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DTC ON DEMAND

Consumer marketers like **AstraZeneca's Tammy Smalls** are not exactly turning off the TV just yet — but they are spending more time on YouTube and Facebook

WOLFE AT THE DOOR

The public face of Public Citizen talks about his new role on the FDA safety committee

MORE RED INK FOR MEDICAL PUBLISHERS

The latest PERQ/HCI Journal Ad Review

EYE CANDY

Legal obstacles challenge pharma's ability to brand drugs using color, shape and size



Update

Eloquest Healthcare announced a partnership with Onset Therapeutics to market Exactacain (benzocaine 14% butamben 2%) and Optase (balsam peru) as part of the co-promotion agreement, Eloquest Healthcare will bring the expertise of their sales force and marketing resources, to promote Exactacain and Optase to the acute care market.

Sales force software drives growth Synergistix, a pharmaceutical and healthcare customer relationship management



company, announced record growth in new clients in 2008,

as well as the number of pharmaceutical reps it supports with its products and services. Growth was driven, in part, by increasing demand from small- to mid-sized pharmaceutical companies for sales force automation software and services.

KV Pharmaceutical will eliminate almost 1,000 jobs including some sales force positions. The action is part of a cost-cutting program as the company works toward resuming full operation. The company has encountered a number of significant challenges in the past months, including a voluntary suspension of product manufacturing and shipment and voluntary recalls of its products.

TripBuilder targets docs with iFoldz

WESTPORT, CT-based TripBuilder, Inc., is determined to help drug and medical device companies educate physicians about new products while at the same time remain consistent with new PhRMA code guidelines.

TripBuilder's iFoldz combines a pharma company's message in a pocket-size, foldout credit card format. iFoldz is a communications vehicle for product launches, product instructions and safety information.

TripBuilder officials claim that the iFoldz delivers a pharma company's educational message cost-effectively as well as fills a void in the market left by standard logoed items such as pens and mugs that have limited space to convey large amounts of information and do not have an educational component mandated by the new PhRMA code.

Steven Tanzer, EVP of



The iFoldz pocket-size format is a vehicle for product launches

TripBuilder said that the new PhRMA Code limits what drug companies can hand out to docs. "iFoldz are a fully PhRMA compliant and a memorable way to deliver the pharma company's message and it's fully consistent with the PhRMA code because the piece is 100% educational." He noted that the compact size and expanding design allow for a large amount of custom information to fit into a pocket.

Tanzer said that Roche has

used iFoldz to deliver information on how to use its AccuCheck blood glucose system. Tanzer said that among other things, iFoldz can be used to target a specific medical niche such as diabetes specialists and deliver educational messages to physicians attending medical trade shows for instance. The compact format and size, said Tanzer, makes them very easy to hold on to and enhances retention.

—Anthony Vecchione

Middlebrook Pharma adds 271 reps

WESTLAKE, Texas-based MiddleBrook Pharmaceuticals, Inc. has completed the hiring of its 271-person nationwide field sales force. The 271 territory managers comprising MiddleBrook's field sales force will begin educating healthcare professionals on the benefits of Moxatag (extended-release amoxicillin) tablets, 775 mg — a once-daily amoxicillin that was approved by the FDA on Jan. 23, 2009.

According to MiddleBrook officials, MiddleBrook's territories have been structured to maximize the 271-person field sales force's ability to detail healthcare professionals nationwide, including pharmacists. The field force's efforts will be supported by a print media campaign targeted at healthcare professionals.



Thievon: the sales force will discuss Moxatag with doctors

John Thievon, president and CEO of MiddleBrook said, "MiddleBrook's field sales force will be talking to physicians and pharmacists across the country about the benefits of Moxatag, patient convenience, improved compliance and a lower overall daily dose." —AV

Code has mixed effect on forces

RECENT CHANGES to the PhRMA code are not having a tremendous impact on sales reps' ability to sell target physicians on the merits of their companies' brands, according to the results of a survey from Durham, NC — based Cutting Edge Information.

On a scale from 1 to 10, with 10 being a tremendous hindrance to sales efforts and 1 being no effect on sales efforts, companies rated the PhRMA changes as a 5.5 on average. While the overall results indicate that the code changes have not drastically impacted sales reps' ability to access physicians, individual companies are reporting significant impact from the revisions, according to Cutting Edge's survey. —AV