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Welcome to the May 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 May issue.

The PharmSource Team

Pharma Sales: Lead Activity Report

PharmSource Lead Sheet: April 2010 Results

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

Lead Type	Apr-10	2010 Y-T-D
Non-US Leads	135	546
Early development candidates	107	329
Late development candidates	54	242
Large molecule candidates	45	176
Small molecule candidates	123	408
Company Financings	80	360
New sourcing executives	20	97
Parenteral dosage form candidates	78	284
Oral candidates	78	253
Total Leads*	342	1,342

* 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.

<p>FOR WEEK OF: 05-09-2010</p> <p>Products in Development ●</p> <p>Product Acquisitions ●</p> <p>Corporate Finance ●</p> <p>Other Sponsor Events ●</p> <p>Key Appointments ●</p> <p>Download</p> <p>Preferences</p> <p>Comments/Questions?</p> <p>Full Database Search</p> <p>Qualifying Info Search</p> <p>PRINTER FRIENDLY</p> <p>[Export All] [Clear All]</p> <p>Export help</p>	<h3>Products in Development</h3>
	<h4>Phase I</h4>
	<p>Company: QRxPharma Ltd.</p> <p>HQ Location: North Sydney, Australia</p> <p>Product: MoxDuo CR (Q8011CR)</p> <p>Dosage Form: Tablet</p> <p>Nature of API: Chemical - Controlled substance</p> <p>Therapeutic Area: Analgesic - Narcotic</p> <p>Comment: QRxPharma reports positive results from a Phase I trial of MoxDuo CR. The controlled-release tablet is a dual opioid designed to treat moderate-to-severe chronic pain. The company plans to initiate Phase II trials by the end of 2010.</p> <p>Research Contact: Warren Stern, PhD, EVP, Drug Development</p> <p>Clinical Research Contact: Patricia Richards, MD, PhD, CMO</p> <p>Print Lead Email Lead</p>
	<h3>Corporate Finance, Alliances, and Acquisitions</h3>
	<h4>Corporate Finance</h4>
	<p>Company: CureVac GmbH</p> <p>HQ Location: Tübingen, Germany</p> <p>Financing Type: Private equity placement</p> <p>Amount Raised: \$35.00 million</p> <p>Description: CureVac raises \$35 million in a financing round. The proceeds will enable further clinical development of RNActive therapeutic vaccines and help to accelerate preclinical and clinical development of prophylactic vaccines against infectious diseases.</p> <p>Strategy: CureVac is develops mRNA-based cancer vaccines.</p> <p>Corporate: Florian von der Mülbe, PhD, COO</p> <p>Corporate: Wolfgang Klein, PhD, CFO</p> <p>Research Contact: Karl-Josef Kallen, MD, PhD, CSO</p> <p>Print Lead Email Lead</p>

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User Tip

Get the Most Out of Your Lead-Generation Program

Does your sales team have a regular, weekly procedure for handling new leads? This is a critical step to getting the most out of your lead-generation program. Be sure to use the Thursday e-delivery of the *PharmSource Lead Sheet* as your trigger to kick off a weekly recurring activity cycle that will optimize your productivity and help get results. Here’s one way to do it:

- The *PharmSource Lead Sheet* arrives weekly on Thursday.
- By Friday, identify targeted opportunities and send personalized letters and brochures via postal mail to the optimal contacts provided – make contact and build your brand! If budget allows, send mail to more than one person per company; this can help generate internal interest and increase the likelihood of your mail reaching the right decision-maker.
- By Monday, review the rest of the *PharmSource Lead Sheet* and add relevant contacts and information to your master direct mail list for future direct marketing. Corporate- and Premier-level subscribers should use the *Export/Download* feature to quickly put leads into spreadsheet format for mail-merge and/or importing leads into contact management programs (CRMs).
- Within 3-4 business days, start making follow-up phone calls on the leads you contacted the previous Friday. Use your CRM or internal system to help track and manage your sales history/status. Continue with follow-up activities at appropriate intervals. Balance the number and frequency of phone calls and e-mails so you don’t become an unwanted voice.
- Make this cycle an integral part of your weekly activity.
- If you subscribe at the Corporate- or Premier-level, establish a regular schedule to use the *Full Database Search* and the *Qualifying Info Search* features. These are important resources for marketing and research.

Contact PharmSource account manager Blythe Moore at blythe.moore@pharmsource.com or call 703-383-4903 (ET), ext. 112 any time we might be of assistance. We want to make sure you get the most out of the *PharmSource Lead Sheet*.

Key Appointments: March 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: [Biodel Inc.](#)
HQ Location: Danbury, CT
Appointee: Solomon S. Steiner, PhD
Position: CSO

Company: [Curemark, LLC](#)
HQ Location: Rye, NY
Appointee: Matthew Heil, PhD
Position: SVP, R&D

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Company: [Idera Pharmaceuticals](#)
HQ Location: Cambridge, MA
Appointee: Timothy M. Sullivan, PhD
Position: VP, Development Programs & Alliance Management

Company: [Liquidia Technologies Inc.](#)
HQ Location: Research Triangle Park, NC
Appointee: Jonathan F. Smith, PhD
Position: CSO

Company: [Omeros Corporation](#)
HQ Location: Seattle, WA
Appointee: J. Stephen Whitaker, MD, JD
Position: CMO & VP, Clinical Development

Company: [PharmAthene, Inc.](#)
HQ Location: Annapolis, MD
Appointee: Thomas R. Fuerst, PhD
Position: SVP & CSO

Company: [QLT Inc.](#)
HQ Location: Vancouver, BC, Canada
Appointee: Dipak Panigrahi, MD
Position: CMO & SVP, R&D

Sales Article

***Editor's Note:** In this month's sales article, author Mark Hunter raises simple yet thought provoking BD questions: What specific obstacles are preventing you from increasing sales? What would happen to your potential if you could increase your list of prospects by 50%? If your obstacles are operational (i.e., you're wearing too many hats), it may be time to re-assess and determine how your organization can optimize the sales function to be better balanced with other needs. Once the pathway to growth is opened up, the notion of increasing prospects by 50% is everyone's dream. The shortcut to making that dream very real is to use the **PharmSource Lead Sheet**. In just 30 minutes each week, you'll quickly identify targeted, fresh leads at exactly the right time — when companies' specific needs are first announced. The **PharmSource Lead Sheet** is the antidote for keeping your pipeline fuller.*

Your Pipeline Could Be Fuller

by Mark Hunter

Keeping your pipeline of prospects full is no easy task. I'm not going to suggest it is. I talk to salespeople all the time and most say that prospecting is their number one source of new business. So if you are like most salespeople, one of your hardest tasks is simultaneously one of your most necessary - keeping your pipeline full. There's no way to slide into loads of profit without some effort - serious effort - on the front end.

To use an analogy, let's think of the athletes. Professional and Olympic athletes train for years for the shot to achieve national and/or international success. For some athletes, their competitions last mere

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minutes. Even for baseball, football, hockey, soccer and basketball players, their pinnacle moments may take place in games that last only a few hours. What does it take to achieve at such a high level? A tremendous amount of effort on the front end. We don't see the countless hours spent training, preparing, avoiding injury, healing from injury, finding the right coaches, acquiring the right equipment, managing time schedules, and juggling personal lives.

From a sales perspective, closing the sale is the "big event" - that's where the money starts flowing. But getting to that event takes a lot of effort and adjusting along the way. From a prospecting standpoint, consider these questions:

What are the obstacles you face in growing your business?

If you can't identify specific obstacles, you can't begin to find ways to overcome those obstacles. Put it down on paper what is standing between you and more customers.

What percentage of new business comes to you because of referrals from your customers or your network?

Interestingly, some salespeople wait for their customers to give them referrals. It's like waiting for your friends to suggest a good restaurant instead of proactively asking your friends for restaurant recommendations. Start today to make it part of your follow-up process with current customers to ask them for the name of at least one contact or company that may appreciate you as a resource.

Referrals happen when you provide a superior customer experience. Networking is all about developing as many relationships as possible. To refine your networking and referral process even more, find ways to develop relationships with people who are in a position of influence.

What would happen to your business if you could expand your pipeline by 50%?

Now is the time to start dreaming big, because the more you visualize what business growth could mean for your company and you personally, the more motivated you will become. Start getting specific. Start listing ways that increased profit will benefit your company and you. Then let this motivation carry you to the next step - expanding your list of potential prospects.

What's the best new idea you've come up with in the past year for your business or sales process?

Write down one idea you developed and the positive impact it had once you implemented it. Then start coming up with more ideas to refine your sales process. You may wonder what this has to do with prospecting. The more you can see that ideas - big and small - significantly improve your sales process, the more momentum you gain in wanting to improve and wanting to prospect.

Create Confidence in Others.

Sales is all about conveying a sense of confidence in others. Prospects become customers when they believe in the product, service and/or salesperson. Without a level of confidence, there is no sale. Prospecting can be hard, but the payoff is worth it. Grow your pipeline with the same focus as a committed athlete trains. In the end, the "gold" is worth it.

About the Author

Mark Hunter, "The Sales Hunter," is a sales expert who speaks to thousands each year on how to increase their sales profitability. For more information, to receive a free weekly email sales tip, or to read his Sales Motivation Blog, visit www.TheSalesHunter.com. You can also follow him on www.Twitter.com (TheSalesHunter).

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2nd Annual Effective Business Development for Clinical Trial Service Providers Conference

On July 13-14, 2010 ExL Pharma will hold its **2nd Annual Effective Business Development for Clinical Trial Service Providers Conference: *Gaining New and Repeat Business by Providing Superior Quality and Ensuring External and Internal Client Satisfaction*** at the Sheraton National Hotel in Arlington, VA.

To get a 15% discount when registering, mention code P1305-PharmSource. For information or to register contact Pam Sobotka at psobotka@exlpharma.com or visit www.exlpharma.com/bizdev.

Prospect Profile

NPS Pharmaceuticals, Inc.

NPS Pharmaceuticals is a public pharmaceutical company that develops treatments for gastrointestinal and endocrine diseases. As reported in the April 18, 2010 issue of the *PharmSource Lead Sheet*, NPS expected to raise \$46.2 million in an underwritten public offering. On April 21, 2010, the company closed the financing with \$53.3 million.

Corporate Highlights

- 1986: Company was incorporated in Delaware.
- The company has 53 total employees.
- Corporate Headquarters: Bedminster, NJ - 33,500 sq. ft.

Manufacturing Status

- NPS relies on CDMOs, sole suppliers and collaborators for the manufacture, supply and storage of products and injection devices.

Business Relationships

- Preclinical and clinical trials are conducted by CROs.
- 1995: NPS licensed development and commercialization rights for cinacalcet HC1 to Kyowa Kirin Pharma in China, North Korea, South Korea, Taiwan and Japan, where Kyowa Kirin currently markets the drug as REGPARA.
- 1996: Amgen received a license to the worldwide rights (excluding China, Japan, North Korea, South Korea and Taiwan) to cinacalcet HC1, for which Amgen currently markets as Sensipar in the US and as Mimpara in Europe.
- 2007: The company and Nycomed entered into an agreement to develop and commercialize teduglutide worldwide (except North America).
- 2007: The company and Nycomed entered into an agreement for the worldwide (except North America) development and commercialization of Preotact, which is currently approved in Europe and known as PREOS in the US.

Sourcing Opportunities

- Manufacturing
- Clinical trials
- Sales
- Marketing

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Pipeline

Product Candidate	Indication	Dosage Form	Status	Next Anticipated Step
NPSP156	Epilepsy/Neuropathic Pain/ Other CNS disorders	TBA	Preclinical	Seeking partner
Teduglitide	GI Mucositis/ Pediatric Indications	Parenteral	Preclinical	TBA
Glycine reuptake inhibitors	CNS disorders	TBA	Phase I	Seeking partner
Teduglutide	Crohn's Disease	Parenteral	Phase II	TBA
GATTEX	Short Bowel Syndrome	Parenteral	Phase III	Phase III results late 2010/early 2011
NPSP558	Hypoparathyroidism	Parenteral	Phase III	Complete enrollment in H2 of 2010
PREOS	Osteoporosis	Parenteral	Phase III	Seeking partner

Finances

(In \$ thousands)	2008	2009
Revenues	102,279	84,147
R&D Expenditures	18,965	35,339
Selling, General & Administrative Expenditures	22,563	20,101
Total Operating Expenses	54,102	56,447

Contact Information

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 Sandra C. Cottrell, PhD, VP, Regulatory Affairs & Drug Safety
 Joseph J. Rogus, VP, Technical Operations & Supply Chain Mgmt.

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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 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 May, 31 2010 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.

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