

Update

Takeda Pharmaceutical will expand its sales and marketing operations in Spain and expand operations in Ireland. In Spain, the fifth largest pharmaceutical market in Europe, the company will start promotional activities for Blopress, Glustin, known as Actos in the US and European markets. In Ireland, Takeda's wholly owned subsidiary, Takeda UK Ltd., had already expanded its promotional activities for Actos since January 2009.

Epocrates announced that more than 75,000 physicians and more than



10% of physicians are now using the Epocrates application on the iPhone or

iPod touch. The application enables clinicians to access critical drug information such as dosing, adverse reactions and potential interactions.

Wolters Kluwer

Health announced that its customer service organization has earned the "Center of Excellence" certification from BenchmarkPortal and the Center for Customer-Driven Quality at Purdue University. The company was recognized for outstanding service to its global health industry customers, including students, professionals and institutions in medicine, nursing, allied health, pharmacy and the pharmaceutical industry.

PI acquires online sampling provider

PHYSICIANS Interactive (PI) acquired MedManage Systems Inc., a provider of online, on-demand prescription drug sampling.

Under the terms of the agreement, MedManage is now a wholly owned subsidiary of PI. The acquisition of MedManage, is part of PI's strategy to support the expanding digital sales and marketing information needs of life science companies and their healthcare professional customers.

Donato Tramuto, CEO and vice chairman of PI, said that MedManage is a valuable addition to the PI family. He noted that MedManage provides more direct-to-practitioner eSampling solutions to more major pharma companies and its brands than anyone else in the industry. Tramuto added the acquisition aligns nicely with PI's digital strategy and allows the company



PI specializes in e-detail programs and multi-channel campaigns

to expand its value proposition to its customers in the life sciences industry.

MedManage's eSampling solutions allow life sciences companies to reach more healthcare providers via its web-based Samples On Demand service, powered by the company's regulatory compliant e-drug sampling platform. With Samples On

Demand, healthcare providers can obtain consistent supplies of samples to meet the needs of their patients by accessing the Sample Service via PI and other web-based portals operated by independent providers of medically relevant information and services, pharma companies and healthcare organizations.

—Anthony Vecchione

Live video detailing scores high marks with physicians

ACCORDING TO a new study by Manhattan Research, video detailing is now a viable option for pharma, biotech and device manufacturers.

Manhattan Research's ePharma Physician v8.0 study found that the majority of physicians who have engaged in online video meetings with a pharma sales rep or cell center report that they are satisfied with the experience.

The Manhattan Research report includes data and insights around the current state of physician video detailing adoption, demographics, behaviors, and satisfaction; market potential and future interests; delivery models and vendors; and strategic implementation best practices.

The objective of the analysis



Levy: video detailing has re-emerged as a viable option

is to provide pharmaceutical, biotech and device manufacturers with the market data and analysis for justifying strategic investment in video detailing and adapting and planning for

the future of the physician-sales and company rep relationship.

Monique Levy, senior director of research at Manhattan Research and author of the analysis said that video detailing has finally re-emerged as a viable marketing and service option, prompting manufacturers to take another look at this channel to connect with physicians.

Levy added that video detailing users are some of the industry's most valuable and tech-savvy customers.

Levy also said that beyond being highly adept at navigating in a multichannel environment, physicians who use video detailing are much more likely to write a larger volume of scripts and to have a higher weekly patient load than non-users of video detailing. —AV