "Others need robust, high-volume barcode and RFID label printing without the frequent changes and other factors that the rules engine helps manage."

CLM Pro consists of a print server and label design studio that provides a highly configurable environment for barcode and label production and management that designs labels and then stores the most up-to-date labels where they can be accessed by users.

BioSpace Expands ONLINE CAREER NETWORK CONTENT

BioSpace.com, an online community and career network for the life-sciences industry, now incorporates useful career resources and content from The Biotech Work Portal, a national Website created by the San Diego Workforce Partnership.

BioSpace.com, an online community and career network for the life-sciences industry, now incorporates useful career resources.

The new content is intended to aid and assist biotechnology employers, employees, job seekers, and educators, as well as students and labor market researchers. Through the alliance, BioSpace provides detailed life-sciences career definitions and salary information, labor market reports, education and training information, and regional cluster information. The content can be accessed at biospace.com/bwp_careers.aspx.

"The Biotech Work Portal brings together an incredible array of useful information for industry professionals," says Wes Crews, CEO of BioSpace.

Verticals onDemand, Exploria SPS Introduce
INTEGRATED CRM/CLM SOLUTION

As the sales and marketing model evolves in the pharmaceutical industry, it is hard to imagine vast improvements without much tighter integration across multiple functional areas, says Matt Wallach, Executive VP and General Manager at Verticals onDemand.

It's critical to collect feedback from all customer touch points — from a direct mail response to a phone conversation — in a central repository and analyze that information to share with stakeholders in real time, says Richie Bavasso, President of Exploria SPS.

Verticals onDemand and Exploria SPS have combined their software applications to offer pharmaceutical companies an integrated customer relationship management (CRM) and closed loop marketing (CLM) solution.

Verticals onDemand's VBioPharma software-as-a-service (SaaS) CRM application has been fully integrated with Exploria's CLM software, enabling real-time information sharing and empowering pharmaceutical sales and brand teams to customize messaging to every physician in every interaction.

The partnership between Verticals onDemand and Exploria SPS is indicative of an emerging industry trend: the integration of sales and marketing. Pharmaceutical companies see the value of flexible systems that link sales and brand teams by providing two-way communications across multiple channels.

"As the sales and marketing model evolves in the pharmaceutical industry, it is hard to imagine vast improvements without much tighter integration across multiple functional areas," explains Matt Wallach, executive VP and general manager at Verticals onDemand.

"It's critical to collect feedback from all customer touch points – from a direct mail response to a phone conversation – in a central repository and analyze that information to share with stakeholders in real time," observes Richie Bavasso, Exploria SPS president. "This information flow, when coupled with unified communication channels, is pharma's missing link to effective customer relationship management."

"By implementing a flexible CRM/CLM solution, we're opening the floodgates for information flow," Mr. Wallach adds. "Brand teams gain an entirely new level of insight into sales, and sales teams gain an entirely new level of selling prowess that will lead to gains in market share."

Pfizer Adds Medicine Safety WEBSITE FOR PATIENTS, PROFESSIONALS

Pfizer has added to its Website an interactive online educational resource designed to give healthcare professionals, medical students, patients, patient advocates, and the general public more information about medicine safety and, in turn, more confidence when making decisions about appropriate treatment options.

Pfizer believes the Web resource will help users better understand the pharmaceutical industry's system for ensuring the safety of its products.

"Currently, information about drug safety is available through numerous but fragmented channels, which can be challenging for healthcare professionals and patients as they discuss the risks and benefits of various treatments," notes Pfizer's Chief Medical Officer Joseph Feczko, M.D. "Patient safety is the top priority for Pfizer, and as an industry leader, we are using our collective experience and knowledge to address this critical public health need."

The educational Website, pfizer.com/medicine-

Pfizer has added to its Website an interactive online educational resource designed to give healthcare professionals, medical students, patients, patient advocates, and the general public more information about medicine safety.

safety, employs cutting-edge illustrations and interactive tools. Patients can find information and questions to consider that will better prepare them for a doctor's visit, as well as interactive tools on topics such as how to read a medicine label. The site also includes a link for reporting side effects from all medical products regulated by the Food and Drug Administration (FDA).

"With the population aging and medicine use increasing, information about medicine safety is more important than ever before," says Gretchen Dieck, Ph.D., senior VP, safety and risk management, at Pfizer. "Yet surveys of practicing physicians, health policy experts, and the general public have revealed a lack of understanding of the fundamental safety science, processes, and terminology. This can contribute to misinformed decisions by patients about treatment options, which can lead to suboptimal health outcomes."

Clinical Information Network Unveils Several
NEW PRODUCTS

Clinical Information Network has made available several products designed to enhance its Clinical InfoNet videoconferencing network, providing physicians, pharmaceutical companies, and other healthcare providers with a comprehensive array of powerful meeting and educational communication tools.

The new offerings include two eKOL (key opinion leader) extensions for Clinical InfoNet: one for small group meeting formats and another for larger meetings.

The new offerings include two eKOL (key opinion leader) extensions for Clinical InfoNet. One is set up in a small group meeting format, with a moderator and up to six physicians, while the other allows for much larger meetings with up to 40 physician participants in addition to the moderator.

Both eKOL extensions allow the moderator to present and share visual materials, images, and data that are jointly viewed in real time by the physician audience.

All audio communications are conducted through Clinical InfoNet's toll-free telephone gateway, eliminating the need for extra software, Web cameras, or microphones.

Another new product, Clinical InfoClick, enables two-way, live discussion between a physician and a pharmaceutical sales representative without the physician having to download any software or use a camera or microphone.

The targeted physician can access the service by clicking on an Internet link and calling a toll-free number via the Clinical InfoNet telephone gateway. The video representative's live, real-time image is seen on the computer screen by the physician, allowing the rep to present supporting visual materials.

In addition, the company has launched Educational Videos-on-Demand, readily accessible educational and promotional videos made available to targeted physicians and other healthcare providers through the Clinical InfoNet user interface and the Clinical InfoNet portal, among other entryways.

"We know that the adoption of innovative alternative channels of communication is of growing importance to the U.S. pharmaceutical industry," notes Peter Moriarty, chairman and CEO of Clinical Information Network.

He continues: "We now have a comprehensive array of products and services aimed at assisting pharmaceutical companies communicating and building relationships with the increasingly busy physician population by catering to the physicians' needs for convenience and control over the time and place that they obtain this information."

SupplyScape Introduces Next-Generation **SUPPLY CHAIN SOLUTION**

Mark O'Connell, President and CEO of SupplyScape says sharing pedigree information allows for productive collaboration.

SupplyScape has introduced its next-generation product serialization and supply chain optimization solutions.

These new capabilities are made possible by SupplyScape Nexus, a network-based data sharing and collaboration platform that employs Web 2.0 technologies to enable life-sciences companies and their trading partners to connect and share rich product information across business processes. By combining serialization and electronic pedigree (e-pedigree) information with operational and transaction data, organizations can dramatically improve supply-chain visibility and business responsiveness to changing supply-chain conditions.

Mark O'Connell, president and CEO says by enabling participants across the life-sciences value chain to access and share precise and timely serialized product and pedigree information, it's possible for trading partners to collaborate more productively.

Good Products, Adlib Software Produce **DOCUMENT MANAGEMENT SOLUTION**

Good Products and Adlib Software have formed a regulatory document management solution partnership that addresses the need for streamlined and compliant regulatory document management through the integration of Good Products' electronic document management system (eDMS), g-docs, with Adlib Software's Express Server centralized PDF rendering tool.

Using the new integrated system, pharmaceutical organizations are able to store, manage, and track regulatory documents and create high-quality, regulatory submission-ready PDFs with bookmarks and hyperlinks.

"The integration of g-doc and Express Server accelerates regulatory submissions and enables organizations to manage documents in a compliant way across the whole life cycle, from creation to regulatory submission," says Peter Duff, president and CEO of Adlib Software.

Good Products CEO Keith Williams says the two companies are working together to develop further enhancements and functionality.

Target Detective Links **TARGETS, MOLECULES**

Tocris Bioscience has announced the official launch of Target Detective, an online search facility (targetdetective.com) that connects biological targets to research molecules.

Preclinical life-sciences researchers using Target Detective can start their search by entering receptor,

Preclinical life-sciences researchers using Target Detective can start their search by entering receptor, enzyme, protein, or gene data.

enzyme, protein, or gene data. If the search term is recognized, it takes the researcher to either a Target File or Target Family File. A Target File consists of a concise summary of the target, together with links to external sources of genetic and pharmacological information. A Target Family File contains a summary of the target family, together with links to external sources of pharmacological information. The Target Family File does not contain products, but instead provides a listing of the associated Target Files associated with the family that can be downloaded, printed, or saved by the user.

Follow up

ADLIB SOFTWARE, Burlington, Ontario, develops server-based document conversion, recognition, and publishing software. For more information, visit adlibsoftware.com.

BIOSPACE, San Francisco, provides career solutions and Web-based resources and information to the biotechnology, pharmaceutical, medical-device, and academic markets. For more information, visit biospace.com.

CLEARORBIT, Austin, Texas, a division of Take Solutions Inc., provides automation solutions that improve supply-chain speed, visibility, and control for manufacturers and distributors across a wide range of industries. For more information, visit clearorbit.com.

CLINICAL INFORMATION NETWORK INC., Scottsdale, Ariz., is a privately held provider of video networking tools and analytic services to the pharmaceutical industry that help reduce costs, enhance profitability, and significantly increase sales productivity. For more information, visit clinicalinfonet.com.

EXPLORIA SPS, Hartford, Conn., offers sales performance solutions for Tablet PCs and other mobile technology to the pharmaceutical and medical-device industries. For more information, visit exploria.net.

GOOD PRODUCTS LTD., Irvine, Calif., is a provider of enterprise content management (ECM) solutions for the pharmaceutical, biotechnology, and medical-device sectors. For more information, visit goodproductsltd.com.

OPTIMIZERX CORP., Rochester, Mich., provides a Web-based consumer information and patient support Website to both permanent subscribers and visitors. For more information, visit optimizerx.com.

PFIZER INC., New York, is a global pharmaceutical company committed to helping people improve their health by discovering and developing medicines. For more information, visit pfizer.com.

SUPPLYSCAPE CORP., Woburn, Mass., is a provider of software to secure the safety and value of the global life-sciences supply chain.

For more information, visit supplyscape.com.

THOMSON REUTERS, London, provides information and knowledge to accelerate research, discovery, and innovation. For more information, visit thomsonreuters.com.

TOCRIS BIOSCIENCE, Bristol, United Kingdom, is a supplier of high-performance chemicals, peptides, and antibodies to the world's major pharmaceutical companies, universities, and research institutes. For more information, visit tocris.com.

TOTAL LEARNING CONCEPTS INC., Lawrenceville, N.J., a Publicis Healthcare Communications Group company, is a pharmaceutical and biotech sales training provider. For more information, visit tlconline.com.

VERTICALS ONDEMAND, Pleasanton, Calif., provides software-as-a-service customer relationship management (CRM) applications to the pharmaceutical and biotechnology industries. For more information, visit verticalsondemand.com.