



# Company News

## PURDUE PHARMA ESTABLISHES NEW AMBULATORY CARE CENTRE

Purdue Pharma's Executive Vice-President and General Manager John Stewart expanded health-care services in the Rouge Valley Ajax and Pickering area, with a donation of \$300,000 to create the new Purdue Pharma Ambulatory-Care Services Centre.

The donation is part of the Rouge Valley Health System's \$34 million Vital Links Campaign to fund the health system's expansion and redevelopment.

The new Purdue Pharma Ambulatory-Care Services Centre will be designed to include a multi-purpose clinical area that will house examination, treatment and minor surgical procedure rooms, a medical day-care and recovery area, a pre-admission unit, where patients will be assessed and counseled prior to admission for inpatient surgery, and a health education area.

## GLAXOSMITHKLINE INVESTS \$1,000,000

Asthma research in Canada received a huge boost when GlaxoSmithKline Inc. announced an investment of \$1 million to establish a McMaster University Research Chair in Pediatric Asthma. The Chair will be located at the Firestone Institute for Respiratory Health, at St. Joseph's Healthcare Hamilton.

The creation of the Chair is part of the GlaxoSmithKline Pathfinders Fund for Leaders in Canadian Health Science Research, a \$10 million initiative to help fight the brain drain in Canada by providing opportunities for leading medical researchers and scientists.

The GlaxoSmithKline Chair in Pediatric Asthma will enable the Firestone Institute to create a permanent position, allowing the recipient to conduct research that will improve the understanding of this chronic disease and potentially lead to pioneering new treatments for Canadian children with asthma.

In the past two years, chairs and professorships have been appointed at Canadian research institutes in areas including genetics, stroke, and the diseases of aging. The Pathfinders Fund also supports a Research Chair in Gastroenterology at McMaster University.

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## HEALTH MINISTER OPENS HUMANITARIAN AID CENTRE

Federal Health Minister Anne McLellan was joined by Gerry McDole, president and CEO of AstraZeneca Canada Inc., and the Honourable Judy Erola, member of the board of directors of Health Partners International of Canada (HPIC) and former president of PMAC, in officially opening the new 6,000 square foot HPIC International Distribution Centre in Mississauga. Rx&D member companies have contributed significantly to HPIC's humanitarian efforts by donating medicines for shipment around the world.

In her remarks, Minister McLellan observed that "Health Partners International respects the World Health Organization guidelines, and Canadians can be confident that they are shipping only quality products. They have touched people around the globe with true compassion. I know this new distribution centre will help Health Partners meet its needs well into the future and they truly represent the best that Canada has to offer, and we will continue to support them in any way we can."

Since Health Partners' first medical shipment in 1990, the organization has safely and effectively distributed more than \$91.5 million (wholesale) in donated Canadian medicines, medical supplies and vaccines, directly improving the lives of millions of people in 88 countries worldwide.

## NATIONAL PHARMACARE PROGRAM PUTS PATIENTS' NEEDS FIRST

A national pharmacare program for Canada must ensure that patients have appropriate and timely access to the medicines they need, according to Canada's Research-Based Pharmaceutical Companies (Rx&D).

In a letter to Commissioner Roy Romanow, Rx&D reminded the Commission on the Future of Health Care in Canada that a key priority in pharmacare must be patient access to new medications, when they need them. "The patient comes first. Case by case, patients should receive the best possible treatment for their condition, not just what costs less," said Murray J. Elston, president of Rx&D.

Concerning increased drug spending, Rx&D pointed to increased utilization, an aging population, and the introduction of new medicines for diseases once considered untreatable.

Drug prices in Canada, strictly regulated by the Patented Medicine Prices Review Board, have on average declined over the past decade and remain five per cent below the international median. "Patented prescription medicines, often singled out as a cost-driver, actually account for less than six cents of every dollar spent on health care in Canada," said Elston. "It's time we moved away from what medications cost the system to how they benefit the system, considering that they help improve the lives of Canadians."

Innovative medicines provide a higher quality of life for Canadians by saving lives, relieving pain, and helping people live longer and better lives. They help maximize health-care resources because they often mean fewer surgeries and hospital admissions, as well as shorter hospital stays. They also prevent disability and reduce the need for nursing home care, thus enhancing autonomy.

"Not only do innovative medicines deliver substantial health-care value, they offer Canadians a quality of life their parents did not enjoy. Globally, our research-based industry has developed more than 90% of the medicines and vaccines in the world today. Rx&D member companies invested more than \$1.1 billion in Canadian R&D last year alone and we look forward to working with Canada's governments to bring Canada's international standing in innovation from fifteenth to top five by

## CIHR AND WYETH-AYERST ESTABLISH THREE RESEARCH CHAIRS

Organ transplantation research in Canada received a major shot in the arm with the announcement of a \$3.3 million contribution to fund three Clinical Research Chairs in Transplantation.

The joint announcement was made by Dr. Jeannot Castonguay, parliamentary secretary to the Minister of Health, Dr. Aldo Baumgartner, president and CEO of Wyeth-Ayerst Canada Inc., and Dr. Alan Bernstein, president of the Canadian Institutes of Health Research (CIHR).

Each chair will receive \$1.1 million over the next five years, co-funded by the CIHR, Wyeth-Ayerst Canada Inc. and the host university of the recipient.

The recipients are:

- University of Alberta's Dr. Norman N. Kneteman will conduct research with the aim of reducing the toxicity of immunosuppressive therapies and develop prevention models for recurring hepatitis C, the leading indication for a liver transplant;
- Dr. James Shapiro, also from the University of Alberta, and director of the "Edmonton Protocol" Team, will conduct research in pancreatic transplantation that could ultimately reduce or eliminate the need for people with Type 1 diabetes to take insulin; and
- University of Toronto's Dr. Li Zhang will investigate the mechanisms involved in donor-specific transplant tolerance in the hope of developing new approaches to antigen-specific suppression.

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2010," said Elston.

In addition to ensuring appropriate and timely access to medicines, a Canadian pharmacare program should include:

- Evidence-based performance monitoring, to promote the appropriate use of medicines and remain focused on the overall goal of improving Canadians' health;
- Understanding of medical necessity, on a case-by-case basis; and
- Adequate and consistent funding, so that financial constraints do not block patient access to necessary medications. [CPM](#)



## GLAXOSMITHKLINE AND NOVARTIS CANADA HIRE PHASE V

Phase V Communications, the Montreal-based arm of the Grey Healthcare Group, will be developing promotional materials for the Canadian launch of GlaxoSmithKline's SENSODYNE toothbrushes, designed to minimize the pain of sensitive teeth.

Phase V will also be giving a creative facelift to FAMVIR, Novartis Pharmaceuticals' market leading antiviral for the treatment of herpes zoster, post-herpetic neuralgia and genital herpes.

## ACADEMIE-OGILVY CREATIVE NOMINATED FOR AWARDS

Three creative efforts by Academie-Ogilvy have been selected for the final round of judging at the Rx Club Awards in New York City. This marks the second consecutive year that the agency has reached this stage of the selection for the Rx Club Awards presentations.

Among the categories that receive submissions from world-wide agencies, Academie-Ogilvy has been nominated in the self-promotion category for its Ogilvy self-promotion ad, as well as the client advertising category for the launch of Clindoxyl, a new acne product from Stiefel Canada.

## LXB LANDS AXCAN PHARMA ACCOUNT

LXB Communication Marketing has landed a new account with Axcan Pharma, a Canadian pharmaceutical company specialized in gastroenterology. LXB will now take the marketing reins for all Axcan Pharma products, in cooperation with Axcan Pharma's North American marketing teams in Mont-Saint-Hilaire, Québec and Birmingham, Alabama. LXB will bring company programs to Canada's health-care professionals and their patients. [CPM](#)

Before



After



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