

January 2009

Pharma **VOICE**

THE FORUM FOR THE INDUSTRY EXECUTIVE

STRATEGIC PARTNERSHIPS

Crucial for Survival

A GREEN
Commitment

PRELAUNCH Access

A NEW CODE
for Marketers

JOHN CROWLEY'S
Quest for Answers



Integromics and Tibco Spotfire Launch **GENOMICS DATA ANALYSIS TOOL**



This solution helps researchers and scientists transform data into an interactive decision-making asset, says Christian Marcazzo of Tibco Spotfire.

Integromics and Tibco Spotfire have joined forces to create a solution for genomics research that provides researchers and scientists with a direct, interactive visual approach to data analysis that rapidly reveals insights and unexpected relationships in genomics data.

The application allows pharma and biotech researchers to rapidly find and categorize complex patterns, examine the expression

and annotation dimensions of their data, and perform a variety of numerical analyses.

"We are confident that this combined solution provides researchers with a powerful environment to accelerate discovery and provide accurate, up-to-date analytics from a single reliable source," says Alberto Pascual-Montano, Ph.D., VP of R&D at Integromics. "With this set of tools, life-sciences researchers can ask and answer new questions and create an advanced problem-solving environment."

"Genomics research typically involves measuring the activity of thousands of genes in many different treatments or conditions and combining that information with other information about the genes to uncover information about the biology of disease and treatment," notes Christian Marcazzo, senior director of life science analytics for Tibco Spotfire.

GEL Interactive Platform Supports **ADVOCATE CAMPAIGN MANAGEMENT**

GEL Interactive Technologies' new key opinion leader (KOL) management platform, OneVoice: KOL, provides the features and tools needed to help brand teams and their partners manage an active advocate campaign throughout the brand life cycle.

One Voice: KOL builds on the foundation of a centralized, permission-based portal, creating a Web-based environment where domestic and global teams can collaborate. The platform introduces several innovative features for brand teams and their partners, including relationship transparency monitoring, a content collaboration environment, a training and certification hub, and a ratings and recommendation engine.

"OneVoice: KOL was created to support the advocate life-cycle process with tools that streamline identification and profiling and strategically monitor goals, advocate development, and management," says Mark Kent, senior product director (portals).

As advocates continue to gain more value within healthcare organizations, there is a greater need to ensure that relationships with qualified professionals are viewed through the lens of maximizing their full potential, says GEL Interactive's Mark Kent.



Uhlmann Introduces **TRACK & TRACE SYSTEM**

Uhlmann Packaging Systems' Track & Trace system serializes pharmaceutical products with 2-D barcodes, radio frequency identification (RFID) technology, or customized codes to prevent counterfeiting and ensure that every step of the packaging process can be verified at a later stage.

Current laws require pharma manufacturers to provide identification of the smallest unit of sale, which is usually the carton or bottle. In addition to

Track & Trace system serializes pharmaceutical products.

identifying cartons, bottles, and cases, Track & Trace goes one step further by applying a code to each individual blister in a blister pack through laser, ink-jet, or RFID technology. Each code includes a unique serial number and other encoded

data such as the batch number and expiration date. An Uhlmann VisioTec camera verifies and scans the information and stores it in Uhlmann's tracking database.

InfoMedics Tool

Addresses **PATIENT NONCOMPLIANCE**



To date, the pharmaceutical industry's substantial investments in trying to solve nonadherence have been at best ineffective and at times even counterproductive, says Dr. Stanley Wulf of InfoMedics.

InfoMedics' Adherence Driver is a brand-specific adherence program designed to improve adherence by modifying patient behavior.

"The fact is, about 20% of patients will effectively comply with a medication regimen if their physician asks them to, and another 20% will not, no matter what steps are taken," says Stanley Wulf, M.D., VP and chief medical officer, InfoMedics. "Pharma needs to focus on the remaining 60%: patients whose path toward nonadherence can be halted with the right

education, motivation, and monitoring."

Dr. Wulf contends that to date, the pharmaceutical industry's substantial investments in trying to solve non-adherence have been at best ineffective and at times even counterproductive.

Adherence Driver conducts a detailed analysis of each patient's unique behavioral challenges and barriers to adherence, such as confidence in the treatment's effectiveness and concern about side effects. The program addresses these issues head-on while connecting the patients back to their prescribing physicians through individual patient feedback reports. Unlike existing adherence programs, the InfoMedics' product features a holistic, content- and issue-based approach and provides patient segmentation to direct resources only at the 60% of patients where impact can be maximized.

Q Pharma Launches **ONLINE PRACTITIONER VALIDATION APPLICATION**

Q Pharma's iValidate 2.0 assists pharmaceutical and biotechnology companies in validating practitioner licenses in compliance with PDMA requirements by matching solely against data provided by appropriate licensing authorities. It maintains a comprehensive, regularly updated database that includes name, address, state license number, date and expiration, active/inactive status, and other available information. The application includes midlevel practitioners and identifies state requirements associated with "delegated authority," special formula-ry restrictions, and other issues unique to each state's drug sample distribution requirements. It also provides state regulatory information, updated quarterly, by subscription.

"We recognized that there was a void in the solutions being offered for practitioner validation and we are pleased to be the ones filling that void," says CEO Patrick Den Boer.

We recognized that there was a void in the solutions being offered for practitioner validation, says Patrick Den Boer of Q Pharma.



CSS and DrugLogic to Speed Delivery of **ADVERSE EVENT DATA**

CSS Informatics is integrating DrugLogic's Qscan technology, which provides safety surveillance and signal detection capabilities, with its Oracle Adverse Event Reporting System (AERS) services to analyze patterns in adverse events that may indicate emerging pre- and postmarket drug-safety risks. Early risk identification will enable faster response times and help to ensure drug safety compliance.

"As our clients continue to face new regulatory challenges, there is a need to have fast, in-depth understanding of adverse events that could put patient safety at risk," says Graham Downing, VP of informatics at CSS. "Integrating Qscan into our service offerings will help clients detect adverse events that can improve patient safety across their clinical research studies."

Integrating Qscan into our service offerings will help clients detect adverse events that can improve patient safety across their clinical research studies.

Safe-BioPharma Procedure Provides **IDENTITY PROOFING**

Safe-BioPharma Association has launched a quick procedure for identity proofing and authenticating individuals being equipped with medium assurance digital certificates.

The identity proofing procedure, which uses knowledge-based assessment tests based on publicly available information, takes less than 20 minutes, faster than any other approach used in any industry.

The identity proofing procedure takes less than 20 minutes.

The procedure applies to the thousands of clinical researchers, suppliers, business partners, and other external collaborators with whom biopharmaceutical and healthcare companies must communicate in a secure and trusted environment. Once the individual's identity is veri-

fied, it is bound to a Safe-BioPharma digital certificate.

SEE DIGITAL EDITION FOR BONUS CONTENT
WWW.PHARMAVOICE.COM

Follow up

ANTENNA SOFTWARE provides the Antenna Mobility Platform (AMP), which enables organizations to design, build, deploy, and manage mobile applications quickly and cost-effectively. For more information, visit antennasoftware.com.

ARIS GLOBAL delivers integrated software solutions for pharmacovigilance and safety, regulatory affairs, clinical research, and medical information applications. For more information, visit arisglobal.com.

CSS INFORMATICS, a division of PPD Inc., provides consulting services and proprietary e-technologies for clinical and safety data management. For more information, visit cssinformatics.com.

DRUGLOGIC INC. specializes in analytical tools and databases for managing risks related to drug safety issues. For more information, visit druglogic.com.

GEL INTERACTIVE TECHNOLOGIES, a

Cadient Group company, provides pharmaceutical, biopharmaceutical, and medical-device companies with proprietary software solutions at the brand and enterprise level. For more information, visit gelinteractive.com.

INFOMEDICS INC. delivers clear, actionable patient feedback to physicians and brand insight to pharmaceutical manufacturers. For more information, visit infomedics.com.

INTEGROMICS S.L. provides IT solutions to the global life-sciences industry, with a particular focus on genomics and proteomics. For more information, visit integromics.com.

Q PHARMA INC. delivers validation, PDMA, and fulfillment solutions to FDA-regulated industries. For more information, visit qpharmacorp.com.

SAFE-BIOPHARMA ASSOCIATION is a nonprofit consortium that manages a digital identity and signature standard for the

pharmaceutical and healthcare industries. For more information, visit safe-biopharma.org.

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

TIBCO SPOTFIRE, a division of Tibco Software Inc., provides enterprise analytics software for next-generation business intelligence. For more information, visit spotfire.tibco.com.

UHLMANN PACKAGING SYSTEMS LP provides the North American pharmaceutical industry with products that include blister machines, cartoning systems, line-monitoring and control systems, and downstream packaging machinery. For more information, visit uhlmannpackaging.com.