

Rx&D: Pharmaceutical Strategy Should Focus on Improving Patient Outcomes

The following is a statement by Russell Williams, President of Canada's Research-Based Pharmaceutical Companies (Rx&D) responding to the National Pharmaceuticals Strategy Progress Report.

“Canada's Research-Based Pharmaceutical Companies (Rx&D) strongly believes that any pharmaceutical strategy must be designed to improve patient outcomes; ensure that Canadians have access to safe, affordable and effective medicines no matter where they live; and also ensure that Canada has a vibrant, robust research-based pharmaceutical industry.

We also believe that the Pharmaceutical Strategy should not be considered in isolation. Rather, it should also reflect the value of new medicines and vaccines in reducing the burden on our health-care system, as well as in saving lives and enhancing the quality of life of all Canadians. We are pleased that

the Progress Report acknowledges the role new medicines play in contributing to the sustainability of our health-care system by saving on hospital and other costs and radically reducing the mortality rates for many life-threatening diseases.

Our more than 50 member-companies welcome the opportunity to explore partnerships that will ensure that Canadians are not denied access to the best available medicines and vaccines based on income or place of residence. Patients are at the heart of what we do.

Rx&D expresses concern that the process which has led to this report has lacked transparency and stakeholder participation. If we are to make any progress, much more open consultation must be done with all health partners, including the innovative pharmaceutical community, to ensure pharmaceutical policies will improve patient outcomes and remove barriers to treatment.”

For further information, please contact François Lessard, Communications, Canada's Research-Based Pharmaceutical Companies (Rx&D) at (613) 236-0455

Spellex Releases the Spellex Tablet PC Suite Medical Handwriting Recognition Tool

Spellex Corporation announces a Tablet PC version of their popular medical software. The new Tablet PC enhancement includes more than 30,000 medical words to enhance handwriting recognition and 350,000 words for spell checking.

The Spellex Tablet PC Suite allows a Tablet PC to better recognize handwritten medical terms while greatly enhancing the Microsoft Office basic English spell checker with hundreds of thousands of medical terms.

The Spellex Tablet PC Suite includes Spellex Medical 2006, which adds medical words from over 70 medical specialties. Correctly recognize and spell thousands of critically important terms from medical,

surgical, chemistry, and laboratory terminology with Spellex Tablet PC.

For enhanced spell checking in Microsoft Office, users can add Spellex Pharmaceutical 2006, which correctly spells thousands of OTC drugs and prescription pharmaceuticals, generic and trade name drugs, Latin and Greek terms, orphan drugs, pharmaceutical manufacturers, drug distributors, and more. The pharmaceutical speller includes comprehensive pharmacologic and therapeutic classifications covering anesthetics, anti-infective agents, antineoplastic agents, cardiovascular drugs, central nervous system agents, dental agents, diagnostic agents, enzymes, GI drugs, oxytocics, serums and vaccines, vitamins, *etc.*

To request Spellex Tablet PC Suite product information, or a free evaluation copy, visit the Spellex Web site at www.spellex.com or contact Spellex Corporation at (800) 442-9673 or (813) 792-7000.

Team of Recreational Cyclists from Novartis Canada Ride to Raise Funds for Breast Cancer Research

From September 16th 2006 to 19th 2006, a team of 17 amateur cyclists from Montreal-based **Novartis Pharmaceuticals Canada** rode from Toronto to Montreal to raise funds for the Canadian Breast Cancer Foundation.

The four-day, 600 km ride challenged each "Ride for the Cure" participant to raise a minimum of \$2,000 for the Canadian Breast Cancer Foundation before their journey began. In total, the cyclists have raised more than \$50,000 for breast cancer research to-date. The cyclists encourage others moved by their effort to make a donation by visiting their web site at www.rideforthe-cure.blogspot.com.

The riders, many of whom are only recreational cyclists, rode

between 115 kms and 200 kms each day. The Ride for the Cure effort was created by a group of Novartis associates to increase the company's fundraising efforts for the CIBC Run for the Cure. In 2005, Novartis was the top fundraising organization for the Montreal chapter of the CIBC Run for the Cure, largely because of the Ride for the Cure fundraising effort. In 2005, more than 240 Novartis employees, friends and family members participated in the Montreal Run for the Cure, as well as at various other Run for the Cure events across the country where groups of field-based employees gathered.

The CIBC Run for the Cure takes more than 50 communities across the country. Montreal's CIBC Run for the Cure, for which Novartis is a "runner level" sponsor, took place on Sunday, October 1, 2006.

Novartis Pharmaceuticals Canada Inc., a leader in the health-care field, is committed to the discovery, development and marketing of innovative



products to improve the well-being of all Canadians. In 2005, the Company invested over \$65 million in research and development. As a long-time sponsor of the annual CIBC Run for the Cure, Novartis Canada has made a commitment to breast cancer research, as well as supporting physician and patient awareness. Novartis Pharmaceuticals Canada Inc. employs approximately 860 people in Canada and its headquarters are located in Dorval, Quebec. For further information, please consult <http://www.novartis.ca>.

For further information, please contact Jason Jacobs, Novartis Pharmaceuticals Canada, at Office: (514) 633-7872/Cell: (514) 295-2992.

Announcement

David Simmons appointed Regional President for the Central Southern European Region at Pfizer



David Simmons,
Pfizer

David Simmons, former Vice-President, Therapeutic Areas at Pfizer Canada, has accepted the position of Regional President for the Central Southern European Region effective immediately. The Country Managers of Austria, Greece, Portugal, Turkey and Switzerland, as well as the Executive Director for the Central Eastern European Region, will report to David.

In his new position, David will be based in New York. David's appointment takes him back to the US and closer to his extended family. David arrived in Canada in May 2005 after being Pfizer Country Manager for Greece.

David first joined Pfizer in 1996. He has held business technology positions in Sandwich, United Kingdom (UK) with EuCan, AfME and Asia and then with Pfizer UK before being named Country Manager in Greece in February 2001.

David made an excellent contribution to Pfizer Canada. He played an instrumental role in the launch of Caduet® and Sutent® and has played leadership roles in both the Commercial Excellence project and the Renaissance Transformation.

Humber College & CCPE Offering New EBM Masterclass

The **Humber Institute of Technology & Advanced Learning** and the Council for Continuing Pharmaceutical Education (CCPE) have partnered to offer an Evidence-Based Medicine (EBM) Masterclass. The inaugural course will be held on November 30, 2006 in Toronto.

In recent years, the practice of medicine has focused on treating patients by using the best evidence available to make appropriate treatment decisions. This creates an opportunity for the pharmaceutical industry to more actively promote the scientific evidence from clinical studies and gain greater credibility with health-care professionals.

By attending this workshop, participants will begin to understand how clinicians use evidence to make treatment decisions and in turn, how to provide clear, valid and relevant messages that will influence appropriate prescribing decisions. Participants will walk away from this application workshop with a practical perspective of EBM and actionable tools to implement within their discussions with health-care professionals.

“At Humber, we are committed to understanding the training needs of the pharmaceutical community,” says Carol Bureau, Director, Health Industry Professional Development. “We are happy to partner with CCPE on this initiative, which combines the comprehensive content of the CCPE program with hands-on case-based application of the concepts through the workshop format.”

This session builds on the comprehensive EBM course recently developed by CCPE and registration in this session also includes registration in the CCPE EBM course, as well as the related audio and web complement materials.

“CCPE believes that to meet the requirements of learner preference and style, a topic like EBM is better assimilated by combining a number of instructional methods,” says Marc Lalande, General Manager, CCPE. “The instructor-led workshop provided by Humber’s facilitator team will effectively catalyze the transfer of knowledge into the competent use of concepts from the paper-based course.”

For more information on this workshop or other programs dedicated to the health industry, click on corporate.humber.ca/healthindustry. **CPM**

Announcement

Dawn Graham appointed President of Merck Frosst Canada Ltd.



Dawn Graham,
Merck Frosst
Canada Ltd.

Merck & Co., Inc. is pleased to announce the appointment of Dawn Graham to the position of President of Merck Frosst Canada Ltd., its Canadian subsidiary, effective September 1, 2006. Dawn succeeds André Marcheterre who retired after a distinguished career of 29 years with Merck Frosst.

Dawn joined Merck Frosst in 1988 as a Professional Sales Representative and has held a number of management positions in Sales, Product Management and Government Relations, including leadership of the Government Affairs and Policy groups and, subsequently, the Sales organization in Canada. In August 2004, she moved to Merck & Co., Inc. in New Jersey to take on the role of Vice-President, Worldwide Marketing, for the Arthritis & Analgesia and Osteoporosis groups. Most recently, she was Vice President, Marketing, Policy & Operations for the Asia Pacific region. In addition to her international background, Dawn has extensive knowledge of the Canadian environment and she shares her time between her residences in Montreal, Quebec and Spruce Grove, Alberta, where her family owns and operates a grain farm.