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**Welcome to the March 2010 Issue!**

The **PharmSource PERISCOPE** provides valuable insight into sales issues and trends for companies that sell goods or services to bio/pharma. It helps you recognize new business opportunities, and overcome sales obstacles. Enjoy the March issue.

*The PharmSource Team*

**Pharma Sales: Lead Activity Report**

**PharmSource Lead Sheet: February 2010 Results**

**309** overall leads for pharma vendors were reported by the *PharmSource Lead Sheet* in February, 2010.

Lead Type	Feb-10	2010 Y-T-D
Non-US Leads	138	309
Early development candidates	79	164
Late development candidates	44	131
Large molecule candidates	34	90
Small molecule candidates	91	212
Company Financings	86	194
New sourcing executives	29	63
Parenteral dosage form candidates	52	135
Oral candidates	47	137
<b>Total Leads*</b>	<b>309</b>	<b>722</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.

**Lead Sampler**

Below are two actual leads from a recent issue of the *PharmSource Lead Sheet (PLS)*, the weekly, web-based information service that delivers new business opportunities and key market intelligence information to companies serving Bio/Pharma. It reports new information on products in development, acquisitions, alliances, financing transactions, and more, and delivers up to 70+ fresh leads each week.

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Use the *PLS* to stay on top of opportunities as soon as they're announced, to keep attuned to market activity and trends, and as a key resource for targeted marketing.

### Products in Development

<p>FOR WEEK OF: <b>03-07-2010</b></p> <p>Products in Development ●</p> <p>Product Acquisitions ●</p> <p>Corporate Finance ●</p> <p>Other Sponsor Events ●</p> <p>Key Appointments ●</p> <p><b>Download</b></p> <p><b>Preferences</b></p> <p><b>Comments/Questions?</b></p> <p><b>Full Database Search</b></p> <p><b>Qualifying Info Search</b></p> <p><a href="#">PRINTER FRIENDLY</a></p> <p><a href="#">[Export All]</a> <a href="#">[Clear All]</a></p> <p><a href="#">Export help</a></p>	<p><b>Phase I</b></p>
<p><b>Company:</b> <a href="#">Isis Pharmaceuticals, Inc.</a></p> <p><b>HQ Location:</b> Carlsbad, CA</p> <p><b>Product:</b> ISIS-SOD1Rx</p> <p><b>Dosage Form:</b> Parenteral</p> <p><b>Nature of API:</b> Nucleic acid - Oligonucleotide</p> <p><b>Therapeutic Area:</b> Neurology</p> <p><b>Comment:</b> Isis initiates a Phase I trial with ISIS-SOD1Rx in patients with amyotrophic lateral sclerosis (ALS). The candidate is an antisense drug that inhibits production of the mutant protein Cu/Zn superoxide dismutase (SOD1), a molecule associated with ALS.</p> <p><b>Research Contact:</b> <a href="#">C. Frank Bennett PhD</a>, SVP, Research</p> <p><b>Preclinical Contact:</b> <a href="#">Richard S. Geary PhD</a>, SVP, Development</p> <p><a href="#">Print Lead</a>   <a href="#">Email Lead</a></p>	
<p><b>Corporate Finance, Alliances, and Acquisitions</b></p>	
	<p><b>Corporate Finance</b></p>
<p><b>Company:</b> <a href="#">BioSante Pharmaceuticals, Inc.</a></p> <p><b>HQ Location:</b> Lincolnshire, IL</p> <p><b>Financing Type:</b> Private equity placement</p> <p><b>Amount Raised:</b> \$18.00 million</p> <p><b>Description:</b> BioSante expects to raise \$18 million in a registered direct offering. Proceeds will fund general corporate purposes, including a Phase III trial for LibiGel and potential partnerships for GVAX immunotherapies. BioSante develops hormone replacement products and uses its nanoparticulate-based platform technology to develop novel vaccines, vaccine adjuvants and drug delivery systems.</p> <p><b>Strategy:</b></p> <p><b>Corporate Contact:</b> <a href="#">Stephen M. Simes</a>, PhD, President and CEO</p> <p><b>Clinical Research contact:</b> <a href="#">Michael C. Snabes</a>, VP, Clinical Development</p> <p><a href="#">Print Lead</a>   <a href="#">Email Lead</a></p>	

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**User Tip**

**E-mail Addresses!**

We know how important having the e-mail addresses of your prospects is to you, so *PharmSource Lead Sheet* spreadsheet downloads include a column for "Standard Email Format." Confirmed company e-mail formats are shown using the name "John Q. Doe", and you can apply formats provided to names in the *PLS* database or other resources you may use.

Basic-level *PLS* subscribers who don't have access to spreadsheet downloads will find commonly used e-mail formats for companies reported in the weekly issues by clicking on a company's name and looking under the Locations(s) section in the company pop-up box.

A word of caution: using e-mail as the sole method of reaching hot/warm leads like those reported in the weekly *PharmSource Lead Sheet* is not recommended, and there are several good reasons: 1) companies may have more than one commonly-used e-mail address format, so you shouldn't assume that "one-size fits all"; 2) it can be a hurdle to get your message through corporate Spam filters; and 3) there's the everyday challenge of getting your message opened and read even when it arrives in the addressee's In Box. We suggest using a two- or three-pronged approach to making contact, adding phone calling and/or physical mail to the mix along with targeted e-mail messages.

If your team would like a complimentary group training teleconference/refresher course to review how to use the advanced features of the *PharmSource Lead Sheet*, please contact Blythe Moore at [blythe.moore@pharmsource.com](mailto:blythe.moore@pharmsource.com) or call 703-383-4903, ext. 112. If you don't yet have access to the advanced features of the *PLS*, contact Blythe today to learn more.

**Key Appointments: February 2010**

This section of the *PERISCOPE* summarizes just a small sampling of the many recent appointments of new people to high-level positions in pharma/biotech. For more information of this nature, see the "Key Appointments" section of the weekly *PharmSource Lead Sheet*.

**Key Appointments**

**Company:**  
**HQ Location:**  
**Appointee:**  
**Position:**

[Acorda Therapeutics, Inc.](#)  
Hawthorne, NY  
Adrian L. Rabinowicz, MD  
SVP & Head, Medical Affairs

**Company:**  
**HQ Location:**  
**Appointee:**  
**Position:**

[Chimerix, Inc.](#)  
Durham, NC  
Gwendolyn "Wendy" Painter, MD, MPH  
CMO

**Company:**  
**HQ Location:**  
**Appointee:**  
**Position:**

[Garnet BioTherapeutics](#)  
Malvern, PA  
Sanjay Batra, PhD  
SVP, Development

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**Company:** [Greer Laboratories Inc.](#)  
**HQ Location:** Lenoir, NC  
**Appointee:** Terrance C. Coyne, MD  
**Position:** CMO

**Company:** [Intellect Neurosciences](#)  
**HQ Location:** Multiple  
**Appointee:** Daniel G. Chain, PhD  
**Position:** CSO

**Company:** [Liquidia Technologies Inc.](#)  
**HQ Location:** Research Triangle Park, NC  
**Appointee:** Frank J. Malinoski, MD, PhD  
**Position:** CMO

**Company:** [Questcor Pharmaceuticals Inc.](#)  
**HQ Location:** Union City, CA  
**Appointee:** Jason Zielonka, MD  
**Position:** CMO

## Sales Article

### Gaining Advantage Over Your Competitors

Excerpted from *Take Your Sales Performance Up a Notch*, by Dave Kahle.

As sales people, we love to complain about the competition. Unfortunately, complaining doesn't do us any good. A better approach is to create a system to learn about the competition. Knowledge of the competition -- not only their strengths and weaknesses but also their patterns and tendencies -- will provide you with a distinct advantage, and prevent you from getting blindsided or seriously outmaneuvered.

That happened to me. To this day, I still get a sick feeling in my stomach as I remember the day when I lost my largest account to my arch competitor. It was an account that made up 20% of my total volume. In my blissful ignorance, I was content to grow my business by calling on the end users and purchasing department, while my competition was successfully building a relationship with the administration. The result? My best account signed a prime vendor, sole-source agreement with my competitor, and within 60 days, I was almost totally out of that account. I was blindsided.

That's a lesson that sticks with me, and one from which you can learn. To become good at knowing what your competition is up to, implement this simple three-step process:

#### Step One. Collect bits and pieces of information

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Begin by consciously collecting little bits and pieces of information at every opportunity. For example, you may have lost a bid or a particular piece of business to your competitors. Rather than just moping about it, use it as a learning opportunity. Try to find out from your customer why they awarded the business the way they did. If it was price alone, try to find out how much lower their price was than your price. If it's something else, find out what. That information won't help for that particular piece of business, but it may give you an insight into the pricing policies of your competition. Write the information down on a 3 x 5 card, a piece of scrap paper or a post-it.

Take your good customers to lunch, and casually see if you can steer the conversation in such a way as to learn something about your competition.

Keep your eyes open to the coming and going of competitive salesmen. Note when you see them, and in what account.

Be sensitive and aware of competitive literature, business cards and price quotes lying around. And don't forget to talk with the other sales people who work for your company to get their insights.

All these are ways to collect bits and pieces of information. By themselves, they won't help much. But, if you combine these bits and pieces, you may very well see trends, uncover strategies, and discover tactics your competition is using.

### **Step Two. Store the information.**

As you collect each bit of information, capture it by writing it down, and putting the note in a manila folder marked "competition." Or, store it in an electronic file on your computer. You may even have a separate folder for each major competitor.

Regardless, what you're doing is assembling a quantity of information. Diligently collect those bits and pieces of information, and file them away.

### **Step Three. Use the information.**

After you have collected a quantity of these, you'll be able to open that file on a regular basis, consider all the pieces of information, and discover a great deal about your competitors.

The trick is to consistently collect and store information. Eventually you'll assemble an accurate picture. It's like the popular game show "Wheel of Fortune." When Vanna White turns over one letter, it doesn't give you much of a picture of the answer. But after she's turned over several of these small individual pieces, the whole becomes clear and the answer to the riddle is simple to understand. That's the way collecting information about your competition works.

The back of an old business card on which you noted that you saw a competitive sales person showing a new line of widgets, by itself, doesn't mean much. But if you filed that along with all the bits and pieces of information you've collected, and then pulled it all out and analyzed it, you might see an entirely different situation. Suppose you reviewed that business card note, and combined it with the note you made to yourself that you saw some sales literature on the competitive widget line on the desk of one of your purchasing agents, and then saw that you lost a major bid to the competition because he quoted a

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new line at lower than traditional prices. All at once you've uncovered a potential threat to your business. Clearly, your competitor is pushing a new, lower priced widget line. You didn't learn that from any one piece of information, but rather from the combination of all those pieces, considered as a whole.

The key to uncovering that information, to discovering what your competition is up to, is to consistently collect pieces of information, store them, and then analyze them as a whole from time to time.

In the Information Age economy, much of your ability to make good decisions depends on you being able to collect good information. If you are going to take your performance Up-a-Notch, you must see yourself as a dealer in information as well as a seller of stuff. An important initial step is to get good at collecting good information.

#### **About the Author**

*Dave Kahle has trained tens of thousands of B2B salespeople and [sales managers](#) to be more effective in the 21st Century economy. He's authored seven books, and presented in 47 states and seven countries. Visit his [website](#) or sign up for his weekly [newsletter](#).*

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## Prospect Profile

### **Labopharm, Inc. (TSX: DDS; NASDAQ: DDSS)**

**Labopharm** is a public pharmaceutical company that improves existing small molecule products for the treatment of various diseases. As reported in the February 14, 2010 issue of the *PharmSource Lead Sheet*, Labopharm recently closed \$20 million in an underwritten public offering. The company plans to use the proceeds to finance working capital and commercialize OLEPTRO in the US. Funds will also support clinical trials and regulatory costs for new and current candidates in the pipeline.

#### **Corporate Highlights**

- 1990: Company was founded in Québec, Canada as Centre de recherché appliquée pharmaceutique CRAP inc.
- 1994: Company changed name to Labopharm, Inc.
- The company has 168 total employees, including 99 that work in R&D, regulatory and clinical development, and 69 in administration and business development.
- Corporate Headquarters (includes laboratory and pilot plant): Laval, Québec, Canada - 48,180 sq. ft.
- European subsidiary, Labopharm Europe Limited: Dublin, Ireland - 1,711 sq. ft.
- US subsidiary, Labopharm USA, Inc.: Princeton, NJ - 3,022 sq. ft.

#### **Manufacturing Status**

- Labopharm manufactures materials for its clinical trials at its pilot plant.
- Labopharm relies on CDMOs for the manufacture of commercialized products.
- The company is seeking other manufacturing options for its tramadol tablets.
- Cerestar is a manufacturing partner for Contramid.

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**Business Relationships**

- Clinical trials are conducted by CROs and independent clinical investigators.
- Licensing and distribution partners for once-daily tramadol include: Purdue Pharma Products LP (US), sanofi-aventis (France), Paladin Labs (Canada), Grünenthal GmbH (France/Belgium), HEXAL AG (Germany), Recordati (UK), Esteve SA (Spain/Portugal), Gruppo Angelini (Italy), CSC Pharmaceuticals (Eastern Europe), iNova Pharmaceuticals (Australia), WhanIn Pharmaceutical Co, Ltd. (South Korea), Lavipharm S.A. (Greece/Cyprus), Dr. F. Frik Ilac San ve Tic. A.S. (Turkey) and Dexcel Pharma Technologies Ltd. (Israel)
- Gruppo Angelini is an R&D partner for DDS-04A

**Sourcing Opportunities**

- Manufacturing
- Clinical trials
- Sales
- Marketing

**Pipeline**

Product Candidate	Indication	Dosage Form	Status	Next Anticipated Step
DDS-06E	Colon cancer	Oral	Feasibility & formulation completed	Pharmacokinetics
DDS-04F	Anesthesia	Parenteral	Feasibility & formulation completed	Pharmacokinetics
DDS-07L, DDS-07U	Pain	Oral	Proof-of-principle studies completed	Phase I TBA
DDS-06B	Pain	Oral	Proof-of-principle studies completed	Phase I TBA
DDS-06A	Pain	Oral	Preclinical	TBA
DDS-06C	Acute pain	Oral	Phase III	MAA & NDA
OLEPTRO	Major depressive disorder	Oral	Approved	Launch in the US

**Finances**

(In \$ thousands)	2007	2008
Revenues	18,470	21,463
R&D Expenditures	22,927	22,865
Selling, General & Administrative Expenditures	19,768	25,662
Total Operating Expenses	51,598	60,858
Capital Expenditures	18,748	19,915

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**Contact Information**

**Labopharm, Inc.**

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 Laval, Québec, H7V 4B4 Canada  
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 Fax: (450) 686 9141  
 Email: [info@labopharm.com](mailto:info@labopharm.com)  
 Web: [www.labopharm.com](http://www.labopharm.com)

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 Uwe Erbrich, VP, Global Quality Assurance  
 Damon Smith, SVP, R&D  
 Gregory M.C. Orleski, VP, Business Development  
 Mary Anne Heino, President, Labopharm USA, Inc.

**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 business opportunities. It lowers your prospecting costs, raises the productivity of your sales staff, and helps keep your lead funnel full.

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.

**\* Subscribe by March, 31 2009 and  
 Get 10% off!**

**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 new business opportunities every week, keeping you on top of pipeline product activity and Bio/Pharma financings.
- **Excellent resource for targeted mailing/contact lists:** The *Full Database Search* and *Qualifying Information Search* features can be used to create highly targeted lists of pharma companies to set up site visits in specific territories, for marketing campaigns and for many other intelligence purposes.

\* This offer is for new subscribers only at the Corporate- or Premier-level.

To schedule your free **test-drive**, call Judy Miller at (703)383-4903, ext. 103 (ET) or send an email to [judy@pharmsource.com](mailto:judy@pharmsource.com).

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