



Bristol-Myers Squibb Comes to Aid of Tsunami Victims

Bristol-Myers Squibb Canada is joining the tsunami relief efforts in Southeast Asia, recently announcing a total contribution of \$2 million in cash and health-care products.

Bristol-Myers Squibb Canada and its divisions will provide approximately \$1.9 million in health-care products, including infant formulas and medicines, via Health Partners International of Canada.

The company and its divisions will also donate \$100,000 in cash to the Canadian Red Cross.

“This contribution is in addition to relief efforts by Bristol-Myers Squibb worldwide and reflects the importance of our mission to extend and enhance human life,” said Judy Robertson, President and General Manager of Bristol-Myers Squibb Pharmaceutical Group in Canada, on behalf of all divisions of Bristol-Myers Squibb Canada.

The Pharmaceutical Group of Bristol-Myers Squibb will send cardiovascular medicines, as well as antibiotics, such as amoxicillin.

Mead Johnson Canada will donate 100,000 cans of its “ready-to-drink” infant formula product, Enfalac®, representing 100,000 feedings for infants. Mead Johnson Canada will also donate 9,600 packs of Tempra First Tabs.

ConvaTec will send 1,000 units of mycostatin, a topical antifungal powder, along with sterile wound cleaners, catheters and over a thousand ostomy products.

Finally, Bristol-Myers Squibb will match donations made by its 935 Canadian employees and forward this contribution to the Canadian Red Cross.

Stiefel & CDF Award Grant to UBC Doc

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

Mr. Richard J. MacKay, President of Stiefel Canada, made the presentation to Dr. Ho in the company of CDF President, Dr. Neil Shear and CDF Secretary-Treasurer, Dr. Kenneth Kobayashi at the 2004

CDF Annual Awards ceremony, held in Victoria, BC.

Dr. Ho was selected by the CDF Medical Advisory Committee for this prestigious award for his research project entitled, “The role of tumour suppressor PTEN in melanoma chemosensitivity.”

A long-time supporter of the CDF in its efforts to advance dermatologic education and research, Stiefel Canada is recognized by the Foundation as a Platinum Benefactor in its Corporate Honour Society for a financial and material contribution in excess of \$50,000 annually.

Since 1969, the CDF has awarded over \$3,500,000 in grants to Canadian dermatology researchers.

Stiefel Canada views its commitment to research as a partnership with the dermatology community and believes this relationship can benefit physicians and patients by leading to the discovery of ever-improving modalities of skin care.

Stiefel Canada is the leading dermatology company in Canada.

For more information, contact Pierre Boucher at Stiefel Canada at (514) 332-3800 or pboucher@stiefel.ca.



A New Partnership for AstraZeneca & P&G in Canada

AstraZeneca Inc. has entered into an agreement with P&G Pharmaceuticals Inc. for its migraine product, Zomig®. As of November 2004, P&G Pharmaceuticals will lead marketing and promotion for Zomig and Zomig Rapimelt® in Canada.

Under terms of the agreement with P&G Pharmaceuticals Canada, AstraZeneca Canada will continue to lead all medical information, regulatory affairs and drug safety activities.

"We look forward to working with P&G Pharmaceuticals on this great initiative," said Mike Cloutier, President and CEO of AstraZeneca Canada.

"Zomig is an important treatment for migraine and has had tremendous success in Canada. Our partnership will help ensure strong, continued support to Canadian health-care professionals and to the patients who value Zomig, while at the same time enable us to focus our efforts on further developing AstraZeneca Canada's leading brands and future pipeline innovations."

"We are pleased to partner with AstraZeneca, one of the world's leading pharmaceutical companies," said Jeff Davies, P&G Pharmaceuticals Canada General Manager.

"This partnership adds diversity to our product portfolio, focusing primarily in the area of women's health. Further, this partnership is synergistic with our ongoing pursuit to improve patient outcomes by touching and improving lives."

For more information, contact Carlo Mastrangelo, AstraZeneca, at (905) 615-6865 or Win Sakdinan, P&G, at (416) 730-4168.

McKesson Makes Big Acquisition

In January 2004, **McKesson Canada** announced the creation of the McKesson Specialty Pharmaceutical Solutions division, comprised of three operating units: McKesson Specialty Distribution Services, McKesson Specialty Prescription Services and McKesson Specialty Patient Services. One year later, they announced further developments within this division.

Effective January 14, 2005, McKesson Canada has acquired the assets of Phase 4 Health, a well-established Canadian company that has been serving the needs of pharmaceutical manufacturers for over eight years.

"This initiative was in support of our strategy to expand our service offering to manufacturers," stat-

ed Claudio Bussandri, President and CEO of McKesson Canada.

"McKesson Canada will merge Phase 4 Health's service portfolio with McKesson Specialty Pharmaceutical Solutions' to provide a menu of options to manufacturers in the commercialization of their specialty products, specialty distribution services, direct-to-patient prescription services and patient support services, as well as consulting and clinical trials."

From an operational viewpoint, Phase 4 Health's distribution and patient services teams will now operate under the McKesson Specialty Pharmaceutical Solutions umbrella, while its consulting and clinical trials services will continue to be offered under the Phase 4 Health name.

For additional information, contact Annick Robinson, McKesson Canada, at (514) 832-8219 or communication@mckesson.ca, or visit www.mckesson.ca. **CPM**