

Actionable intelligence for pharma vendors

April 2007

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Pharma Sales: Lead Activity Report

PharmSource Lead Sheet: March Opportunities

199 overall leads for pharma vendors were reported by the *PharmSource Lead Sheet* in March.

Lead Type	Mar-07	2007 Y-T-D
Non-US Leads	73	244
Early development candidates	14	80
Late development candidates	23	111
Large molecule candidates	30	80
Small molecule candidates	64	179
Newly-funded companies	42	160
New sourcing executives	31	81
Parenteral dosage form candidates	40	93
Oral candidates	36	106
Total Leads*	199	637

*Total leads include product acquisitions/alliances, company acquisition/alliances and other sponsor events. Pipeline leads shown are categorized by development, API and dosage form

PharmSource Lead Sampler

The *PharmSource Lead Sheet (PLS)* is a weekly, web-based information service that delivers new business opportunities and key market intelligence information to companies serving Bio/Pharma. It includes new information on products in development, acquisitions, alliances, financing transactions, and more, and delivers 40-60 fresh leads each week. Below are two actual leads from a recent issue. Use the *PLS* to stay on top of opportunities as soon as they're announced, keep attuned to market activity and trends, and as a key resource for targeted marketing.

Products in Development

Phase I

FOR WEEK OF:

04-08-2007

Products in Development ●

Product Acquisitions ●

Corporate Finance ●

Other Sponsor Events ●

Key Appointments ●

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Company: [Pharmacoepia Drug Discovery, Inc.](#)
HQ Location: Cranbury, NJ
Product: PS433540
Dosage Form: Oral – Unspecified
Nature of API: Chemical - Normal potency
Therapeutic Area: Anti-hypertensive
Diabetes

Comment: Pharmacoepia reports positive results from a Phase I clinical study of PS433540, a dual-acting angiotensin and endothelin receptor antagonist being developed as a treatment for hypertension and diabetic nephropathy. The compound is a highly selective receptor blocker. Phase II trials are expected to commence in H1 of 2008.

Preclinical contact: [Maria Webb, PhD](#)
Research contact: [David M. Floyd, PhD](#)
Clinical research contact: [Rene Belder, MD](#)

[Print Lead](#) [Email Lead](#)

Corporate Finance, Alliances, and Acquisitions

Corporate Finance

Company: [Ascenta Therapeutics, Inc.](#)
HQ Location: San Diego, CA
Financing Type: Private equity placemen
Amount Raised: \$50.00 million
Description: Ascenta raises \$50 million in a Series C round of financing. The funding will advance the development of AT-101 in multiple cancer indications and advance the company's MDM2 and XIAP preclinical programs.

Strategy: Ascenta is a biopharmaceutical company committed to the discovery and development of new therapeutics for treatment of cancer.

Clinical research contact: [Jon Holmlund](#)
**Manufacturing/
packaging contact:** [Ming Guo](#)

[Print Lead](#) [Email Lead](#)

Sales Article

[Editor's Note: This article addresses the importance of finding the best way to successfully reach your prospects. See how the empirical research supports the use of multiple tactics. For extra leverage in pursuing PharmSource Lead Sheet opportunities, we absolutely agree: personalized direct mail followed in short-order with a phone call is an extremely effective combination of tactics.]

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Lead Generation Insight 4: Integrate Your Tactics!

by The RainToday.com Research Team

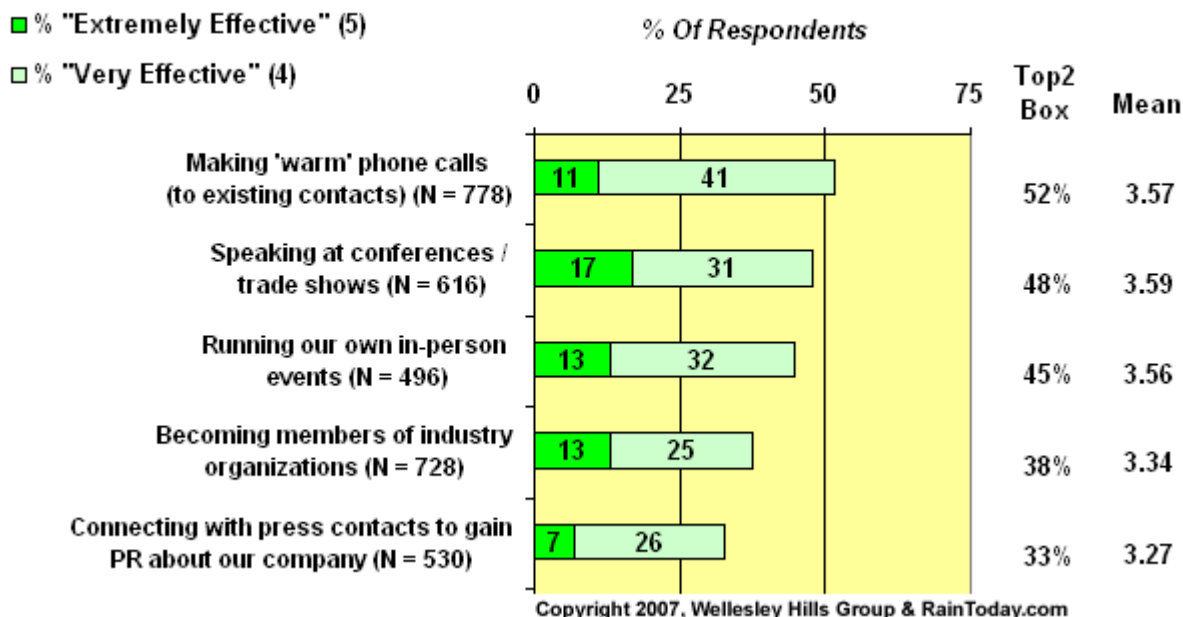
In the recently released RainToday Research report, *What's Working In Lead Generation*, we looked at two basic measures of 33 tactics and strategies that professional services companies might use to generate leads for new business:

- Have you used it?
- If so, how effective has it proven in generating leads for your services?

Over 700 participating companies rated the effectiveness of tactics they had used on a scale of 1 to 5:

5 = Extremely Effective
 4 = Very Effective
 3 = Somewhat Effective
 2 = Not Very Effective
 1 = Not At All Effective

What were the top 5 tactics rated to be "extremely effective" and "very effective"?



Both in aided and unaided responses, **using the telephone** to generate leads rises to the top as the most effective tactic (represented through either "warm" or "cold" calling). Several of the respondents chimed in to share how they combine this strategy with other tactics to warm up their prospects before picking up the phone.

Calling Combination Strategies – Selected Commentary

Comment	From
<p>With Conference Sponsorship: Appointment-setting services: calling attendees of focused conferences for which we are a major sponsor, we speak, and we have clients speaking. We know it works because of the number of 'new logo' clients we have obtained through this process. Timeliness of the calling after the event is key.</p>	<p>VP / Director of Business Development, Marketing / PR / Advertising</p>
<p>With E-Mail: We call then send target-appropriate, industry-specific articles via email. We get emails back saying great articles etc.</p>	<p>CEO / President, Architecture / Engineering / Construction Services</p>
<p>With E-Mail: E-mail sent out followed by call. It brings in leads. Individual e-mails speaking to the target, not just the target group. Dovetailed communication.</p>	<p>VP / Director of Business Development, Marketing / PR / Advertising</p>
<p>With Direct Mail & Follow-Up Calls: Contacting potential clients via telephone and talking with them about our service. Then we send a targeted brochure, and then we call them to set up a meeting. This has been very successful in the markets we have tried it in. The key is follow up!</p>	<p>Principal / Partner, Architecture / Engineering / Construction Services</p>
<p>With Direct Mail: Cold Calling via phone preceded by letter.</p>	<p>Principal / Partner, Procurement & Telecommunications</p>

Takeaway: Lead generation tactics work together. Getting through to high-level decision makers, getting your message of value seared into their heads, and getting them over the tipping point of becoming a serious lead for your services takes multiple touches, time, and marketing savvy. There is no silver bullet tactic.

While we see that "using the telephone" to generate leads rises to the top of tactics, it is that much more effective when combined with other tactics.

For example, assume you have been chosen to speak at an industry conference (the number two most effective tactic cited). You pour your time and effort into securing the speaking engagement, creating the PowerPoint deck, practicing your speech, preparing materials, etc. You show up, deliver, and pass out packets with a shiny new company brochure and your business card. You go back to your office and wait for the phone to ring.

A certain number of the attendees will be so interested in your presentation that they will pick up the phone and proactively begin a discussion with you. But the majority will go back to their office and your nice brochure will get buried in a pile on their desk.

Now, consider how much more effective your speaking could be if you were to touch the attendees both before and after the event.

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For example:

- **Tactic 1:** Send a direct mail letter to conference attendees focused on the benefits of your presentation.
- **Tactic 2:** Call attendees offering to meet with them during the conference to discuss how this new research affects their firm and their challenges.
- **Tactic 3:** Speak at the conference, network, and position yourself as a resource.
- **Tactic 4:** Add everyone you met to your Contact Management System (and your touch plan – see Insight #5).
- **Tactic 5:** Follow up with an email including the slides from your presentation.
- **Tactic 6:** Follow up with a phone call to discuss how this data relates to your prospects' firms and to answer any lingering questions they may have.

In this case, combining lead generation tactics generates a fair share of leads both before and after the speaking engagement.

Caveat: Don't evaluate lead generation too quickly. Lead generation is a multi-step process. It takes ongoing touches to draw prospects into the "seduction of your services." These touches need to be well planned, with a consistent message, at the right frequency, with the right mix of offers. This takes time.

Many professional services firms plant seeds in hopes of growing a tree, and dig them up after two weeks to see if they're growing. That's not a good way to grow trees.

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Prospect Profile: Molecular Insight Pharmaceuticals, Inc.

IPO SPOTLIGHT

Molecular Insight Pharmaceuticals is a biopharmaceutical company that develops novel molecular imaging pharmaceuticals and targeted radiotherapeutics. The Cambridge, Massachusetts-based company develops therapies for unmet medical needs in the areas of cardiology, oncology and neurology. R&D expenditures in 2006 were over \$11.6 million.

Corporate Highlights

- 1997: Incorporated in Massachusetts as Imaging Biopharmaceuticals, Inc.
- 1998: Changed name to Biostream, Inc.
- 2003: Changed name to Molecular Insight Pharmaceuticals, Inc.
- 37 total employees.

Manufacturing Status

- Molecular Insight Pharmaceuticals, Inc. lacks internal manufacturing capabilities, therefore they depend on third party manufacturing for the commercial production of drug candidates, compounds, and preclinical and clinical trials.
- Manufacturing Commitments
 - 2004: Manufacturing agreement with MDS Nordion to produce Zemiva for clinical trials.

IPO Filing

- Registration statement completed with SEC for an initial public offering (IPO) of common stock (as reported in the February 4, 2007 issue of the *PharmSource Lead Sheet*).
- As of February 2007, the company had offered 5 million shares of common stock at an estimated \$14-16 per share. Total estimated financing up to \$70-80 million.

Use of Proceeds

- Fund the development of its lead product candidate, Zemiva.
- Anticipate use for general and administrative purposes, clinical trials, R&D, and manufacturing.
- Portion of proceeds may be used to increase working capital and establish a public market for its common stock.

Sourcing Opportunities

- Clinical Trials Services
- Manufacturers for preclinical and clinical product candidates
- Third party suppliers of raw materials for product candidates
- Commercial manufacturing

Pipeline

Product Candidate	Indication	Therapeutic Area	Delivery Method	Status	Next Anticipated Milestone
AZEDRA	Neuroendocrine tumors	Oncology	-	Phase I study ongoing	Phase I/II study in H2 of 2007
ONALTA	Carcinoid tumors	Oncology	-	Phase II study ongoing	-
ZEMIVA	Cardiac ischemia	Oncology	-	Phase II study ongoing	Second Phase II trial in H2 of 2007
SOLAZED	Metastatic Melanoma	Oncology	-	Preclinical study ongoing	Phase I trials in 2008

MIP-220	Prostate Cancer	Oncology	-	Discovery	Preclinical Development
MIP-190	Chronic Heart Failure	Cardiology	-	Discovery	-
MIP-170D	Parkinson's Disease & ADHD	Neurology	-	Discovery	Preclinical Development

Finances

(\$ in thousands)	2004	2005	2006 (9 months)
Total Revenues (R&D Grants)	569	1,232	206
R&D Expenses	5,381	8,855	11,696
General & Administrative Expenses	3,520	11,025	7,402
Total Operating Expenses	8,901	19,880	19,098
Capital Expenditures	202	226	619

Contact Info

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Priscilla Harlan, VP of Corporate Communications
James F. Kronauge, PhD, VP of Process Chemistry
James Wachholz, VP of Regulatory Affairs & QA

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PharmSource Lead Sheet Special Offer

The *PharmSource Lead Sheet (PLS)* is the weekly web-based information service that identifies fresh business opportunities for companies serving pharma and biotech. Respected, endorsed and depended on by the top companies, the *PLS* informs you of new product and financing opportunities. It lowers your prospecting costs, raises the productivity of your sales staff, and keeps your lead funnel full.

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If you're not yet a subscriber to the *PharmSource Lead Sheet*, we invite you to take a **complimentary test-drive** to see for yourself how this service can be a vital tool for growing your market share. **For a limited time only we are offering new subscribers a 15% discount when you subscribe within 10 days of your test-drive.**

Here are just a few things the *PharmSource Lead Sheet* can do for you:

- Save money: The *PLS* costs less than exhibiting at a single trade show, and far less than an internal prospecting staff.
- On-going source of fresh leads and current market information: The *PLS* alerts your sales staff of fresh leads every week, and keeps you on top of pipeline trends for products and Bio/Pharma financings.
- Excellent resource for targeted mailing/contact lists: The *Full Database Search* feature can be used to create targeted lists of pharma companies for marketing campaigns or to contact for site visits.

The annual subscription renewal rate for the *PLS* is over 90%. This extraordinary rate demonstrates extremely strong customer satisfaction and loyalty, and speaks volumes to the value of the *PLS* as a resource that produces results.

To schedule your free test-drive, call Judy Miller at 703-383-4903, ext. 103 (ET), or click [here](#) to submit a quick online request.



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