

Contents



(left to right) Roger Graham,
Akihiko Matsubara, Robert Desjardins

TOM ANDO

EXECUTIVE PROFILE

36 Company in Waiting

by Joanna Breistein,
Senior Associate Editor
Yamanouchi is certainly not the first Japanese company to establish a subsidiary in the United States. But its executives say Yamanouchi Pharma America will be able to profit from the knowledge they gained from those that came before.



Forging a pharma–diagnostic partnership, page 48.

Features

Product Management

48 How to Make Rx–Dx Alliances Work

Peter Keeling, Diagnology, and Paul Meade, Best Practices
Pharma and diagnostic companies can work together—despite their differences—to form profitable partnerships.

Marketing Strategies

62 The Pivotal Prescribers

Curtis Schreiber, MD, Primary Care Network
Working closely with primary practitioners can help build a company's reputation, prevent expensive surprises, and improve physicians' prescribing behavior

Product Development

70 Extending the Product Lifeline

John Ho, Global Life Sciences Practice, PRTM
Reformulation technologies are the best way to maximize a drug's lifetime sales.

Industry Trends

78 Best of Times, Worst of Times

Fern Lazar, Lazar Partners
The biotech market is great for companies with late-stage products, but many start-ups are struggling.

Cover photography by Tom Ando.
Art direction by Barbara Mickelson.

Contents continued on page 12

Contents continued

NEWS

- 94** eDiaries
- 96** New Journal Nixes Ads
- 98** First AIDS Film Festival
- 100** Dendrite Battles for Synavant

WINDOWS

- 95** People
- 98** Launches
- 100** Accounts
- 100** Awards

COLUMNS

- 102** Industry Insider
- 104** Commentary
- 106** Case Study

FEATURE

- Destinations**
- 108** Meetings: Hotels vs Conference Centers
Sibyl Shalo, Senior Editor
Pharma meeting planners will find advantages to holding their gatherings at either venue—and a buyers' market for both.

Features cont.

- Marketing Strategies**
- 84** Hospital to Home
Jean-Patrick Tsang, Baysar Consulting
Mapping the flow of prescriptions from hospitals to pharmacies gives marketers a strategic edge in allocating resources.

Departments

- 18** World Watch
Supreme Court ruling deals pharma a blow, and Lilly embarks on a global TB initiative.
- 30** Washington Report
Generics Debate Escalates
Jill Wechsler
Congress weighs compromise legislation that would reform FDA's patent policy.
- 34** Euro Report
R&D Map in Flux
Sarah Houlton, PhD
Research dollars and facilities are shifting away from Europe to the United States and beyond.
- 126** People Update
- 128** Calendar



ARTVILLE

Conference centers and hotels compete for meetings, page 108

Columns

- 16** From the Editor
Pharma-Physician Conundrum
Patrick Clinton
The *British Medical Journal's* editors set out to critique pharma but didn't settle for obvious answers.
- 138** Executive Edge
Success is in the Bag
Josh Weinstein
Executives should take a cue from the younger generation and let the traditional briefcase die a quiet death.

Services

- 130** Advertisers
- 137** Professional Services