

**In this issue:**

- **December Activity Report**                      **pg. 1**
- **Sales Quiz**                                      **pg. 1**
- **Lead Sheet – Fast Tips!**                      **pg. 3**
- **Prospect Profile: OncoGenex Technologies**                      **pg. 4**
- **PharmSource Lead Sheet**                      **pg. 6**

**Welcome to the January 2007 issue!**

In this month's issue of the *Periscope* take our sales quiz and access your lead management process. Read the *Prospect Profile* for OncoGenex to find out what sourcing opportunities they can offer you. The **PharmSource Lead Sheet** reported 212 leads in December. Learn how to use the full database search and download to spreadsheet in ways that can aid your sales and marketing.

Let us help you stay on top of your business!

*The PharmSource Team*

**Monthly Activity Report**

**PharmSource Lead Sheet: December Opportunities**

212 overall leads for pharma vendors were reported by the **PharmSource Lead Sheet** in December.

Lead Type	Dec-06	2006
Non-US Leads	88	1146
Early development candidates	34	642
Late development candidates	42	600
Large molecule candidates	26	439
Small molecule candidates	69	875
Newly-funded companies	61	689
New sourcing executives	17	239
Parenteral dosage form candidates	32	515
Oral candidates	38	490
<b>Total Leads*</b>	<b>212</b>	<b>3,014</b>

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

**Sales Quiz**

*Editor's Note: The following quiz on effective lead management was first published by PharmSource in 2005. With the start of the new year, it's a good time to assess your sales procedures anew. We hope this article will help you consider process improvements that will better serve your bottom line goals. Here's to a successful year in 2007!*

~ continued on next page ~

## Managing Leads Effectively: What's Your Score?

Let's assume you're wisely tapping into a resource that regularly provides you with targeted leads, like the *PharmSource Lead Sheet*. That's the critical first step, but how are you addressing the second stage of the sales process: conducting lead follow-up?

One of the keys to successful lead follow-up is to recognize and treat it as a continuous process, rather than a single step. This quick quiz helps illustrate what the smartest life sciences companies are doing to implement strong lead follow-up programs to help build company visibility and drive sales. Take the quiz now and tally your answers to find out your score:

[Take this quiz](#) ↓

<u>Question</u>	<u>Rating</u>
<i>Do you regularly use trade shows, conferences and other industry events as sources of targeted leads?</i>	10 points
<i>Do you use a weekly resource specifically designed to find/deliver targeted leads?</i>	10 points
<i>Do you have in place a formalized approach to managing your leads?</i>	10 points
<i>Do you quantify and report lead follow-up activities each month?</i>	10 points
<i>Do you have an incentive plan that encourages lead follow-up (for example, is quantified lead follow-up used as one measure of sales performance?)?</i>	10 points
<i>Do you use a specific timeline and schedule that clearly defines each step of the lead follow-up process flow?</i>	5 points
<i>Are you actively, consistently building a master database of targeted leads?</i>	5 points
<i>Do you send each lead a personalized letter and promotional materials within a specified timeframe?</i>	5 points
<i>Are telephone follow-up efforts guided by specific pre-defined parameters?</i>	5 points
<i>Do you routinely re-contact leads at least quarterly via mail or fax?</i>	5 points
<i>Do you routinely use press releases, free newsletters or other vehicles to reach new prospects, re-contact leads and promote your brand?</i>	5 points

### Score results:

**15 points or less:** Drowning risk: with little or no lead management structure in place, you're limited to the shallow end of the pool.

**20-35 points:** Dog paddle: you're probably relying on business that comes in over the transom now. But will you be able to stay afloat in a business downturn without a proper lead follow-up program?

**40-55 points:** Elementary backstroke: this is probably a life sciences industry average score, but sales performance is a fraction of what it could be if you had the full kick of a strong lead management program.

~ continued on next page ~

**60-75 points:** Breaststroke: you're really moving! You've got a strong program underway; why not take it to the next level?

**80 points:** High dive: congratulations on a perfect score! We'd like to hear from you so we can write a case study! Contact [info@pharmsource.com](mailto:info@pharmsource.com).

Now that you know your score, what can you do about it? If your company is typical, the thing that stands between current performance and a perfect score is a lack of resources.

If you don't have the staffing or the budget to implement a full-fledged lead management program right now, then focus on what you *can* do:

- ◆ Start by taking the time to step away from your everyday routine, and consider what you might do differently. Be willing to expose yourself to new ideas and try new ways of managing leads.
- ◆ Look at the quiz questions you didn't score on, and think about how and when you might begin to implement some of these.
- ◆ Initiate regular meetings with other sales people, customer service, marketing and scientific/technical support to collaborate and join forces.

And last, but not necessarily least, save this article and look at it again next month. Use it to benchmark your progress and to remind yourself that there are many things you can do to improve your stroke.

© 2007 PharmSource Information Services, Inc. All rights reserved.

## Lead Sheet – Fast Tips!

Here's the January quick tip on another way to get the most out of the *PharmSource Lead Sheet (PLS)*. If you're not familiar with the *PharmSource Lead Sheet*, [learn more](#)

*Full Database Search* and the *Export/Download to Spreadsheet* features of the *PharmSource Lead Sheet* together make an extremely powerful way for you to take fast, efficient action to move your marketing and sales efforts forward to meet—and hopefully exceed—your goals. These capabilities make the *PLS* a great source of support for each of the following activities, with the potential to directly save you significant time and money:

- Direct mail: Create targeted mailing lists (by geographic location, development phase, dosage form, API, and therapeutic area).
- Research: Get up-to-date pipeline and financing information on Bio/Pharma companies.
- Site-visit planning: Identify a targeted group of companies in a specific geographic region.
- Importing lead data and contacts from the *PLS* into CRM (Customer Relationship Management) software. The .csv (Comma Separated Value) format of the Excel spreadsheet download enables simple importing into most programs, including ACT!, Goldmine, Salesforce.com, and others.

The *Full Database Search* and the *Export/Download to Spreadsheet* features are available at the Corporate and Premier subscription levels. If you're considering investing in direct mail or market research in 2007, remember to tap into the *PharmSource Lead Sheet (PLS)* as an excellent resource.

## Prospect Profile: OncoGenex Technologies, Inc.

### OncoGenex Technologies, Inc.

OncoGenex Technologies (OncoGenex) has filed a registration statement with the SEC for an initial public offering (IPO) of its common stock (as reported in the December 17, 2006, issue of the **PharmSource Lead Sheet**). OncoGenex develops drug candidates that address treatment resistance in cancer patients by increasing the efficacy of current cancer treatments. The company incurred R&D expenses of approximately \$6.941 million in the nine month period ending September 30, 2006. This IPO will provide significant sourcing opportunities for CROs for clinical trials, as well as manufacturing service providers for drug fabrication. As of early January 2007, specifics regarding number of shares being offered and pricing have yet to be reported.

### Sourcing Opportunities:

- Contract CROs for drug trials.
- Manufacturers for preclinical and clinical product candidates.
- Third party suppliers of raw materials for product candidates.
- Marketing, sales, or distribution personnel for the commercialization of any new drugs.

### Corporate Data:

1001 West Broadway – Suite 400  
Vancouver, British Columbia  
V6H 4B1 Canada  
Tel: (604) 736-3678  
Fax: (604) 736-3687  
[www.oncogenex.ca](http://www.oncogenex.ca)

### Key Officers:

- **Scott Cormack**, CEO, President, Director and co-founder
- **Martin Gleave**, MD, CSO, Director and co-founder
- **Cindy Jacobs**, PhD, MD, EVP, CMO
- **Stephen Anderson**, CFO and Secretary
- **Monica Krieger**, PhD, VP, Regulatory Affairs
- **Patricia Stewart**, Senior Director, Clinical Research and Medical Affairs
- **Susan Tees**, Senior Director, Intellectual Property and Contracts

**No. of Employees:**

- 25 employees
  - 15, R&D
  - 10, general & administrative

**Business Summary:**

Founded in 2000, OncoGenex is headquartered in Vancouver, British Columbia. The company also conducts clinical operations out of a Seattle, Washington office. OncoGenex is a biopharmaceutical company dedicated to the development and commercialization of cancer therapies for treatment-resistant patients. The company has one drug candidate in mid-stage clinical trials and two other candidates in preclinical studies. All three candidates are designed to inhibit the production of proteins associated with treatment resistance.

**Manufacturing:**

- Lacks internal manufacturing capabilities.
- Outsources all manufacturing of product candidates for preclinical and clinical trials.
- Relies on third party suppliers of raw materials for OGX-011 and OGX-427.
- Will rely on third party manufacturing for the commercial production of drug candidates, pending regulatory approval.

**Pipeline:**

Product Candidate	Indication	Therapeutic Area	Delivery Method	Status	Next Anticipated Milestone
OGX-011	Localized and Hormone Refractory Prostate Cancer	Oncology	Parenteral	Phase II studies for both indications ongoing	Primary endpoint expected by end of 2007
OGX-011	Advanced Non Small-Cell Lung Cancer	Oncology	Parenteral	Phase II study ongoing	Primary endpoint expected by end of 2007
OGX-011	Advanced Breast Cancer	Oncology	Parenteral	Phase II study ongoing	Results expected in mid 2007
OGX-427	Solid Tumors	Oncology	-	Preclinical	IND filing expected in early 2007
OGX-225	Solid Tumors	Oncology	-	Preclinical	-

~ continued on next page ~

## Use of Proceeds:

OncoGenex Technologies plans to use the proceeds from the IPO as follows:

- Completing the five remaining Phase II clinical trials of OGX-011 (\$1M)
- Completing the preclinical studies and two Phase I studies of OGX-427 (\$1.5M)
- Funding of additional capital equipment needed by a third party contract manufacturer (\$1M)
- Manufacturing clinical trial drug supplies; initiating first Phase III trial of OGX-011 (\$23.5M)
- Remaining funds will go toward general corporate expenses.

## Finances:

(\$ in thousands)	2003	2004	2005
<b>Total Revenues</b>	--	--	--
<b>R&amp;D Expenses</b>	<b>1,381</b>	<b>2,778</b>	<b>3,143</b>
<b>General &amp; Administrative Expenses</b>	<b>487</b>	<b>930</b>	<b>1,523</b>
<b>Total Operating Expenses</b>	<b>1,868</b>	<b>3,708</b>	<b>4,666</b>
<b>Capital Expenditures</b>	--	<b>264</b>	<b>373</b>

© 2007 PharmSource® Information Services, Inc. All rights reserved.

## PharmSource Lead Sheet

The **PharmSource Lead Sheet (PLS)** is the weekly web-based information service that delivers new business opportunities via e-mail each week. Our professional team of researchers does the hard work – thoroughly identifying and qualifying new companies, products and opportunities in the drug pipeline that signal a need for products and services like those offered by your company. Receiving these fresh, qualified sales leads lets you spend your time selling, not prospecting for leads. We produce between 40 and 60 leads per week, and approximately 10 of those are for European- or Asian-based opportunities.

If you are not yet a subscriber, here are some excellent reasons to become one:

- **Save time and increase sales efficiency:** The **PLS** serves as a virtual prospecting department, letting sales staff focus on making direct contact and selling.
- **Save money:** The **PLS** costs less than exhibiting at a single trade show, and far less than an internal prospecting department.

~ continued on next page ~

- **On-going source of fresh leads and current market information:** The **PLS** helps keep the top of the lead funnel full with fresh leads every week, and keeps you on top of pipeline trends for products as well as for 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 is the highest praise for the **PLS**, speaks volumes to its value as a resource that produces results, and shows extremely strong customer satisfaction and loyalty.

**SPECIAL OFFER!**

PharmSource would like you to take a complimentary test-drive of the **PharmSource Lead Sheet**, to see for yourself how this service can be your best tool for growing your 2007 market share and defending against increasing competition.

Call Judy Miller at 703-383-4903, ext. 103 (ET) to schedule your free test-drive. You also can read more about the **PharmSource Lead Sheet** by visiting [www.pharmsource.com](http://www.pharmsource.com).



*To view previous issues of this publication  
please visit [www.pharmsource.com](http://www.pharmsource.com) and click on the PERISCOPE link located at the  
bottom left side of the PharmSource home page.*

---

The PERISCOPE is a publication of PharmSource Information Services, Inc.

Phone 703-383-4903 ♦ Fax 703-383-4905

info@pharmsource.com ♦ www.pharmsource.com

© 2007 PharmSource® Information Services, Inc. All rights reserved.