THE FEBRUARY 2008 ISSUE OF PHARMAVOICE IS ON TOP OF THE TRENDS YOU NEED TO KNOW ABOUT!

FORUM: The Corporate Face of the Pharmaceutical Industry — The public face of the industry’s leading companies is a carefully orchestrated strategy in terms of what information is disseminated, how it is disseminated, and by whom it is disseminated. In light of the growing influence of social networks, blogs, and other new media, e-communications experts discuss how they are adjusting their model.

CLINICAL Topic: Gene Therapy — A once-promising area of medical research has come under serious scrutiny in light of severe adverse reactions and deaths. The FDA is reviewing 28 other research projects in the United States using this biomedical approach. Find out what the future of this area of research is and what steps the National Institutes of Health’s advisory committee on gene therapy is taking after its September 2007 meeting.

MARKETING Topic: Medical Science Liaisons — These experts occupy a unique niche in the physician/company relationship. Experts in their field, these individuals will discuss their challenges, what opportunities lie ahead, and how, as a group, they are further evolving into a critical component of a melded sales and scientific strategy.

THERAPEUTIC Category: Anti-Infectives — A review of the anti-infective pipeline will reveal what analysts believe are the most promising new medicines to come. Industry experts also will discuss commercialization and marketing strategies of these new bug killers.

MANAGED MARKET Topic: Formulary Drugs — Pharmacy benefit managers are exerting more control over budgets, especially in the areas of understanding a product’s clinical value, negotiating price concessions, and increasing patient financial obligations for access to certain products. Experts discuss formulary strategies.

INDUSTRY BIO: Joseph P. Pieroni — Mr. Pieroni, President and CEO of Daiichi Sankyo Inc., the U.S. subsidiary of Daiichi Sankyo Co. Ltd., discusses his strategy for the company going forward and provides his thoughts about the industry in general.

INDUSTRY View: Managing Investigator Initiated Trials — Rita E. Numerof, Ph.D., and Mark T. Morgan, M.S., provide their insights on the legal, ethical, and financial aspects of how investigator Initiated Trials (IITs) can be a valuable part of a pharmaceutical or medical device manufacturer’s marketing claims arsenal.

LAST WORD: Michael Naimoli — Microsoft’s U.S. Life Sciences Industry Solutions Director Michael Naimoli talks about the technology revolution in the pharmaceutical industry.

Conference Distribution: Go to www.pharmavoice.com to the resources tab and click on the event calendar page for names of conferences where this issue will be distributed.

To discuss your advertising plans, please call 609-730-0196 to speak with Lisa Banket, Publisher (lbanket@pharmavoice.com), or Cathy Tracy at (203) 778-1463, (ctracy@pharmavoice.com).

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February 7 - 8, 2008  Clinical Trial Forecasting and Budgeting, Center for Business Intelligence, Marriott Philadelphia West, West Conshohocken, PA

February 11 - 12, 2008  Direct to Docs, ExL Pharma, Hyatt Regency Tampa, Tampa Bay, FL

February 11 - 12, 2008  Lean Six Sigma for Pharmaceutical R&D, ExL Pharma, Hyatt Regency Tampa, Tampa Bay, FL


February 20 - 21, 2008  Skin Summit II, Pharmaceutical Education Associates, Park Hyatt, Philadelphia

February 21 - 22, 2008  5th Cancer Drugs Research & Development, GTCBio, Marriott Phoenix Airport Hotel, Phoenix

February 21 - 22, 2008  7th Successful, Compliant Investigator-Initiated Trials, ExL Pharma, Hyatt Regency Miami, Miami

February 25 - 26, 2008  2nd Search Engine Marketing for Pharmaceuticals, ExL Pharma, Loews Philadelphia Hotel, Philadelphia


February 25 - 26, 2008  4th Annual Early Stage Product Development and Commercialization Strategies for the Bio/Pharmaceutical and Medical Device Industries, Center for Business Intelligence, Doubletree Hotel Philadelphia, Philadelphia


February 25 - 27, 2008  Clinical Technologies Congress, Institute for International Research, Royal Pacific Resort, Orlando, FL

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February 26 - 27, 2008  Clinical Trials, American Conference Institute, The Warwick Hotel, New York

February 26 - 27, 2008  Secure Pharma 2008, Worldwide Business Research, Hilton City Avenue, Philadelphia

February 28 - 29, 2008  5th Annual Medical Imaging for Clinical Trials, Center for Business Intelligence, Sheraton National Hotel, Arlington, VA

February 28 - 29, 2008  International Clinical Trials, American Conference Institute, The Warwick Hotel, New York

March 3 - 4, 2008  9th Annual Patient Assistance Programs, Center for Business Intelligence, Hyatt Regency, Baltimore

March 3 - 4, 2008  Medical Device Manufacturing Conference, Q1 Productions, Houston

March 6 - 7, 2008  5th Anti-Infectives Partnering & Deal-Making Summit, GTCBio, Philadelphia