



## Mayne Pharma and Bristol-Myers Squibb Seize Top Honours

Teams from **Mayne Pharma** and **Bristol-Myers Squibb** showed the creative and critical thinking skills needed to win the second annual Pharmahorizons Case Study Challenge (PCSC). The winners competed against over 30 teams from other pharmaceutical and biotechnology companies across the country. The PCSC is a national program to build management and sales and marketing skills in the life sciences sector.

“The annual PCSC has proven to be an effective way for busy managers in the pharmaceutical industry to build their problem-solving skills, while at the same time, foster the development of stronger company teams and networks,” said Jeff MacLean, President of Lundbeck Canada.

The PCSC was launched last July. Participants worked in teams of three or four, or as individuals. The PCSC featured eight business cases, delivered via the Internet, in each of two streams, management and sales. The cases represent real-life science industry scenarios designed to increase business acumen in areas such as business development, human resources, sales and marketing, pricing and reimbursement, and regulatory affairs. A team of industry leaders committed to workforce and professional development helped guide the PCSC and scored team submissions.

The winning team in the management stream came from Mayne Pharma. It consisted of team members: Pierre Beaulieu, Pierre d’Amour, Beryl Chan, and Marc Desmarais. The winning team in the sales stream came from Bristol-Myers Squibb, and included team members: Irene Yi, Naida Hyndman, Salman Qaiser, and Diane Staples.

However, other company teams deserve recognition for top scores and well thought-out submissions (see below). Participants in the PCSC compete for cash, prizes, and industry recognition. The third annual PCSC gets underway in February 2004.

“To generate greater innovation and productivity, Canada needs more managers who are better-trained in the life sciences,” said Kevin Lawless, President of the Ottawa Life Sciences Council, home of the country’s fastest-growing life sciences cluster. “The PCSC is a valuable and practical way for professionals in this sector to develop their skills. It is exciting to see it grow.”

For more information, contact Mark Gregory, Vice-President, Pharmahorizons, at 1-866-472-4948, or via e-mail at [mark@pharmahorizons.com](mailto:mark@pharmahorizons.com).

### 2003 Case Study Challenge—Top Pharmahorizons Challenge Teams

#### A. Management Stream

- 1<sup>st</sup> place:** **Mayne Pharma:** Pierre Beaulieu, Pierre d’Amour, Beryl Chan, Marc Desmarais.  
**2<sup>nd</sup> place:** **Abbott Laboratories:** Darren Read, Anna Tsouluhos, Paul Catenaro, Jeff White.  
**3<sup>rd</sup> place:** **Lundbeck Canada:** John Raaby, Beth Dunton, Domenic Maccarone, Sylvie Gaumond.

#### B. Sales Stream

- 1<sup>st</sup> place:** **Bristol-Myers Squibb:** Irene Yi, Naida Hyndman, Salman Qaiser, Diane Staples.  
**2<sup>nd</sup> place:** **Bristol-Myers Squibb:** Hussein Wehbe, Stacy Fahner, Tony Bowker, Bien Domingo.  
**3<sup>rd</sup> place:** **Berlex Canada:** Marc Lalande, Paule Cantin, Jacqueline Marrie, Brigitte Marcoux.

#### Other 2003 PCSC Participating Companies

Canreg, Dermik Laboratories, Fournier Pharma, GlaxoSmithKline, Merck Frosst, NRC Institute for Biodiagnostics, Paladin Labs, Teva Neurosciences, and Pro-Pharma.

#### Special Recognition

Special recognition goes to the Challenge Advisory Council: Chairman, **Dave Adamson**; National Sales Director of Zimmer Canada, **Marcel Chenard**; National Sales Director of Lundbeck Canada, **David Cousins**; Board Member of the Council for Continuing Pharmaceutical Education (CCPE), **Dany Labrecque**; Vice-President of Sales for Bristol-Myers Squibb, **Dr. Jon Meltzer**; Technology Commercialization Officer for NRC and Institute for Biodiagnostics, **Mark McElwain**; Vice-President of Pharmaceuticals of Allard Johnson Communications, **Kevin Leshuk** (former director of hospital sales of Pharmacia).

## Pfizer Invests \$1 million in Montreal Science Centre

**Pfizer Canada Inc.** is proud to join forces with the Montreal Science Centre (MCS). In order to promote scientific and technical thinking among young people, Pfizer has invested \$1 million into the centre. Jean-Michel Halfon, President and CEO of Pfizer Canada Inc., is happy to renew his support as one of the major partners of the Old Port of Montreal Corporation, which manages the activities of the MCS.

“The mission of the MCS is exactly what Pfizer Canada Inc. wants to encourage: stimulating an interest in scientific knowledge and technology among young people,” said Mr. Halfon.

Pfizer Canada Inc. has been involved with the MCS since its founding. This further investment renews the company’s commitment as one of the centre’s premier corporate partners, which are drawn from the major science-centred sectors of Quebec’s economy.

“Pfizer has been a corporate resident of Montreal for 50 years, and we are proud to be able to contribute to a major Montreal institution such as the MCS,” said Mr. Halfon. “The MCS is part of the educational and government infrastructure which encourages the growth of the pharmaceutical sector in Quebec’s economy. We hope the environment will continue to stimulate scientific research and innovation in Quebec.”

Claude Benoit, president and CEO of the Old Port of Montreal Corporation, is very pleased that a company such as Pfizer Canada Inc. recognizes the quality and the impact of the activities offered to young people who visit the MCS. “The contribution made by Pfizer Canada Inc. is essential to the MCS’s ability to pursue its mission. Since it was opened in May 2000, over 1.6 million visitors have participated in activities and quality educational programs designed to kindle the next generation’s interest in science and technical careers.”

For more information, contact Nathalie Goldberg at (514) 283-8085.

## Highest Award for Pharmaceutical Executive

Richard J. MacKay, President of **Stiefel Canada Inc.**, was presented with the Canadian Dermatology Association’s (CDA) new Award of Honour at the CDA 2003 annual conference held in Ottawa. The Award of Honour is the highest award for a person who is not a member of the medical profession.



Richard J. MacKay.

Citing Mr. MacKay’s many accomplishments and tremendous contribution to dermatology, CDA president Kirk Barber said this prestigious award recognized Mr. MacKay’s service to Canadians in raising the standards of health care.

Mr. MacKay established Stiefel Canada with a selected line of dermatologic products in 1976. During his stewardship, Stiefel Canada has grown dynamically, and now ranks as the leading dermatology company in Canada.

In his 45 years in the Canadian pharma industry, Mr. MacKay has been active in many organizations. For the past 20 years, he has served on the Board of the Canadian Dermatology Foundation, an organization devoted to raising funds for advancing dermatologic research.

For more information, contact Pierre Boucher at [pboucher@stiefel.ca](mailto:pboucher@stiefel.ca).

## Solvay Pharma Inc. Award Grant to Researcher

At the 2003 Canadian Hypertension Society (CHS) 24<sup>th</sup> Annual Meeting, **Solvay Pharma Inc.** presented a \$32,000 cheque in support of clinical research by new investigators in the hypertension field. This marks Solvay’s second year of a three-year, \$100,000 commitment to fund two awards that will encourage new research. The recipient of the Solvay/CHS Clinical Scholarship Award, Dr. Paula J. Harvey of the University of Toronto, accepted the \$20,000 award, presented by Solvay Pharma Inc.

“We are proud to support the scientists whose dedication to new research will help advance the field of cardiology and hypertension treatment,” said Dr. Laurence J. Downey, president and CEO of Solvay Pharma Inc. “Valuable partnerships with key organizations, such as the CHS, further

Solvay’s steadfast commitment to cardiology research and innovation.”

Solvay and CHS partner with the Canadian Institutes for Health Research to grant this scholarship. The scholarship is given to a medical researcher at the initial stages of his or her appointment, to establish a clinical research laboratory and to carry out independent health research directly related to hypertension. In addition, the Solvay/CHS Travel Award helps investigators gain knowledge about new techniques and expertise in the field by visits to host laboratories.

For further information, please visit [www.solvaypharma.ca](http://www.solvaypharma.ca).

## Initiative to Reverse Rise in COPD

In November 2003, **ALTANA Pharma** announced its support for the efforts of the Global Initiative for Chronic Obstructive Lung Disease (GOLD) to combat chronic obstructive pulmonary disease (COPD). COPD remains the fourth most common cause of death in North America. ALTANA Pharma presented Dr. Denis O'Donnell, a Kingston respirologist, with two educational grants: the first for \$10,000 USD, and the other for \$70,000 CDN.

World COPD Day, coordinated by GOLD, aims to build awareness of COPD, and to reverse this rapidly increasing global health problem. GOLD is a worldwide coalition of medical professionals, health-care associations, patient groups, and government agencies focused on reducing COPD prevalence, morbidity, and mortality. Dr. O'Donnell, the Canadian leader for GOLD, and his international counterparts are launching a major, international public education campaign. The aim of the campaign is to raise awareness of COPD, identify those who are underdiagnosed or at risk, and reduce COPD-related death and disability through improvements in earlier diagnosis, treatment, and prevention.

Dr. O'Donnell will be using the first educational grant with the Canadian Thoracic Society to identify which key areas need financial resources to continue research in the area of COPD. Even more exciting for Dr. O'Donnell is the \$70,000 provided to him and his research team for their

own Body Box equipment. A Body Box, or plethysmograph, is a sealed chamber (like a telephone booth) in which a patient sits

and breathes through a tube passing out of the chamber. It monitors a number of factors, such as the residual volume of the lungs, and can take measurements of other variables of interest in the study of lung function. The Body Box is an important piece of equipment that is very expensive to operate, as the software can cost upwards of \$50,000.

"This new equipment will provide us with more detailed measurements on small airway function than spirometry testing, and will allow us to keep pace with our research," said Dr. O'Donnell.

For more information, contact Jennifer Casey at (416) 969-2724.



From left to right: John Suk, President of ALTANA Pharma; Jan Kasperski, Executive Director and CEO of the Ontario College of Family Physicians (OCFP); and Dr. Isaac Dubinsky, Facilitator.

## Strategic Agreement for Novel Influenza Vaccines

**Aventis** and **Crucell N.V.** announced in early January that they have entered into a strategic agreement to further develop and commercialize novel influenza vaccine products based on Crucell's proprietary PER.C6™ cell line technology. The agreement covers both pandemic and epidemic influenza vaccines which, up to now, have been a part of Crucell's in-house product development program.

Under the terms of agreement, Aventis Pasteur, the vaccines business of Aventis, receives an exclusive license to research, develop, manufacture, and market cell-based influenza vaccines using Crucell's unique PER.C6™ cell line technology.

Crucell will receive milestone and annual payments, and research and development funding totaling \$38 million USD, as well as high single-digit (up to double-digit) royalties on future PER.C6™-based influenza vaccine sales. Crucell will retain the commercialization rights for Japan.

## \$25,000 Stiefel Canada Inc. Grant Awarded to Dr. Dutz

Dr. Jan Dutz of the University of British Columbia has been awarded a **Stiefel Canada Inc./Canadian Dermatology Foundation (CDF)** research grant worth \$25,000.

Mr. Richard J. MacKay, president of Stiefel Canada, made the presentation to Dr. Dutz in the company of CDF president, Dr. Neil Shear, at the 2003 CDF Annual Awards ceremony held in Ottawa.

Dr. Dutz was selected by the CDF Medical Advisory Committee for this prestigious award for his investigational work carried out in 2002 in his research project entitled "Epicutaneous immune response modification for vaccine optimization."

A long-time supporter of the CDF in its efforts to advance dermatologic education and research, Stiefel Canada is recognized by the CDF as a Platinum Benefactor in its Corporate Honour Society for a financial and material contribution of over \$50,000 annually. Stiefel Canada views its commitment to research as a partnership with the dermatology community, one which can lead to the discovery of ever-improving modalities of skin care. [CPM](#)



Dr. Jan Dutz.