

Company News

AVENTIS DONATES VACCINE TO CUBA

Toronto — Aventis Pasteur Limited donated 800,000 doses of flu vaccine to the people of Cuba at a wholesale value of approximately \$4.5 million.

Health Partners International of Canada is a non-profit organization and was inspired by the late former Prime Minister Pierre Trudeau, who felt a deep concern for the people of Cuba.

“With the amount offered us, it is possible to cover 90% of the population over 65 years of age, which should reduce morbidity 35 to 40% (100,000 fewer cases) and should reduce mortality no less than 80%,” announced Dr. Carlos Dotres Martinez, Cuba's Minister of Public Health.

Influenza is the fourth leading cause of death among elderly Cubans.



Left to right: John Kelsall, President, Health Partners International; H.E. Carlos Fernandez de Cossio, Cuba's Ambassador to Canada; Rogerio Santana, Consul General of Cuba in Toronto; J. Mark Lievonon, President, Aventis Pasteur Limited.

Celebrating a fifth anniversary

Since first starting out in 1997 with only three employees, Byk Canada, called Altana Pharma since July 1, currently has sales of over \$100 million annually with more than 150 employees across the country.

Their growth is primarily driven by the success of Pantoloc® (pantopropozole sodium), the 13th largest-selling pharmaceutical product in Canada.

Altana Pharma is currently involved in more than eight clinical studies involving 100 centres and close to 1,000 patients.

Award recognizes arthritis treatment

The Prix Galien Committee of Canada awarded Wyeth-Ayerst Canada Inc. this year's Innovative Drug Product Award for Enbrel® (etanercept), a breakthrough treatment for rheumatoid arthritis.

The award celebrates the medicine that has made the most significant contribution to the well-being of the general public.

Rheumatoid arthritis is one of the most debilitating forms of arthritis, causing pain, deformity, disability and, potentially, even death.

Axcan acquisition opens Europe

Axcan Pharma Inc. has gained a foothold in the European market with its acquisition of France's Lactéol.

The \$12.6 million U.S. price tag includes the company and the Lactéol brand, along with the manufacturing facilities and land.

Axcan will merge Lactéol with Entéris, its previously acquired subsidiary, and with a combined revenue of \$20 million U.S., operations will proceed symbiotically.

NEW DIABETES TREATMENT

Aventis Pharma Inc. has announced the availability in Canada of a new daily medication for Type 2 diabetes.

Amaryl® (glimepiride) is a sulfonylurea designed to help people with Type 2 diabetes whose hyperglycemia cannot be controlled by diet and exercise alone.

Control studies indicate Amaryl is effective in controlling blood glucose, and may be used in renally impaired patients because of its ability to be eliminated by both the kidney and the liver.

Type 2 diabetes accounts for 92% of diabetes cases in Canada.

PHARMAHORIZONS TESTS MANAGEMENT

Pharmahorizons Inc. announced a unique Management Case Study competition.

In a 16-week period from June to October 2002, eight cases will be published. Competitors must complete and submit any three of eight cases to a review panel who will post the optimal answer.

From May through to July 2002, industry managers and executives were invited to submit potential cases through the Web site. The competition got underway June 17, 2002. For more information, go to:

www.pharmahorizons.com.

PANGEO POISED FOR NEW MARKET

PanGeo Pharma inc. has announced it will acquire Quest Consumer Health Care from Boehringer Ingelheim (Canada) Ltd. for about \$14 million.

The agreement will allow PanGeo to acquire the contracts to manufacture for Boehringer Ingelheim and handle distribution in the U.S. The company will also handle the distribution of Pharmaton products in Canada.

The addition of a 4,500-square-metre manufacturing and distribution facility in British Columbia will enhance PanGeo's production capability for Canada as well as for Japanese market.

CHOLESTEROL DAY IN CALGARY

For firefighters in Calgary, saving lives means more than just dousing flames.

On April 26, the Calgary Fire Department announced the launch of their Cholesterol Screening Program, its newly expanded community health initiative.

This community-based program will be available free of charge at designated fire stations on specific "Cholesterol Days."

The program is the first of its kind in North America and was modelled after the department's very successful Blood Pressure Screening Program.

The program was made possible through an unrestricted educational grant provided by Pfizer Canada Inc.

NET CHOLESTEROL MANAGEMENT

Fournier Pharma Inc. has gone online to help consumers take control of their heart's health.

The Good News in Cholesterol Web site (www.goodnewscholesterol.com) provides users with cholesterol management tools and resources designed to reinforce the advice of health-care professionals.

"Low levels of high-density lipoproteins (HDL) are associated with an increase of heart disease risk," says Dr. Luc Laperrière, Medical and Scientific Affairs Director for Fournier Pharma. "Although an excess of bad cholesterol (low-density lipoproteins) is unhealthy, good cholesterol (HDL) can actually protect you against heart disease."

Fournier Pharma Inc. is based in Montreal, and is the Canadian subsidiary of Laboratoires Fournier.

BIOALBERTA LAUNCHES PORTAL

BioAlberta has launched a new Web portal designed to help the fourth largest biopharmaceutical technology cluster in Western Canada.

Through the online career centre application "iRecruit" (built by Montreal-based Pharmahorizons Inc.), the BioAlberta "FutureJobs" service helps match job-seekers and positions with BioAlberta member companies.

Pharmahorizons, and its partner IsaiX Technologies, provide workforce development solutions, from e-learning to performance and sales force management for Canada's biopharma sector. BioAlberta has over 80 employer members in Alberta. Link to the BioAlberta career portal at: <http://www.bioalberta.com>

CPM

Ad Agency News



ALLARD•JOHNSON WINS ALLEGRA® AND AGRYLIN®

Allard•Johnson will handle all creative and media planning services for Aventis' Allegra® (fexofenadine hydrochloride). The national campaign will be aimed at health-care professionals and end consumers, both French and English.

Allard•Johnson was awarded their second project in as many months by Shire BioChem. Allard•Johnson will begin immediately to design all creative services for Agrylin® (anagrelide), Shire BioChem's thrombocytopenia drug, also their largest product in Canada.

For more information, please contact Terry Johnson, President and CEO: tjohnson@allard-johnson.com.

PUBLICITÉ ANDERSON WINS U.S. ASSIGNMENT

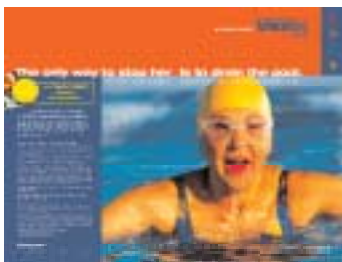
Shire BioChem's subsidiary, CADx Medical Systems, recently awarded the U.S. launch of the Second Look System to Publicité Anderson.

The Second Look System is the latest advance in CAD technology that allows radiologists to better screen for breast cancer. Second Look was launched last January to radiologists and breast cancer centres across the U.S.

VIOXX® CAPTURES AWARD

Publicité Anderson took home a bronze medal at the recent In Awe Medical Marketing Awards show for their Vioxx® (rofecoxib) "swimmer" campaign.

The event, which recognizes and rewards excellence in pharmaceutical marketing and advertising, included entries from across the U.S. and Canada.



PFIZER TEAMS UP WITH LXB

Medical representatives for Pfizer will work with health-care professionals in implementing a series of programs to help prevent, manage and treat cardiovascular disease.

Pfizer has enlisted the services of Lacroix Bleau (LXB) to work alongside their own marketing team. LXB will produce all promotional tools for the Pfizer team and develop marketing campaigns targeting the patients who are intended to benefit from the program.

IN AWE OF HMR

Though not a banner year at the International Awards of Excellence (In Awe) for Healthcare Marketing Resources (HMR), it did continue its winning tradition with a bronze for Bayer Diagnostics and their new Glucometer® DEX® 2 System.

This latest In Awe award makes five straight years HMR's partnership with Bayer has been honoured by In Awe — not to mention the many other international awards HMR has already received.

In Awe is presented by the Medical Marketing Association.

HMR EXPANDS PORTFOLIO

Nearing its 20th birthday, HMR has recently entered into a marketing partnership with Nutravail, a division of Biovail USA specializing in nutraceuticals.

Sport Safe® is a new line of nutritional supplements designed to help athletes achieve better performance and health.

The first of the products to hit the shelves is a premium-quality sport drink powder, to be followed by nutrition bars and a bottled version of the drink. CPM