

## Awards...



### BAYER HONORED BY WORKING MOTHER

Bayer has been recognized by Working Mother magazine as one of the nation's 100 best companies for working mothers. This is the ninth time in the past 10 years the company has been recognized on the annual list.

### CLINICAL RESEARCH ADVANTAGE EXECUTIVE HONOROD

Clinical Research Advantage's Chief Technology Officer, R. Eric Levie, was honored with a Bronze Stevie Award for Information Technology Executive of the Year by the American Business Awards.



Eric Levie

### OMNICOMM WINS BRONZE

OmniComm Systems' TrialMaster Study Data Tabulation Model (SDTM) Export Utility has won the Bronze medal at the 2012 SCDM Data Driven Innovation Award Ceremony.

### PMRG AWARDS INDUSTRY LEADERS

The Pharmaceutical Marketing Research Group (PMRG) has honored several industry leaders. Jim Kirk, recently retired VP and managing director of Quintiles Marketing Intelligence, has been awarded the R.R. Fordyce award. PMRG's Marketing Researcher of the Year award has been given to Christina Bender, Ph.D., associate director of business analysis for Novartis Global Oncology. Rob Faulstich, director of forecasting at Daiichi Sankyo, received the President's award. Tim O'Rourke, chief research officer for Healogix, Tara Marotti, senior VP and client service manager for Burke, and Alison Rose-Ped, president of Empirica, were honored with the Circle of Excellence award for their extraordinary effort and commitment toward advancing PMRG in the last 12 months.

## INDUSTRY at Large ▼



Julie Bowen

### Mylan Specialty Teams Up With ACTRESS FOR ANAPHYLAXIS AWARENESS

Emmy-award winning actress Julie Bowen, known for her role in Modern Family, is sharing her family's experience with life-threatening allergies to help drive a national awareness on this issue. Ms. Bowen's son experienced a severe reaction to peanuts as a toddler. She is partnering with Mylan Specialty to launch Get Schooled in Anaphylaxis, a multifaceted public health initiative that aims to increase awareness of and preparedness for life-threatening allergic reactions (anaphylaxis).

A 2011 study found that 8% of children in the United States — an estimated 1 out of 13 — suffer from a food allergy.

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### PODCASTS

#### Women's Health Issues in Clinical Research — Key Post-approval Challenges

**Thought Leader:** Dr. Vikki Brown, INC Research

#### PV 100 PODCAST SERIES

Dr. Marie Foegh, Agile Therapeutics  
Betsy Lahue, Becton, Dickinson and Company

Dr. Diego Miralles, Johnson & Johnson Innovation Center, San Francisco  
Adelene Q. Perkin, Infinity Pharmaceuticals Inc.  
Dr. Tobias Ritter, SciFluor Life Sciences  
Dr. Jay Philip Siegel, Janssen Research & Development

### WHITE PAPERS

#### The Future of Pharmacovigilance: Five Imperatives that Will Drive Improved Business Outcomes

**Sponsored by:** Cognizant

#### Increase Patient Adherence and Do More With Less

**Sponsored by:** Tunstall AMAC

### WEBINARS

#### Proactive Customer Communications: Best Practices for Outbound Pharma Engagements

**Sponsored by:** Angel

#### The Power of Influence: Connecting Healthcare Influencers to Pharma Brand Strategy

**Sponsored by:** IMS

### Nights at the ROUND TABLE

In early 2013, IDEA Pharma will be hosting a series of events in six cities around Europe and the U.S., called Nights At The Round Table, to act as a platform for the industry's experts to challenge, debate, and argue on subjects important to the pharmaceutical industry. The first debate will be on value proposition and positioning. The debates will be led by Mike Rea, a partner at IDEA Pharma. If interested, email [roundtable@ideapharma.com](mailto:roundtable@ideapharma.com).



Mike Rea

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