



Sales Reps: Success Starts With an Effective Business Plan

It's the season for pharmaceutical national sales and marketing meetings. This year, the buzz is territory management. Just in time, **IsaiX Technologies**, a leading pharma CRM provider, teams up with Pharmahorizons to offer a Business Planning Seminar for Sales Representatives. By the end of this session, participants leave with a comprehensive analysis of their territory, as well as a concrete business plan with clearly defined action steps and targets for the upcoming year.

To schedule this seminar for your team, contact John McCaig (Ontario) at john.mccaig@isaix.com or (905) 634-9692. For general enquiries and enquiries from Quebec companies, contact Nick Day at nick@isaix.com or 1-888-514-5858, ext. 224.

QA: Growing on a National Level

Quintal & Associates (QA) recently announced the official opening of their Toronto facility.

"We invite our clients to contact us regarding this exciting news. This completion of national expansion will allow us to better serve our loyal customers," said Yves Quintal, President of QA.

"No other company offers the same level of integrated services and, over the years, many of our customers have expressed their desire to be served by us in the Toronto market."

Sean McBride, Managing Director of the Toronto office, said, "This expansion of both our services and resources to the Canadian health-care industry makes us a major force in health-care recruiting, training and consulting."

For more information, contact Q&A in Toronto at (905) 281-3337 or visit their Web site at www.quintal.ca.

GSK: Breaking Ground in Palliative Care

The Canadian Hospice Palliative Care Association (CHPCA) has awarded the **GlaxoSmithKline Foundation** the 2004 CHPCA Leadership Award in recognition of its outstanding contribution to the field of hospice palliative care in Canada.

The CHPCA Leadership Award is given to an individual or group in recognition of exceptional leadership, dedication and vision in advancing hospice palliative care for all Canadians. The GSK Foundation has helped achieve significant progress in hospice palliative care by initiating and supporting groundbreaking programs and bringing much needed attention to the issue.

Hospice palliative care is a compassionate and comprehensive approach to helping the terminally ill and their family members. It involves emotional, practical and medical support at home or in a hospital or community hospice.

Living Lessons®, a collaborative effort by the GSK Foundation and CHPCA, has contributed to a marked growth in public awareness. Living Lessons helps educate patients, family caregivers, medical professionals, policy makers and the public at large about the resources and expertise available in their communities and advocates for additional programs and funding. As part of the program, *A Guide for Caregivers* offers practical advice and a collection of compelling personal stories to support caregivers.

GSK reaffirmed its commitment to the hospice palliative care movement by becoming the first company in Canada to establish an extended leave benefit for employees needing time off from work to care for critically or terminally ill family members.

For more information, contact Sharon Baxter, CHPCA Executive Director, at (613) 241-3663, ext. 222.

Lilly Supports Schizophrenia Research

Eli Lilly Canada has provided Dr. Leonardo Cortese, a psychiatrist specializing in schizophrenia, with a research grant of \$900,000 over the next three years for a new study on treatment approaches for persons with schizophrenia in Windsor, Ontario. Windsor-area hospitals will also be working with Dr. Cortese on the research.

“We’re very pleased to invest in mental health care in Ontario and specifically to support this important project,” said Jeff Henderson, President and General Manager of Eli Lilly Canada.

PhD Candidate Receives First Pfizer Fellowship in Arthritis

This past summer, Allan Lehman, a PhD candidate in educational studies at the University of British Columbia, was named the first recipient of the **Pfizer** Research Fellowship in Arthritis by the Arthritis Research Centre of Canada.

Lehman’s research will identify the types of support that people with rheumatoid arthritis feel they want and need and assess how that support is associated with their overall health.

Fludara® Oral Added to Ontario Drug Plan

Berlex Canada Inc. recently announced the Ontario government has added Fludara® Oral to the province’s Ontario Drug Benefit program. The medicine works to destroy malignant white blood cells in patients with chronic lymphocytic leukemia, the most common form of leukemia in the world.

Ontario joins Nova Scotia, Quebec, Alberta, Saskatchewan and British Columbia in reimbursing the cost of Fludara Oral.

A Shared Task for Paladin and Ovation

Paladin Labs Inc. recently announced it had entered into an exclusive Canadian distribution agreement with **Ovation Pharmaceuticals, Inc.** for Sabril® and Frisium®, two central nervous system products used to treat various epilepsy conditions. Both brands are currently available in Canada.

Under the terms of the agreement, Paladin will assume responsibility for customer service, logistics, credit and collection, and pharmacovigilance support in return for a distribution fee. The responsibility of marketing and promoting these brands in Canada will remain with Ovation.

P&G and ALTANA Partner Up

Procter & Gamble Pharmaceuticals Canada Inc. recently announced it had entered into an agreement with **ALTANA Pharma Inc.** to collaborate on the promotion of Asacol®, used for treating and maintaining remission of mild to moderate ulcerative colitis.

This collaborative effort will combine manufacturing, R&D, marketing and sales expertise.

P&G Pharmaceuticals will continue to provide customer service and will order and distribute the medicine. Product promotion, including office visits and continuing medical education, will now be provided by ALTANA Pharma’s hospital pharmaceutical representatives.

Paladin Lends A Helping Hand

Paladin Labs Inc. has donated more than \$400,000 in medication to Health Partners International of Canada (HPIC). This is vital support for HPIC's mission of improving the health of people in the developing world.

Paladin's generous donation is another example of how HPIC works in partnership to bring health and hope to those in need.

"I am proud to have Paladin's continued support in our efforts to meet the health-care needs of the poorest people," said John Kelsall, President of HPIC.

"At Paladin, we believe we have a social responsibility to make a difference in the lives of Canadian patients and to those less fortunate in Third World countries. Paladin looks forward to a long relationship with HPIC in providing much needed support overseas," said Jonathan Ross Goodman, President and CEO of Paladin Labs.

Since 1990, HPIC has delivered more than \$140 million (wholesale value) in aid to more than 100 countries. Further information on HPIC is available through their Web site, www.hpicanada.ca.

For more information on Paladin, contact Samira Sakhia at (514) 340-5067 or info@paladin-labs.com.

For more information on HPIC, contact Christina Parsons at 1-800-627-1787 or cparsons@hpicanada.ca.

ICN's Name Change Reflects New Vision

ICN Canada Limited recently announced the company has changed its name to **Valeant Canada Limited** to reflect its transformation into an integrated, global specialty pharmaceutical company. The name change, effective immediately, is being implemented worldwide.

"Our new name embodies the core principles that underpin this newly invigorated pharmaceutical company," said Robert W. O'Leary, Valeant Pharmaceuticals International's Chairman and CEO.

"In recent months, our company has been entirely rebuilt and re-energized—to reflect the principles and qualities of our people."

Thomas Schlader, Valeant Canada's General Manager and Vice-President, noted, "Valeant has made rapid strides in the past year-and-a-half under a new corporate management team that has laid out a

strategic vision for the company and implemented major changes in product management, research and development, corporate governance and business development."

"Our new name represents our focus in value and supports our vision to be a leading, fully integrated specialty pharmaceutical company with a robust research and development capability and a worldwide capacity to commercialize products."

The commercial division of Valeant Canada Limited also has a new address, after having moved to a new commercial office in Montreal. The new address is 4784 Levy Street, Montreal (Quebec).

Valeant Canada Limited will continue to use the same phone and fax numbers; however, the company's new Web site, www.valeantcanada.com, will be launched shortly.

For more information, contact Gaëtan Carrière at (514) 744-6792.



Information Packaging and Structural Graphics Expand Their Reach

Information Packaging, Canada's best resource for high-impact print solutions, and **Structural Graphics**, the major producer of three-dimensional interactive print communications in the U.S., have entered into an exclusive licensing agreement that will expand the reach of both companies.

Information Packaging will license many of Structural Graphics' designs for the Canadian market, thus expanding its own capabilities while broadening Structural Graphics' reach in North America. Both companies specialize in the creation and production of three-dimensional print advertising materials, such as direct mail, magazine inserts, sales aids, point-of-purchase displays and collateral materials. Information Packaging has a specific expertise in pharmaceutical marketing.

Structural Graphics designs and produces three-dimensional interactive print communications for advertising promotion agencies and corporate marketers. The

company's wide range of products have included magazine inserts, direct mail pieces, sales aids, point-of-purchase displays and innovative packaging solutions.

For more information on Structural Graphics, visit www.structuralgraphics.com or call (860) 767-2661.

For more information on Information Packaging, visit www.infopackinc.com. **CPM**



Left to right: Michael Dambra, Vice-President Marketing, Structural Graphics; Andrew MacEachern, President, Information Packaging; Tom Saltonstall, Vice-President Pharmaceutical Sales, Structural Graphics.

Ad Agency News



Ogilvy Healthworld Network Expands

Two of Canada's most successful health-care communications companies will soon join forces to offer clients added capabilities, new services and access to the worldwide **Ogilvy Healthworld Network**.

"With WPP's purchase of Healthworld last year, it was important to partner with the WPP worldwide agency group, which had the best synergy," said Steve Girgenti, Chairman and CEO of Ogilvy Healthworld, New York.

"As health-care clients have joined forces, they have requested expanded resources based here in Canada," commented Gord Schwab, CEO and Creative Director for the new Toronto-based company. "We're thrilled to join the Ogilvy group of companies.

"We will offer expertise for just about any communications vehicle a client could ask for," said Terry Cully, the new Managing Partner in Toronto. "From outstanding strategic and creative thinking, to full service media and direct marketing capabilities."

Académie-Ogilvy in Montreal will also be renaming its

health-care division Ogilvy Healthworld Montreal. Denis Piquette, the current President of Healthworld Toronto, has relocated to Montreal to become President of the health-care group and Vice-President of the parent agency, Académie-Ogilvy.

"We expect great synergies between the Montreal and Toronto offices," Piquette said. "Both are very strong and in combination, will give added horsepower to all our client businesses."

Ogilvy Healthworld Toronto will be located in the Ogilvy offices at 33 Yonge Street.

For more information, contact Gord Schwab at (416) 920-5045, ext. 239.



Terry Cully, Managing Partner, Ogilvy Healthworld Toronto



Denis Piquette, President, Ogilvy Healthworld Montreal



Gord Schwab, CEO & Creative Director, Ogilvy Healthworld Toronto

Ogilvy Adds to their Portfolio

Ogilvy Healthworld Montreal was very pleased to announce the recent addition of Exelon® to their product portfolio.

This exciting mandate from Novartis Pharmaceuticals represents a strengthening in the relationship between the two companies. Exelon, indicated for Alzheimer's disease, marks the second product for neurologic disorders Novartis has awarded to Ogilvy in recent years. The other is Comtan®, a treatment for Parkinson's disease.

For more information, contact Lynne Johnston at (514) 861-0545.

Pfizer Awards OTC Portfolio to S&H

Sudler & Hennessey was recently chosen as the medical marketing agency of record for Pfizer's over-the-counter portfolio. Both companies are extremely excited about this new partnership and look forward to a long and productive relationship.

For more information, contact Mau Dutchak at (905) 813-5637 or mau_dutchak@sudler.com.

Cadence Continues to Deliver Vision

Cadence Healthcare Communications is proud to announce their Montreal office has been awarded the Aeries™ assignment by Schering Canada. Cadence's promotional portfolio already includes Nasonex, another Schering product.

The win follows a decision by Schering to consolidate its health-care portfolio in allergy in order to ensure a clear, focused message to both physicians and pharmacists.

"We were looking for an effective partnership with an agency that would drive the growth of both brands with tactical excellence, while maintaining the strategic vision of each individual brand, and we feel that Cadence can deliver on that promise," explained Drew Young, Marketing Director at Schering.

For more information on how Cadence can "Deliver Your Vision," contact Michel, Grant or Jeremy at (514) 906-0901.

bMod: A Growing Roster

bMod Communications has been retained as agency of record (AOR) by Fournier Pharma for Lipidil®, and Berlex Canada for several products in the women's health portfolio.

At Berlex, bMod will be working on many brands, including Diane®-35, Mirena® and Climara®. They're also currently working with the Betaseron® team on a project-to-project basis.

The AOR agreement with Fournier includes a product launch in the near future.

In addition to Fournier and Berlex, bMod clients include Schering (where the agency continues its partnership with the Remicade® team), Merck Frosst, Pfizer and Lundbeck. As a result of these recent client gains, bMod has added several personnel, details of which can be found in *People on the Move* (page 55).

For more information, contact Eric Frendo or Kathryn Buck at (514) 845-9889.

LXB Goes South of the Border—Again!

LXB Communication Marketing has been awarded two new U.S. accounts.

Valeant Pharmaceuticals International (Costa Mesa, California) has selected LXB Communication Marketing as the agency of record for Cesamet®, an anti-emetic agent to be launched in the U.S. market. Agencies from New York, Chicago and San Francisco were also competing for the Cesamet account. LXB is also the agency of record for Valeant Canada.

LXB will also be in charge of all INAMED Aesthetics's (Santa Barbara, California) corporate and marketing communications to both health-care professionals and consumers. INAMED offers a complete line of breast implants for augmentation and reconstruction surgeries, as well as a broad range of dermal products to correct facial wrinkles.

LXB is currently developing new global corporate and product branding guidelines.

For more information, contact Paul Bergeron or Marc Lacroix at (514) 284-3010.

Anderson

DDB

Santé. Vie. Esprit.

NEW LOCKS. NEW COMBINATIONS!



Anderson DDB Santé. Vie. Esprit. has moved on up to the West Side into a spacious new locale. Leaving Old Montreal behind, on September 1st of this year we moved our office lock, stock and barrel to the trendy Greene Avenue area. While the number on the door has changed, you'll be pleased to note that both our

phone and fax numbers have not. For more information contact Joanne Belsito at:

Anderson DDB Santé. Vie. Esprit.

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Tel: (514) 844-9505 Fax: (514) 842-9871

ANDERSON DDB WINS CADUET™!

We take great pleasure in announcing a new partnership with the Caduet™ Brand Team at Pfizer. Caduet™ is a combination therapy that brings together the world's leading cardiovascular agents, Lipitor™ and Norvasc™. The agency is thrilled to be part of such an innovative effort at the vanguard of cardiovascular therapy.

NEW PROSCAR® COMBO!

Speaking of new combinations, Anderson DDB is pleased to be working with Merck Frosst on the launch of the new combination therapy indication for Proscar®. After helping to introduce Proscar® in the '90s, we are delighted to participate in this initiative. This is a new indication showing that two agents working together are better than either agent alone. Our philosophy, exactly.

HMR Excited About New Projects

HMR Worldwide recently announced their partnership with Andrx Corporation of Florida, a pharmaceutical company specializing in controlled-release brand pharmaceuticals using their proprietary drug delivery technologies. HMR will be working on a consulting basis to help develop one of their key brands, a diabetes drug called Fortamet™, with an eye to helping out on other brands and launches.

In addition, HMR is very excited to be working in a similar capacity on Trasyol®, the new flagship product of Bayer HealthCare Pharmaceuticals U.S.A. Trasyol is used as a prophylactic injection to reduce bleeding and the need for blood transfusions in patients undergoing bypass surgery. HMR has been brought on board to help design innovative programs and strategies with and for the sales force, the very heart and soul of Bayer's communications with physicians.

For more information, contact Tom Sanner at (514) 282-3990.

Veritas Garnering Attention

Strong communications strategy and creativity were in full force at **Veritas Communications' Health & Wellness** practice this past summer, as the agency set about garnering media attention for a number of new and returning clients.

Ferring Pharmaceuticals worked with the agency's public relations team for the seventh year in a row on an educational and awareness campaign for DDAVP®, a bed-wetting medication for children.

Working with Church & Dwight Canada for the third year in a row, Veritas launched a line extension for Graval®—Graval Ginger Soft Chew Lozenges, the latest ginger-based formulation for the popular antinauseant.

Other projects on the go for clients in the health and wellness category include a media relations campaign for an organization mandated to fighting blindness in the developing world, an awareness campaign for one of North America's leading nutritional sciences companies and significant work in the hospital sector.

For more information, contact Megan Matthews at (416) 482-2248, ext., 229, or matthews@veritascanada.com.

Allard-Johnson Wins Major Accounts

Perrin has retained the services of **Allard-Johnson Communications** to create communications material and develop its media strategy for Canada, including media placement.

An industry leader, Perrin is known primarily for its Hot Paws gloves and mittens, but Quebec families also count on its toques, scarves and other wintertime accessories to beat the cold.

Allard-Johnson Communications will soon be demonstrating the benefits of this heat source that helps make winter so much more fun.

Government of Quebec calls on the strategic talents of Allard-Johnson

Allard-Johnson Communications will also be taking charge of the creative and production for urgent and "one-off" type advertising projects for the Quebec Ministry of Citizenship and Immigration. These include mandates in the \$600,000 budget range and higher.

The work to be undertaken includes the development of communication strategies, creative concepts and production of the campaigns.

Another product in the bag for Allard

Allard-Johnson has been awarded a new brand assignment from their client, Abbott. The brand is Kaletra®, indicated for HIV.

Established in 1958, Allard-Johnson is a full-service marketing and communications agency that employs over 120 people. Allard-Johnson provides leading-edge marketing solutions to a host of marquee clients, including the Dairy Farmers of Canada, RBC Financial Group, Purdue Pharma, Wal-Mart and Church & Dwight.

Allard-Johnson has offices in Montreal, Toronto and Ottawa.

For information, contact Luc Paquette, Partner, Vice-President, Client Services, or Mario Daigle, Partner, Executive Vice-President, at (514) 875-7400. **CPM**