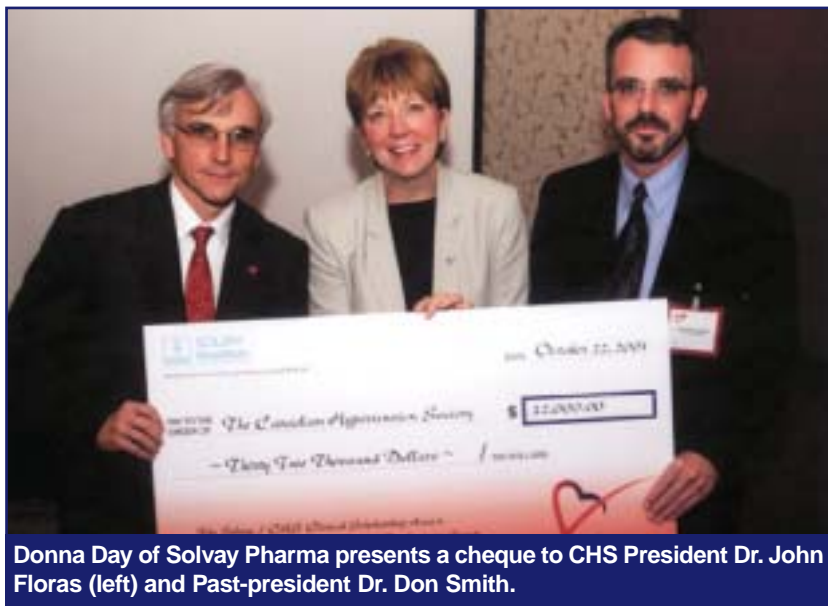


## Solvay funds hypertension awards

Solvay Pharma presented a cheque for \$32,000 to the Canadian Hypertension Society (CHS) at the society's annual meeting in Halifax.

The money will go towards two awards designed to stimulate new research in the field of hypertension — the Solvay/CHS Clinical Scholarship and the Solvay/CHS Junior Faculty Development Award. The funds are the second part of Solvay's three-year commitment to support the awards.

The Clinical Scholarship award is granted to junior medical researchers to support faculty members at the beginning of their appointment, to allow the establishment of a clinical research laboratory and the development of a program of independent research.



Donna Day of Solvay Pharma presents a cheque to CHS President Dr. John Floras (left) and Past-president Dr. Don Smith.

The Development Award is provided to recipients at three laboratories to enhance basic research and investigative tech-

niques. Beneficiaries select specific investigators and learn from them by visiting their research institutions.

### Paladin has Rogitine rights

**Montreal** — Paladin Labs has acquired the Canadian rights to Rogitine® from Novartis.

Rogitine is an alpha-adrenoreceptor blocker, indicated for prevention and control of hypertensive episodes in patients with pheochromocytoma. There also have been numerous publications about its use, along with other products, to treat erectile dysfunction.

Sales of Rogitine are well established in Canada, reaching approximately \$500,000 between November 2000 and November 2001.

### HLR extends research support

**Mississauga** — Hoffmann-La Roche will extend its support of the Roche Organ Transplant Research Foundation (RORTF).

In 1998, Roche established a \$4.75 million annual donation for a period of five years. This donation has been extended for an additional three years until 2006.

The RORTF is a charity that attracts new researchers by supporting innovative research projects designed to meet medical needs in solid organ transplantation. Last year, two Canadian researchers received grants.

### Tracleer approved by Health Canada

**Laval** — Health Canada has approved Tracleer®, an oral agent for the treatment of pulmonary arterial hypertension.

Tracleer, made by Actelion Pharmaceuticals Canada Inc., is the first oral agent to treat pulmonary arterial hypertension in World Health Organization (WHO) functional class III or IV primary pulmonary hypertension or pulmonary hypertension secondary to scleroderma. It is part of a new class of agents known as endothelin receptor antagonists (ERAs).

## BIOALBERTA TRAINS ONLINE

**Edmonton** — BioAlberta and Pharmahorizons.com have partnered to build an online e-cruitment and training centre.

Member companies of BioAlberta, a provincial association representing over 70 companies in Alberta's biotech sector, will be able to post jobs and sort and select qualified candidates. The site also will allow job seekers to view career opportunities in Alberta and submit their resumés to an Alberta biotechnology database.

This strategic e-cruitment and training centre also addresses employee retention and workforce development, a major human resources issue in life sciences, by providing member companies with e-learning tools. Alberta biotech companies and their employees will have access to applications that will help teach business and technical processes and practices and help employees learn valuable new industry skills.

## AXCAN IN QUEBEC TOP 10

Axcan Pharma has won Quebec's Top 10 Listed Company award.

Pauline Marois, Quebec's finance minister, presented the award to Dr. François Martin, Senior Vice-President, Scientific Affairs, during the Gala de l'Industrie Financière. Martin told the audience of about 500 members of the financial community that, as Axcan celebrates 20 years of existence in 2002, it is proud of its exceptional growth.

## Briefs

### Lilly and Mount Sinai form partnership

Eli Lilly Canada and Mount Sinai Hospital have established the Eli Lilly Canada Research Program in Diabetes. The partnership will see Lilly contribute \$1 million to the Samuel Lunenfeld Research Institute at Mount Sinai Hospital over the next five years.

### Asthma/COPD network forms

The Quebec Asthma Education Network and the COPD Emergence Network have merged to create the Quebec Asthma and COPD Network (RQAM).

AstraZeneca, Boehringer-Ingelheim, GlaxoSmithKline and Merck Frosst will each give \$25,000 a year for three years to help the new network succeed.

### Bayer funds blood research

Bayer has announced it will fund research and education at the Paediatric Haemostasis Program at the Hospital for Sick Children.

The multi-year funding will total \$400,000 and is part of Bayer's \$1.2 million commitment to fund research and education for the Canadian Blood System.

### Solvay growth means move

Solvay Pharma has moved its head office and distribution centre due to significant growth.

Solvay saw its revenues exceed \$100 million for the first time in 2001. New staff and larger premises were needed for 2002.

The new head office address is 60 Columbia Way, Suite 102, Markham, Ontario, L3R 0C9. The new distribution centre address is 145 West Beaver Creek, Unit 2, Richmond Hill, Ontario, L4B 1C6.

### Development costs increasing

The cost of developing a drug has grown to \$802 million US.

A recent study by the Tufts Center for the Study of Drug Development named the figure, updating a similar announcement from a decade ago. That study put drug development costs at \$231 million US (1987 dollars). The centre attributes much of the increase to rising clinical expenses.

### Companies renew CPR support

AstraZeneca, Aventis, Pharmacia and Pfizer have renewed their support for the Advanced Coronary Treatment (ACT) Foundation's CPR training program. Each company will contribute \$62,500 per year for the next three years.

The ACT program teaches youths prevention, recognition and response to cardiovascular and emergency breathing situations.

### Pfizer gives lipoprotein award

Dr. Stewart Whitman of the University of Ottawa Heart Institute has won the Fifth Annual Research Award for Basic Lipoprotein Science. The \$25,000 award is intended to allow a young Canadian scientist to become established as an independent researcher.

### Shire and feds sign flu contract

Shire Pharmaceuticals has signed a 10-year agreement with the federal government "to ensure a state of readiness in the case of a global influenza outbreak and to provide influenza vaccine for all Canadians in such an event."

Shire also will provide much of the governments flu vaccine requirements for the next 10 years.

CPM

## CANADIANS WIN CHE AWARD

The Consortium for Health Education, has received the 2002 award for Outstanding Continuing Medical Education Collaboration.

The award, presented on Feb. 2, was given by an Alabama-based international association of continuing medical education (CME) professionals, the Alliance for CME. It recognizes the need for collaborative contributions to health-care education.

The winning CME module was designed to educate Canadian-based pharmaceutical sales representatives on how to effectively develop, implement and track successful continuing health-care education programs for Canadian allied health providers. The Consortium for Health Education, the group responsible for the module, is made up of representatives from the Council for Continuing Pharmaceutical Education, several universi-



Several members of the Consortium for Health Education pose after receiving the award for Outstanding Continuing Medical Education Collaboration.

ties, Rx&D and the Conseil de l'éducation médicale continue du Québec.

## PHASE V — THE BALL KEEPS ROLLING

Phase V Communications, the Montreal-based arm of Grey Healthcare Group, has been awarded the high-profile launch of Elidel® by Novartis Canada. Elidel is an exciting and innovative new therapy for the treatment of atopic dermatitis (eczema) in children and adults.

Phase V will also handle the launch of Clindets® for Stiefel Canada. Clindets, an acne treatment designed for efficacy plus convenient ease of application, will help round out Stiefel's line of skin-care products.

In addition, Janssen-Ortho has awarded Phase V responsibility for its prestigious central nervous system product Risperdal®. The agency will focus on launching Risperdal's new formulation and added indications.

Other Phase V assignments:

- Promoting GlaxoSmithKline's Aquafresh "Flex" toothbrush to dental professionals.

- New brand assignments for Organon Canada's Orgaran®, a heparin-induced thrombocytopenia (HIT) medication.
- Releasing three more books in the series *Menopause: Tearing Down the Myth* in partnership with Wyeth Ayerst, the Society of Obstetricians and Gynaecologists of Canada and Rogers Communications.
- Development of corporate image materials for Infectio Diagnostic Inc. (IDI), biotech pioneer in the field of "Theranostics" — high speed detection and identification of infectious agents.

When asked what keeps the ball rolling at Phase V, Allan Portwine, Vice-President and General Manager, suggested strategic and creative "quality" as the common denominator. "We've put a fine team together, and we work closely with our clients to help achieve their goals. So far things have worked out extremely well for all concerned.



## ALLARD•JOHNSON GETS SHIRE LAUNCH

Allard•Johnson Communications will handle the launch of Shire BioChem's latest product. The agency has a long history with GlaxoSmithKline, in partnership with Shire.

"The client came to us directly, and that was an honour to have earned their trust," said Mario Daigle, Vice-President and General Manager for Allard•Johnson.

The product cannot yet be named for confidentiality reasons. Work on the account has already begun.

## DKY PHARMA BUILDS ITS TEAM

DKY Pharma has added new team members to its staff and new clients to its client list.

The agency is now led by Eric Frendo and Kathryn Buck. Both have extensive e-marketing experience. Robin Mahon joins as Senior Art Director and Amanda Strong is Senior Medical Writer. Stacey Rubin and Marie-Andrée Gamache both joined the account team as Account Executives.

Also new to DKY Pharma are the corporate communications contract for H3 Pharma and the launch campaign for a new Gensci OCF product. The launch meeting of Yasmin® for Berlex has been added to DKY's portfolio and the agency is working with the Fosamax® and Vasotec® brand teams at Merck Frosst. In addition, DKY is continuing its work with Schering, a key client.

## NEW ACCOUNTS AND LOCATION FOR CPC

**Toronto** — CPC Healthcare Communications has seen several new accounts and a new location in the past few months.

New accounts include an agency-of-record assignment with Wyeth-Ayerst Canada, bringing the agency's total number of Wyeth-Ayerst biotech brands to four. CPC has also been recently awarded new assignments with GlaxoSmithKline, Janssen-Ortho and Pharmacia. In addition, CPC has extended its

responsibility for Abbott Laboratories' MediSense® products to include all direct-to-consumer relationship marketing in the U.S.

New staff have been hired to handle the increased business. The newly expanded agency moved to a larger location in December 2001. The new address is: 2225 Sheppard Ave. East, Suite 901, Atria III, Toronto, Ontario, M2J 5C2. The phone number for the agency remains the same.

## BRIEFS

### New HMR address

HMR Worldwide has moved. The new agency address is 2824 Bloor St. West, Toronto, Ontario, M8X 1A9. The phone and fax numbers have not changed.

The accounting department, located in Montreal, will keep its current address.

### Awards for Acadamie-Ogilvy

Acadamie-Ogilvy recently won the RX Club award of Excellence for the Tequin® launch campaign. Tequin is a new quinolone from Bristol-Myers Squibb.

The agency also was assigned agency-of-record status (except conflicts) with Novartis Pharmaceuticals.

### Isaix offers new technology

IsaiX Technologies is giving the Canadian pharmaceutical industry access to simple and inexpensive e-learning technology. According to IsaiX, ReadyGo® has the potential to transform the way sales teams, physicians and product managers learn, communicate and market.

### Making a Commotion

Commotion Communications has capped its first year in business by winning the full marketing mandate for Coversyl®. Commotion won the business in a competition that included two other Montreal-based agencies and a Toronto-based agency.

Commotion will be changing suites within its current 1751 Richardson Street complex in Montreal. The new suite number is 7506.

### New mandates for Simbrow

Jeffrey Simbrow Associates Inc. has won four new mandates.

The agency is responsible for development of a fully integrated cholesterol awareness campaign for Medis.

The agency also will launch and promote Vardenafil® for Bayer and GlaxoSmithKline, Spiriva® for Pfizer and Boehringer-Ingelheim, and Vadecoxib® for Pfizer and Pharmacia. [CPM](#)