



Astellas supports children in World Transplant Games

A group of children from around the world attended the 15th edition of the **World Transplant Games**, held in London, Ontario from July 16 to 24. Their goal was to show that organ donation and transplantation can allow people to enjoy rich and challenging lives. For the first time this year, children's registration fees were waived by a generous donation from **Astellas Pharma**. The fees for one accompanying parent per child were also waived. The program included competitive sports and an exciting week of sightseeing at attractions in and around London.



Children at the 15th edition of the World Transplant Games.

Novartis launches first-ever AMD patient counselling program

Novartis Pharmaceuticals Canada Inc. launched a nationwide education program designed to generate much-needed awareness among the growing number of Canadians who are at risk for Age-Related Macular Degeneration (AMD).

AMD is the leading cause of severe vision loss and blindness in people over age 50. More than 2.1 million Canadians are currently affected by AMD. One in five Canadians between the ages of 50 and 64 are at risk for developing

AMD. In fact, the condition is so prevalent it affects more people than Parkinson's and Alzheimer's disease combined.

A little-known condition, AMD is fast becoming the quiet but ever-growing contributor to vision loss and blindness. According to the **Canadian National Institute for the Blind**, almost 78,000 Canadians will be diagnosed with AMD this year, a number expected to triple within the next 25 years.

Novartis Pharmaceuticals Canada Inc., distributors of Visudyne® and Vitalux®, has taken an unprecedented step in raising awareness of this disease by developing the **AMD Patient Counselling Program**, available at ophthalmologists' offices across the country.

The Program's materials include ophthalmologist reference materi-

als, educational posters detailing the physiology of the eye and five comprehensive, patient-friendly brochures. These brochures are designed to help at-risk patients and those diagnosed with AMD to better understand the disease, associated risk factors and treatment options for both dry and wet AMD.

The Canadian National Institute for the Blind, Canada's primary provider of vision-loss support services and information, is an advocate of the Novartis AMD Patient Counselling Program.

Risk factors for developing AMD include family history of AMD, gender (females are more susceptible), smoking, diet (low antioxidant levels of vitamins/minerals), excessive sunlight exposure, high blood pressure and obesity.



Altus® Pharmaceuticals appoints new President

Altus® Pharmaceuticals Inc., a leader in the development of novel protein therapies to treat chronic gastrointestinal and metabolic diseases, announced that Sheldon Berkle has been appointed President and Chief Executive Officer and a member of the Board of Directors. Mr. Berkle was most recently Executive Vice-President of **Boehringer Ingelheim Pharmaceuticals, Inc.**, where he was responsible for US pharmaceutical operations, including portfolio management, new

product launches, business development and alliance management.

“We are delighted to have Sheldon Berkle join Altus at this important moment in our development,” said John Richard, Chairman of the Board of Altus. “Shelly has an exceptional record of leadership in building successful pharmaceutical business. His experience and demonstrated strategic vision is a terrific fit with the breadth of commercial opportunity at Altus[...]Shelly has the right background to lead the company through its next phase of commercial development and success and, on behalf of the board, I welcome him to Altus.” [CPM](#)

Promotion

Terry Cully new Managing Director, Ogilvy Healthworld Toronto



Terry Cully

Ogilvy Healthworld has announced the appointment of Terry Cully to Managing Director of the company's Toronto office, effective immediately.

“Terry has over 20 years of experience on both the client and agency sides of health-care marketing sales,” said Steve Girgenti, Worldwide Chairman and CEO, Ogilvy Healthworld. “His insight has led to the successful launch of innovative marketing campaigns for leading pharmaceutical companies in the Canadian marketplace.”

Previously, Mr. Cully was Managing Director at Ogilvy Healthcare, which expanded into Ogilvy Healthworld as of January 2005, when Healthworld Communications Group and Ogilvy Healthcare, both WPP companies, merged. Earlier, he was Vice-President Account Director at Healthwise Creative Resource Group and, on the pharmaceutical side, he served as Product Manager, Female Health, at Wyeth-Ayerst Canada Inc. and Sales Representative and Sales Trainer at The Upjohn Company of Canada.

Mr. Cully holds an Honours Bachelor of Science (H.K.) degree and a Minor in Business Administration, both from the University of Guelph.

