



## Recognition for Novartis' Gleevec™

**Novartis Pharmaceuticals Canada's** Gleevec™ received the Canadian pharmaceutical industry's most distinguished prize when it was awarded the Prix Galien Canada Innovative Drug Product Award in Toronto. The Prix Galien is awarded each year to a medication introduced in Canada that is considered to have made the most significant contribution in terms of innovation, efficacy, and safety.

Gleevec is approved in Canada for the treatment of patients with chronic myeloid leukemia (CML) in blast crisis, accelerated phase or in chronic phase, and for the treatment of patients with unresectable and/or metastatic malignant gastrointestinal stromal tumours. It is the first cancer treatment in the world to be developed with rational drug design, based on an understanding of how cancer cells work. The precision by which the drug targets the cancer cell differentiates Gleevec from most other oncology products.

"Gleevec is a remarkable product, with hematologic and cytogenetic responses far superior to those produced by interferon in CML patients. It is administered orally, once daily, and there is an undeniable advantage in the fact that the therapy does not require hospitalization," affirms Dr. Jacques Gagné, Prix Galien President.

"Gleevec is an important development for the future of cancer research and treatment, and we are honoured that it has been recognized with this distinguished award," said Ludwig Hantson, President of Novartis Pharmaceuticals Canada. "We are also thankful to be able to make this important medication available to Canadian patients who desperately need it."

For more information, contact Jason Jacobs at (514) 633-7872.

## BMS: Enhancing Life

The **Bristol-Myers Squibb** Pharmaceutical Research Institute (PRI) is celebrating 40 years of commitment to innovation in research and development in Canada.

Located in Candiac, Quebec, the 125 PRI scientists are involved at every stage in the drug discovery and development process, from the first synthesis of a new chemical compound, to the development of an industrial scale process and production of a medicine for clinical trials. Researchers have contributed in developing medications, such as Cefzil®, Stadol®, and many other innovations in HIV/AIDS and oncology.

Every day at Candiac is another step forward in the fight against cancer and the development of innovative treatment for cardiovascular, metabolic, and infectious diseases, as well as for immunology and inflammatory and neurologic disorders.

The Candiac Pharmaceutical Research Institute is an integral component of Bristol-Myers Squibb. Every effort is focused on the ultimate mission and purpose of Bristol-Myers Squibb—to extend and enhance human life.

## Lilly's Evista® Shines

**Eli Lilly Canada** has received the 2003 Belleau-Nickerson Award for its osteoporosis product, Evista® at the Prix Galien Gala Ceremony held in Toronto. The Belleau-Nickerson Award pays tribute to a product that has distinguished itself by its significant contribution to pharmacotherapy, as well as its social and economic impact.

Evista, the first selective estrogen receptor modulator approved to treat and prevent osteoporosis in postmenopausal women, is a non-hormonal agent that has estrogen-agonist effects on bone and liquid metabolism, but not in uterine or breast tissues.

Evista was approved in Canada for the prevention of osteoporosis in 1999, and was expanded for the treatment of osteoporosis in 2000.

"We are truly honoured to be recognized for Evista, an important option for the one in four Canadian women over 50 who battle osteoporosis, a disease that can rob them of the ability to conduct simple tasks, such as going for a walk or climbing stairs," said Jeff Henderson, President and General Manager at Eli Lilly Canada. "We are hopeful that public payors across the country will help ensure patients have access to this treatment that can help improve the quality of their everyday lives," he added.

For more information, contact Laurel Swartz at (416) 699-7299.

## Schering Invests in the Future

In a continued partnership with the Arthritis Society, **Schering Canada Inc.** is providing \$60,000 a year for two years in new funding for the Arthritis Society's Research and Career Development Program.

The money will fund the training of one arthritis specialist through the Clinical Fellowship Awards, part of the Research and Career Development program. Clinical fellowships provide an income to doctors during the two years of specialized training they need to become rheumatologists.

"There is a critical shortage of rheumatologists in this country, which means that arthritis patients are on long waiting lists and are not getting the care they need when they need it," said Denis Morrice, President and CEO of the Arthritis Society. "That's why our Clinical Fellowship Awards are so critical to the lives of people with this disease."

"We hope this investment will help to attract more physicians into the growing field of rheumatology and will ultimately help people with arthritis gain access to better care and earlier treatment," said Linda Zhou, President and General Manager at Schering Canada Inc.

## PAAB Plans Workshop

Ray Chepesiuk, Commissioner of the Pharmaceutical Advertising Advisory Board (PAAB) recently announced a new professional development initiative aimed at increasing the understanding of the PAAB's Code of Advertising Acceptance. PAAB is an independent review agency whose primary role is to ensure that advertising of prescription drugs is accurate, balanced, and evidence-based.

The first workshop series will take place January 27, 2004 in Montreal and January 29, 2004 in Toronto. The workshops will be full-day events. Attendance will be limited, so participants are encouraged to register early. PAAB last held open registration workshops on its Code in 1996. Up until that time, PAAB held such training annually.

Pharmaceutical marketers interested in receiving more information or who wish to register should contact Mark Gregory, Vice-President Pharmahorizons at 1-866-472-4948 or via e-mail at [mark@pharmahorizons.com](mailto:mark@pharmahorizons.com). Further information on the PAAB is available at [www.paab.ca](http://www.paab.ca). **CPM**



## BMS Goes BOOM

BMS goes **BOOM**, and joins Abbott Canada and IMS Health (Canada, U.S., Latin America) as a major BOOM account.

The launch of a novel Bristol-Myers Squibb HIV drug is the latest BOOM agency of record gain, after selection from a five-agency review.

The BOOM mandate will include strategic planning and creative execution for all brand activities, including national promotion, Continuing Medical Education/Continuing Health Education, multimedia, and corporate events.

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**Roche BOOMs Back.** Roche Diagnostics Diabetes Care has announced it will move its entire corporate account to **BOOM**.

"We couldn't be more delighted," says President Jamie

Fisher. "The rapport and respect between our people and the Roche team are so strong that it's a real homecoming time for us."

The recent decision to consolidate all Roche brand communications with BOOM is a strategic and creative coup for the health-care agency. The BOOM portfolio demonstrates an uncommon depth of experience in both medical and direct-to-consumer (DTC) communications. This expertise has been the driving force behind BOOM's early record of major account wins.

BOOM will be responsible for strategic and creative development for all Roche brands, both through DTC campaigns and health-care promotion, as well as coast-to-coast in-store pharmacy support.

For more information, contact Jamie Fisher at (514) 937-1446.

## Cundari Offers Something Different

**Cundari Integrated Advertising**, one of Canada's fastest growing agencies, is pleased to officially announce the launch of its health-care division, **Cundari Health**. This division will be led by Ken Stallman, Executive Vice-President and Managing Director.

"We have always recognized the health-care sector as one that is strategically important to Cundari's continued growth," said Aldo Cundari, Chairman and CEO of Cundari Integrated Advertising.

Ken Stallman has a wealth of health-care experience. He spent his first 12 years in the pharmaceutical industry at Parke-Davis/Warner Lambert in a variety of sales and marketing assignments. He was a partner at SMW Advertising, where he ran the firm's health practice. When Publicis acquired SMW, Mr. Stallman continued on as Senior Vice-President, Managing Director at Publicis Wellcare, where he continued to work on a variety of accounts and therapeutic categories.

Cundari Health announced the recent acquisition of Continuing Health Education (CHE) specialists, Minerva Communications Group Inc., and the launch of a CHE discipline within Cundari Health. Minerva president and CHE industry expert, Diane J. Kalina, has been brought on to lead the discipline as Vice-President, Director of CHE and Business Development at Cundari Health.

For more information, contact Noel Trinidad at (416) 510-1771.

## Sudler & Hennessey Wins Account

The GlaxoSmithKline Consumer Healthcare Division has awarded **Sudler & Hennessey (Toronto)** the mandate to produce the medical marketing campaigns for their dermatology and gastrointestinal portfolios. The assignment involves the marketing of nine products, over two therapeutic areas, to medical professionals. These products include Spectrogel®, Bactroban®, Gaviscon®, and Tums®.

For more information, contact Lori Grant at (905) 858-9179.

## Here we grow again!!

*Jeffrey Simbrow Associates Inc.*, one of Canada's leading health care communication agencies, is currently looking for experienced people to fill various account servicing positions for both their Toronto and Montreal based operations.

If you're a recent graduate **or** seasoned pharmaceutical marketer, we want to talk to you. We offer a competitive compensation package and a very dynamic work environment with opportunity for advancement for the right candidate.

Minimum requirements are a post-secondary education in either business or health sciences. Industry and agency experience is a definite asset, but not a must.

Please submit your resume in confidence to [info@jsai.com](mailto:info@jsai.com). We would like to thank all applicants, but only those candidates being considered will be contacted.

*Jeffrey Simbrow Associates Inc.* is a full-service marketing and communications company offering the greatest depth of healthcare marketing experience for the most effective and complete range of marketing communications support. Our hallmark is superb client service backed by industry-leading thinking and results-oriented creative solutions.

**JEFFREY SIMBROW ASSOCIATES INC.**

Health Care Marketing and Communications



## Beauchemin Nabs Two Nominations

**Beauchemin Communication Marketing** is proud to announce that Berlex Canada's "Dialogue on Acne" direct mail campaign (product: Diane®-35) has been nominated in two categories at the 17th Rx Club Show. Winners will be announced in New York City on February 12, 2004. The worldwide contest is judged in over 200 categories by a panel of industry experts

and is based solely on creativity. More details can be found at [www.therxclub.com](http://www.therxclub.com).

On the home front, Beauchemin earned a special mention for the Lise Watier "WWW" billboard at the Carte blanche aux créatifs, a contest sponsored by Astral Media. For more information, please contact Sylvie Nault at (514) 899-0508, ext. 241.

## Allard-Johnson Wins Again

As a direct result of its track record, **Allard-Johnson** has been awarded the entire family of Church & Dwight brands (formerly Carter-Horner) and has also been named the Church & Dwight media agency of record (AOR). Some of the new products Allard-Johnson will be responsible for include Arm & Hammer brand toothpaste, laundry detergent, and baking soda.

Mike Elliot, Director of Marketing for Church & Dwight, described it best when he said, "Allard-Johnson was chosen as our media AOR because of media diversification, commitment, and quick turn-around. Allard's strategic input and creative resources will be valuable in building our Arm & Hammer brands in the future."

Most recently, Allard-Johnson was also responsible for the launch of Ketek™, the new anti-infective from Aventis Pharma.

For more information, contact Mario Daigle at (514) 875-7400, ext. 330.

## Great Things Happening at Phase V

**Phase V Communications**, the Montreal-based arm of the Grey Healthcare Group, was recently awarded a number of products from Johnson & Johnson Inc. The agency's responsibility will be focused on all current brands—both prescription and non-prescription—being promoted to health-care professionals in Canada.

Phase V will also be handling three product launches for Janssen-Ortho Inc. and one for Stiefel Canada Inc. in the coming months.

Allan Portwine, Phase V Vice-President and General Manager said, "One of the most satisfying aspects of these assignments is the confidence expressed by our clients in our strategic and creative expertise."

In addition, recent announcements from R<sub>x</sub> Club in New York have Phase V pegged for awards of excellence for the development and execution of the Elidel® launch campaign (Novartis) and the latest Risperdal® promotional campaign (Janssen-Ortho). Elevation to Gold and/or Silver medal status will be announced this coming February.

For more information, contact Allan Portwine at (514) 288-5557.

## Medicus Moves

Medicus moves to new corporate offices effective November 10. The agency's new address is 420 Wellington Street West, Toronto, Ontario, M5V 1E3.

## La Capitale Says Thanks, With a Little Help from LXB

La Capitale groupe financier is launching a special campaign to show its appreciation for its clients: Quebec's public administration employees.

The campaign designed by **LXB Communication-Marketing** on the theme "Vous travaillez fort pour l'avenir du Québec, on travaille fort pour le vôtre," will underline the high quality of the work of Quebec's public administration employees, who for the past half-century have given so much of themselves to help build Quebec's future. La Capitale, originally known as La Mutuelle des fonctionnaires, was created by and for public servants to effectively meet their needs. La Capitale group financier offers specific financial products and services exclusively to public administration employees. The message of this new campaign focuses on the lasting partnership La Capitale has built with these important clients, thanking them for their contributions—past, present, and future—to Quebec society.

The campaign's activities include a 30-second television message on specialty channels and notices in publications for the public and semi-public sectors.

For more information, contact Paul Bergeron at (514) 284-3010, ext. 227.

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The Clinique Santé drugstore chain recently announced its new advertising campaign for Quebec.

The campaign, being carried out by **LXB Communication-Marketing**, targets the public in all areas of Quebec where Clinique Santé has drugstores. Through the campaign, these drugstores will present their new image: "Clinique Santé—Votre santé, bien conseillée."

Campaign activities include outdoor signs (billboard, bus shelter signs) and advertisements in major daily and weekly newspapers. The campaign runs until the end of November.

Clinique Santé is a Quebec drugstore chain managed entirely by pharmacists. It stands out from other large chains through its approach, focusing on health advice, and the sale of medical and pharmaceutical products.

For more information, contact Paul Bergeron at (514) 284-3010, ext. 227. **CPM**