

CCPE Announcements

Discussion with Marc Lalonde, CCPE General Manager

Paladin Labs is awarded CCPE Corporate Award

During the most recent Rx&D Annual General Meeting, Paladin Labs was presented with the Council for Continuing Pharmaceutical Education (CCPE) Corporate Award.

Each year, the CCPE, a non-profit organization that provides health science education programs for the entire Canadian pharmaceutical community, presents a special award to the company with the highest combined percentage of participation and the best examination results.

At a time when integrated education and competency maintenance are key to come across as credible and employable professionals, Paladin Labs really walks the talk.

The CCPE mission is to be the provision of an education program to establish improved professional standards within the entire Canadian



Mark Beaudet, Vice President of Sales and Marketing at Paladin Labs, accepted the award from Marc Lalonde, General Manager at CCPE.

pharmaceutical community, to better meet the needs and expectations of our internal and external stakeholders in the healthcare sector.

Greg Norman wins the Jim Creaser Award

Jim Creaser was a CCPE Regional Delegate in the Atlantic region. He died from a massive myocardial infarction during a sales meeting. Shortly after his death, the CCPE created an award to crystallize the values he so proudly personified.

This award has been presented yearly since 1997 to an employee of a member company who has contributed to CCPE's growth by his or her initiatives and actions. The 2006 winner is Greg Norman, Sales Representative at sanofi-aventis. As a 12-year pharmaceutical professional veteran, Greg has distinguished himself by his commendable list of initiatives:

- Was the fastest individual to complete 15 courses since the inception of the Platinum Award (14 Continuing Education [CE] courses)



Greg Norman receives the Jim Creaser award.

- Completed 18 CE courses in only 10 years and maintained an average mark of 84.4% for all CE courses. After receiving the Platinum Award in 2004, he was on his way to achieve the new Diamond Award (21 CE courses)
- Was a volunteer on CCPE Board of Directors from 2002 to 2004
- Is an active participant in the CCPE virtual sounding board and contributed to each survey to help CCPE remain a customer-centric organization
- Took the pen to write his own perspective in the CCPE newsletter *The Link*
- Recognized internally as an influential member of the sales force to promote CCPE
- Acts as a mentor and advisor to encourage colleagues to participate in CCPE programs
The award was officially presented to him during the Rx&D November 2007 Annual Meeting in Montreal. **CPM**

Announcement

Lorena Di Carlo appointed Head of Sales and Marketing at Lundbeck, Australia



Lorena Di Carlo,
Head, Sales and
Marketing,
Lundbeck Australia

Lorena Di Carlo has been appointed Head of Sales and Marketing at Lundbeck, in Australia. She leaves Canada with 15 years of pharmaceutical experience, most of which have been spent at Lundbeck Canada in progressive sales and marketing positions, leading to her most recent position as Vice-President, Marketing.

Since the establishment of Lundbeck Canada in 1995, Ms. Di Carlo has played a leadership role in the growth of the subsidiary with the successful launch of several products including Celexa[®], Cipralext[®] and Ebixa[®]. Ms. Di Carlo has also worked in close collaboration with Strategic Marketing in the global headquarters as a member of the global Brand Board and through a recent six-month assignment in Copenhagen working in international marketing initiatives.