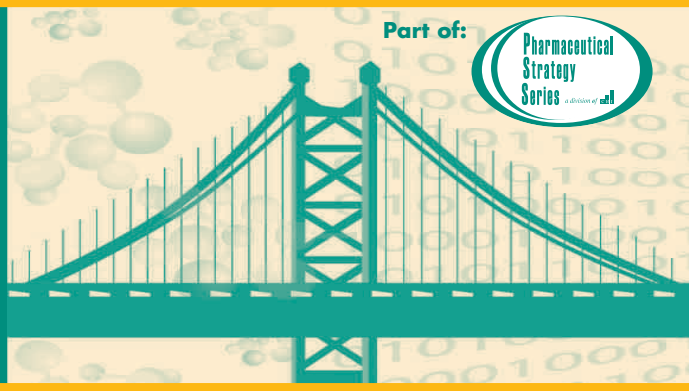
Bridging Pharma and IT

Leveraging Information Technology to Improve Productivity



September 30 - October 2, 2007 • Hyatt Harborside Hotel • Boston, MA

KEYNOTE PRESENTATIONS

- *Chris Asakiewicz, Ph.D., Affiliate Professor of Information Management, Stevens Institute of Technology, Wesley J. Howe School of Technology Management; former Vice President, Global Business Technology, Pfizer Global Pharmaceutical Division*
- *Jerald S. Schindler, Dr.P.H., Vice President, Late Stage Clinical Development Statistics, Merck & Co.*
- *Mitchell Weisberg, Senior Principal, Hewlett Packard*
- *Tim Jaeger, Ph.D., M.B.A., Head of Medical and Scientific Affairs, Diagnostics Division, F Hoffmann La Roche AG*
- *Donald T. Mon, Ph.D., Vice President, Practice Leadership, American Health Information Management Association (AHIMA)*
- *Marc Wine, MHA, Health Systems Analyst; Adjunct Professor, Health Services Management and Leadership Department, The George Washington University*

6 JOINT CASE STUDIES FROM END USERS & IT EXECUTIVES

1.) **Making the Most of Limited Resources: Creation of a Merck-wide Biologics Database - Merck & Co., Inc.**

2.) **Developing a Knowledge Discovery Platform for Collaborative Research in Gastric Cancer - Singapore General Hospital & Nunyang Polytechnic**

3.) **Advancing Upload and Storage of Assay Data - Johnson & Johnson**

4.) **An Integrated Desktop Computing Environment for Chemists - Pfizer, Inc.**

5.) **IT Support for the Clinical Use of Genetics and Genomics – Could the Infrastructure in Place Today Be Strengthened through Collaborations with Pharma IT Departments? - Harvard Partners Center for Genetics & Genomics**

6.) **Are We Playing Dice With Informatics Projects? - Centocor R&D, Inc.**

and More!!

TRACKS

1. **Bridging Discovery/ Development and IT**
2. **Bridging Clinical and IT**

PRE-CONFERENCE WORKSHOP*

Sunday, September 30

Bridging Business and IT to Implement Performance Metrics

*Separate Registration Required

Corporate Sponsors:

GenomeQuest, hp invent, Lisella

Sponsoring Organizations:

Bio-IT World, CanBiotech Biotechnology Portal & B2B Marketplace, eCliniqua, Health-IT World, Future Pharmaceuticals, MedAdNews, Pharmalicensing.com, PharmaWeek, PharmaVOICE, R&D DIRECTIONS, TherapeuticsDaily

Cambridge Healthtech Institute • 250 First Avenue, Suite 300, Needham, Massachusetts 02494 • Phone: 781-972-5400 or toll-free in the U.S. 888-999-6288 • Fax: 781-972-5425 E-mail: chi@healthtech.com

www.BridgingPHARMAandIT.com

Conference Overview

The 2007 agenda will feature a number of joint presentations from pairs of end users and IT and informatics partners that provide compelling examples of successful cross-domain partnerships between the organization's end users and IT and insights into cutting-edge information tools and systems. The content of the presentations will focus on tactics and processes that organizations can effectively and efficiently use to minimize communication gaps between scientists, researchers, and information technology professionals in building solutions and capabilities, utilizing data models and their validation, and integrating drug targets and compounds. The program will also consist of a mix of expert presentations, panels, and round-table discussions.

- Approximately 80% of the sessions will feature paired speakers from the same or partner organizations who represent the user and the IT perspectives. These paired speakers have successfully bridged a cross-domain partnership
- Approximately 10% of the sessions will feature an individual speaker who fills the role of the user and IT perspectives in the same job function.

Look for this logo

to identify these joint case studies.

Look for this logo

to identify these unique position case studies.

KEYNOTE PRESENTATIONS

DAY TWO: MONDAY, OCTOBER 1, 2007

Keynote Session 1: Bridging Diagnostics Technologies with Pharma and Biotech

Tim Jaeger, Ph.D., M.B.A., Head of Medical and Scientific Affairs, Diagnostics Division, F Hoffmann La Roche AG

Keynote Session 2: Creating the IT Infrastructure to Enable Adaptive Clinical Development

The adaptive clinical development process is rapidly being employed by pharmaceutical companies to improve the success rate of late stage clinical programs, shorten development timelines, and permit efficient allocation of resources. As companies move from single trial pilots to broad implementation, the need for an underlying IT infrastructure to support this new process is required. This presentation will discuss the nature of this IT infrastructure and the steps required to achieve it.

Jerald S. Schindler, Dr.P.H., Vice President, Late Stage Clinical Development Statistics, Merck & Co.

DAY THREE: TUESDAY, OCTOBER 2, 2007

Keynote Session 3: Doubling IT Innovation Spending: Laying the Foundation for IT-Enabled Business Process, Supply Chain, and Service Innovation in the Pharmaceutical Industry

IT leaders within the Pharmaceutical Industry are struggling to meet two critical challenges: dramatically improve the efficiency of IT and use that efficiency to drive business innovation. Over the last few years, Pfizer has been putting in place the processes to dramatically reduce the costs of IT support and maintenance, through the global rationalization of all IT applications, information sources, and the processes which use them. By significantly reducing the cost of IT support and maintenance through global rationalization, Pfizer will be able to use those savings to double the investment available for IT-enabled business process, supply chain, and service innovation across the enterprise. The session will focus on the key steps and lessons that Pfizer has taken to overcome these challenges by focusing in the implementation of an IT/Business Governance Model, IT Portfolio Management Process and a Common IT Architecture and Services Model for supporting Pfizer's Worldwide Business Development activities.

Chris Asakiewicz, Ph.D., Affiliate Professor of Information Management, Stevens Institute of Technology, Wesley J. Howe School of Technology Management; former Vice President, Global Business Technology, Pfizer Global Pharmaceutical Division

Keynote Session 4: Lessons Learned: Challenges Faced in Sharing Information Across the Organization (Panel)

Marc Wine, MHA, Health Systems Analyst; Adjunct Professor, Health Services Management and Leadership Department, The George Washington University

Donald T. Mon, Ph.D., Vice President, Practice Leadership, American Health Information Management Association (AHIMA)

Mitchell Weisberg, Senior Principal, Hewlett Packard

PRE-CONFERENCE WORKSHOP*

DAY ONE: SUNDAY, SEPTEMBER 30, 2007

12:00-12:30pm **Registration**

12:30-4:00 **Bridging Business and IT to Implement Performance Metrics**

Many Pharmaceutical and Biotechnology companies use an abundance of metrics, scorecards and dashboards to manage their business. But in many cases, these scorecards and dashboards use metrics that are not standardized across the organization – they exist as disparate metrics, compiled manually or on systems that are not integrated. This results in higher reporting costs, and makes it challenging for management to gain insight into multiple groups and divisions of the business with a consistent framework. To respond to these challenges or when developing new metrics, it is vital to engage both the business and IS. A key element to establishing standard metrics across the enterprise is implementing a well defined, consistently executed performance management methodology. This methodology must incorporate and engage the business and IT organizations in a coordinated effort to translate business performance requirements into metrics that are implemented with data and business rules. Clearly defined, standard metrics, anchored to reliable data is a critical success factor for business performance management.

This presentation will provide a case study from Amgen, a leading biotechnology company, to describe how they employed best practices for developing and implementing a common performance metric methodology across the organization. The methodology prescribes both business and technical activities to produce metrics that are aligned with strategy, leading measures of outcome, and drivers of decisions or action. The methodology provides a roadmap and repeatable, standard approach for the pharmaceutical organizations. Participants from both business and IT are encouraged to attend.

Mitchell Weisberg, Senior Principal, Hewlett Packard
Paul King, Senior Business Analyst, Amgen Corporation

***Separate Registration Required**

ABOUT OUR SPONSORS

GenomeQuest

GenomeQuest, Inc. is a leader in biological sequence search, content and analysis. With GenomeQuest's web-based data management system, researchers, scientists or IP professionals can search, filter, report and share detailed findings from dozens of private and public biological sequence and patent databases, in a matter of minutes.

Hewlett-Packard Information Management Practice

HP's Information Management practice was formed with the acquisition of Knightsbridge Solutions in 2006. Knightsbridge, a highly respected business intelligence consultancy, specializes in information quality, data integration, data warehousing, and information delivery services. Together, HP and Knightsbridge offer the most comprehensive business intelligence solutions for Global 2000 clients.

Tessella

Tessella specializes in the application of innovative software solutions to scientific, technical and engineering problems, with a heavy emphasis on the needs of the pharmaceutical industry. Our services cover software design and development, IT consultancy, infrastructure support and project management. We are vendor independent and always offer the solution that is best for our clients.

DAY TWO: MONDAY, OCTOBER 1, 2007

7:30am **Registration and Morning Coffee**

8:30 **Chairperson's Opening Remarks**

8:45 **Keynote Session 1: Bridging Diagnostics Technologies with Pharma and Biotech** *(see page 2 for details)*

Tim Jaeger, Ph.D., M.B.A., Head of Medical and Scientific Affairs, Diagnostics Division, F Hoffmann La Roche AG

TRACK 1: BRIDGING DISCOVERY/DEVELOPMENT AND IT

9:30 **Developing of Enabling Informatics Technology in Support of the Development of Drug Candidates**

When implementing the strategy for the development of a biological candidate one needs to consider the regulatory environment and the molecular complexity of the drug candidate. To meet the changing product development requirements, various strategies were implemented for the development of analytical technology as well as informatics technology for supporting the development cycle. The various analytical technologies that have been implemented have lead to a higher throughput such that the bottle neck has switched from sample management to data management. As the throughput increased within the laboratory, there needs to be a marriage between the analytical technology and the informational technology. The lab of the future will need to develop informatics systems that integrate the information supplied from a materials management system, a laboratory information management system, an electronic laboratory notebook system, a data archival system and a data documentation system. In this presentation will discuss how higher sample throughput has lead to the integration of various analytical and informatics solutions.

Julie Hughes, Global Biologics Business IT Lead, Pfizer Global Research & Development

10:15 **Networking Coffee Break & Exhibit Viewing**

11:00 **Making the Most of Limited Resources: Creation of a Merck-wide Biologics Database**

Cell lines, cDNA clones, and antibodies are critical assets in target discovery and assay development. Scientists may spend precious resources either licensing or isolating and optimizing a critical biological reagent, only to find later that it existed elsewhere within the company. Yet despite their importance, until recently there were no tools available for scientists to quickly find what biological reagents were available within Merck. BioStore, an internally designed web application, has been built in phases to allow for management and registration of these reagents. This application has also been linked to a corporate search engine to enable one-stop shopping. This session will highlight the following areas:

- Business drivers for a Biological Materials Database
- Funding models for IT development
- Application interface challenges
- Ownership and Governance
- Corporate Culture considerations

Lori Harmon, Manager, Drug Discovery Project Support/MRL IT, Merck & Co., Inc.

Vic Uebele, Ph.D., Research Fellow, West Point Sleep & Schizophrenia, Merck & Co., Inc.

TRACK 2: BRIDGING CLINICAL AND IT

9:30 **Developing a Knowledge Discovery Platform for Collaborative Research in Gastric Cancer**

The Gastric Cancer Knowledge Management System (GCKMS) was a joint project between the Singapore General Hospital, National Cancer Centre and Nanyang Polytechnic. The objective of this project was to aggregate clinical, diagnostic and experimental data into a common data pool for Gastric Cancer. The comprehensive representation of Gastric cancer will provide for data mining and predictive modeling opportunities. The session will focus on the following:

- Motivations for the development of this knowledge management system
- The technical design of the database system deployed
- Privacy and confidentiality issues and concerns of patients recruited into the research projects
- Challenges faced in aggregating data from various clinical and experimental sources

Dr. Alvin Eng, MBBS, Registrar, Department of General Surgery, Singapore General Hospital

Adrian Png, MTech, Project Specialist, Bioinformatics Group, Nanyang Polytechnic

11:00 **Biomedical Imaging in Clinical and Discovery Medicine**

Goutham Edula, Ph.D., Business Lead, Clinical Imaging Informatics, AstraZeneca

SPONSORSHIP AND EXHIBIT INFORMATION

Your company has a unique opportunity to influence a key gathering of life science executives – high-level directors, managers, VP's, and CIO's from major pharmaceutical and biotech organizations – who will come together at Bridging Pharma and IT, produced as part of CHI's Pharmaceutical Strategy Series.

Brand your company as a thought leader on how to effectively bridge the gap between scientists and the IT community by participating as an active Sponsor. Presenting your solutions or services directly to our top-tier delegates can significantly impact their buying decisions and help you achieve your sales and business development objectives.

Presentation opportunities include embedded agenda presentations, Breakfast and Luncheon Workshops, or, you may pre-select and gain access to your the highest level prospects through an Invitation-only VIP function (limited availability).

CHI will support your Sponsorship and brand your company with strong marketing programs before, during and after the event. The earlier you secure your Sponsorship, the more opportunity for exposure.

To discuss your company's objectives and to explore ways to participate, please contact Arnie Wolfson, Manager of Business Development at 781-972-5431 or awolfson@healthtech.com

11:45 Advancing Upload and Storage of Assay Data

The structure of data produced by experiments in Pharmaceutical R&D are typically influenced by the assay protocol definitions, where a protocol is an agreement on how a particular assay needs to be run. The diversity of biological protocols leads to a proliferation of data structures, most of which differ only in non-essential ways. At Johnson & Johnson PRD, we have been very successful in data persistence by implementing a universal framework of the experimental method. That is, an experimental method defines a complete set of parameters, their behaviors and the interrelations between them. Such an approach enables the isolation of the experimental method as a core component in data registration and persistence applications. A protocol then simply subscribes to one or more experimental methods. This approach accentuates the fact that while protocols number in the thousands, the experimental methods number in the tens. As a part of the Advanced Biological and Chemical Discovery (ABCD) platform that provides a unified and flexible set of advanced tools to the scientists at J&J PRD, we have successfully released a data registration system that implements the experimental method as a universal concept.

Simson Alex, Ph.D., Informatics Developer, Johnson & Johnson Pharmaceutical Research & Development LLC

Victor Lobanov, Ph.D., Principal Scientist, Johnson & Johnson Pharmaceutical Research and Development, LLC

11:45 IT Support for the Clinical Use of Genetics and Genomics – Could the Infrastructure in Place Today Be Strengthened through Collaborations with Pharma IT Departments?

Increasing use of genetic and genomic testing has the potential to dramatically improve the care of patients but will also put new stresses on the healthcare system. As a growing number of genetic variants are identified in patients, it will be increasingly difficult for physicians to track the implications of all of these variants. Healthcare IT systems can help address this issue but only if they have access to structured databases associating genetic variants with useful clinical facts. Pharmaceutical companies could be helpful in establishing the infrastructure needed to provide healthcare providers access to this knowledge. Furthermore, challenges in supporting laboratory processes and breaking data silos are common to both the pharmaceutical and healthcare/clinical research environment. This also represents a ripe area for collaboration.

- A walkthrough of the IT infrastructure that is in place within the Harvard Medical School – Partners HealthCare Center for Genetics and Genomics to support laboratory operations and the reporting of genetic variants
- An explanation of how this infrastructure integrates with the Partners HealthCare Electronic Medicine Record and how genetic awareness and clinical decision support is being implemented in this environment
- A discussion of how we would like to expand this infrastructure to further advance genetic and genomic based personalized medicine and how we believe Pharma may be able to help

Samuel (Sandy) Aronson, Director of IT, Harvard Partners Center for Genetics and Genomics (HPCGG)

Heidi Rehm, Ph.D., Geneticist, Harvard Partners Center for Genetics and Genomics (HPCGG)

12:30pm Luncheon Workshop *(Sponsorship Available)* or Lunch on Your Own

2:00 An Integrated Desktop Computing Environment for Chemists

Increased use of *in silico* calculated molecular properties, pharmacophore and QSAR models, and structure-based drug design calculations to assist the drug discovery effort has resulted in heavy demand being placed on computational chemists to deliver modeling results. To address this demand, we have implemented a system to place many such tools normally accessible via 'expert' software packages on Unix or Linux machines directly in the hands of medicinal chemists and biologists. The system is underpinned by the Computational Chemistry Toolbox, a set of commonly used routines accessible in a central server area by many desktop applications.

- The high-level architecture of the system will be described
- Application uses for reagent selection, property calculations, docking and scoring, and pharmacophore modeling calculations will be shown
- Placing easy to use tools directly on the chemist's desktop machines via java-based front ends takes the load off the computational chemist to do database searches and computational chemistry calculations
- Ready access to computational chemistry tools facilitates a 'design culture' in the discovery of new medicines

Daniel Ortwine, Research Fellow, Chemistry Technologies, Pfizer, Inc.

Robert Goulet, Ph.D., Senior Principal Scientist, Pfizer, Inc.

2:00 Are We Playing Dice With Informatics Projects?

All too often research management launches new Informatics initiatives without the planning and support necessary to ensure success. Projects teams are often hastily assembled with lofty but ill-conceived goals. Requirements for large projects defined in 2-3 pages of bullet points become the target for the project, but these do not begin to convey the changes in workflow that the researchers will need to undergo. When informatics projects are successful, it is because management and project teams make the right investment. Researchers and management are involved at all stages along the way to ensure that the organization is ready to integrate new informatics systems into the fabric of the research process. Examples will be presented from a clinical process assessment project and a clinical LIMS implementation project. Discussion of these projects will highlight the collaboration of business functional groups and IT to resolve the systems and process related issues, such as organizational methodology, and systems changes needed to support the business.

Haishan Jang, Ph.D., Director, Scientific Systems & Process Management, Clinical Pharmacology & Experimental Medicine, Centocor R&D, Inc.

Rob Studt, Functional Area Lead for Clinical, Centocor R&D, Inc.

Bob O'Hara, Associate, Centocor R&D, Inc.

2:45 Building a Seamless Service - Implementing an SOA-Based Global Compound Sourcing Tool for Chemists

Mike Rippin, Ph.D., Director, Operations, Tessella, Inc.
Customer Co-Presenter TBD

2:45 Technology Highlights

Better appreciate the interplay of the research and technology drivers impacting pharmaceutical and biotechnology companies, and learn to apply them productively within your own organizations. Find out more about these solutions and capabilities to help you tackle your daily challenges.

3:30 Networking Refreshment Break & Exhibit Viewing

4:00 Keynote 2: Creating the IT Infrastructure to Enable Adaptive Clinical Development *(see page 2 for details)*

Jerald S. Schindler, Dr.P.H., Vice President, Late Stage Clinical Development Statistics, Merck & Co.

4:45 Interactive Roundtable Discussions & Report Outs

Each concurrent roundtable will be limited to twelve (12) participants and a facilitator. A leader from each roundtable will be chosen to present a short summary of the group discussions. A moderator will then open a discussion amongst all attendees addressing the most critical questions facing the industry.

5:45 Networking Reception in the Exhibit Hall

7:00 End of Day Two

DAY THREE: TUESDAY, OCTOBER 2, 2007

8:00 am **Morning Coffee**

8:30 **Chairperson's Opening Remarks**

8:45 **Keynote Session 3: Doubling IT Innovation Spending: Laying the Foundation for IT-Enabled Business Process, Supply Chain, and Service Innovation in the Pharmaceutical Industry** (see page 2 for details)

Chris Asakiewicz, Ph.D., Affiliate Professor of Information Management, Stevens Institute of Technology, Wesley J. Howe School of Technology Management; former Vice President, Global Business Technology, Pfizer Global Pharmaceutical Division

9:45 **Networking Coffee Break & Exhibit Viewing**

TRACK 1: BRIDGING DISCOVERY/DEVELOPMENT AND IT

10:45 **One Company ~ 2 Worlds: Bridging Discovery and Development Information**

A case study will be presented of how data and information was disseminated from development into discovery and the processes involved in bridging the two worlds so that the portfolio became transparent from idea through market. Two completely software systems housed the data with no clear way to bridge the two worlds. Necessity forced the team involved to find ways to merge the two in order to be able to report out on both Discovery and Development projects.

Peter F. Thadeio, Research Porfolio Analyst, Pfizer Global R&D Groton Labs

11:30 **Technology Highlights**

Better appreciate the interplay of the research and technology drivers impacting pharmaceutical and biotechnology companies, and learn to apply them productively within your own organizations. Find out more about these solutions and capabilities to help you tackle your daily challenges.

12:15 **Using Biological Sequence Search to Validate Research Decisions**

Kamalakar Gulukota, Ph.D., Senior Director, Content Development, GenomeQuest

TRACK 2: BRIDGING CLINICAL AND IT

10:45 **Technology Highlights**

Better appreciate the interplay of the research and technology drivers impacting pharmaceutical and biotechnology companies, and learn to apply them productively within your own organizations. Find out more about these solutions and capabilities to help you tackle your daily challenges.

11:30 **Practical Applications of Modeling and Simulation in Clinical Studies**

Recent years have seen a large increase in the application of modeling and simulation techniques in various areas of drug R&D. This talk will focus on clinical applications of Modeling and Simulating methods, as well as, Biopharmaceutics Classification System (BCS) in an attempt to powering the rational design of clinical studies and achieving more predictable systemic exposure of various active ingredients. The presentation includes brief introduction of strategies and logistics of modeling and simulation, constructing a tailor-made model for the right purpose, and highlights of a few examples.

Dongzhou J. Liu, Ph.D., M.S., M.B.A., Principal Investigator, FRI New York

12:30 **Networking Luncheon & Exhibit Viewing**

1:45 **Application of Translational Informatics in Tailored Therapeutics**

Susie Stephens, Ph.D., Research Scientist, Eli Lilly & Company

1:45 **Technology Highlights**

Better appreciate the interplay of the research and technology drivers impacting pharmaceutical and biotechnology companies, and learn to apply them productively within your own organizations. Find out more about these solutions and capabilities to help you tackle your daily challenges.

2:30 **Technology Highlights**

Better appreciate the interplay of the research and technology drivers impacting pharmaceutical and biotechnology companies, and learn to apply them productively within your own organizations. Find out more about these solutions and capabilities to help you tackle your daily challenges.

2:30 **Technology Highlights**

Better appreciate the interplay of the research and technology drivers impacting pharmaceutical and biotechnology companies, and learn to apply them productively within your own organizations. Find out more about these solutions and capabilities to help you tackle your daily challenges.

3:15 **Keynote Session 4: Lessons Learned: Challenges Faced in Sharing Information Across the Organization (Panel)**

Marc Wine, MHA, Health Systems Analyst; Adjunct Professor, Health Services Management and Leadership Department, The George Washington University
Donald T. Mon, Ph.D., Vice President, Practice Leadership, American Health Information Management Association (AHIMA)
Mitchell Weisberg, Senior Principal, Hewlett Packard

4:00 **Wrap-Up/Take-Aways & Close of Conference**

Pairing Discount 50% off 2nd team member registration

Paired Team from Same Company = 1 science enduser + IT counterpart. Take advantage of this special pairing discount that offers an enduser and IT team to attend from the same company! This discount mirrors the unique format of this conference that will feature case study examples of successful cross-domain partnerships. Teams already in a partnership or wishing to form a partnership will gain valuable information, tools, techniques, and best practices to form or continue their cross-domain partnership in effective ways.

CHI's 3rd Annual

Part of: Pharmaceutical Strategy Series

Bridging Pharma and IT

Leveraging Information Technology to Improve Productivity

September 30 - October 2, 2007 • Hyatt Harborside Hotel • Boston, MA

Conference & Hotel Venue:

Hyatt Harborside Hotel
101 Harborside Drive
Boston, MA 02128
Tel: 617-568-1234
Fax: 617-567-8856
Discounted Room Rate: $199 s/d
Discount Hotel Room Cutoff:
September 10, 2007

To book your hotel accomodations online, go to our website www.healthtech.com/2007/bpi/travel.asp. You may also call the hotel directly to make your arrangements. Identify yourself as a Cambridge Healthtech Institute conference attendee to receive the reduced room rate. Reservations made after the cut-off date or after the group room block has been filled (whichever comes first) will be accepted on a space-and-rate-availability basis. Rooms are limited, so please book early.

Travel Information:

Flight Discounts:
Discounted fares are available on United, United Express, United code share flights (UA*) operated by US Airways, and US Airways Express. You can receive up to a 15% discount if you or your travel agent calls United's toll-free number 1-800-521-4041. Reference the Meeting ID Number 579YS.

Car Rental Information:

Special discount rentals have been established with AVIS for this conference. Please call AVIS directly at 800-331-1600 and you must reference your Avis Worldwide Discount (AWD) Number J868190.

TO REGISTER: WEB: www.BridgingPHARMAandIT.com • PHONE: 781-972-5400 or toll-free in the U.S. 888-999-6288 **• FAX:** 781-972-5425 **• MAIL:** 250 First Avenue, Suite 300, Needham, MA 02494

YES! Register me for BRIDGING PHARMA AND IT **776 F**

1. Registration Information

❒ Mr. ❒ Ms. ❒ Mrs. ❒ Dr. ❒ Prof.

Name

Job Title Div./Dept.

Company

Address City/State/Postal Code

Country Telephone

Would you like to receive event updates via fax? ❒ Yes ❒ No Fax

Email*

**Email is not a mandatory field. However, by excluding your email you will not receive notification about online access to pre-conference presenter materials, conference updates and networking opportunities.*

2. Pricing Information

	Commercial	Academic & Government
Pre-Conference Workshop	❒ $695	❒ $325
Conference Only		
Early Deadline: July 13, 2007	❒ $1,595	❒ $795
Advance Deadline August 24, 2007	❒ $1,795	❒ $895
After August 24, 2007	❒ $1,995	❒ $995

Which track will you most likely attend (check one)

❒ Bridging Discovery/Development IT ❒ Bridging Clinical and IT

❒ I cannot attend but would like to purchase the conference CD for $500 (plus shipping). Massachusetts delivery will include 5% sales tax.

3. Payment Information

❒ Enclosed is a check or money order payable to Cambridge Healthtech Institute, drawn on a U.S. bank, in U.S. currency.

❒ Invoice me, but reserve my space with credit card information listed below.
Invoices unpaid two weeks prior to conference will be billed to credit card at full registration rate. Invoices must be paid in full and checks received by the deadline date to retain registration discount. If you plan to register on site, please check with CHI beforehand for space availability.

❒ Please charge: ❒ Amex (15 digits) ❒ Visa (13-16 digits) ❒ MasterCard (16 digits) ❒ Diners Club (14 digits)

Card # Exp. Date

Cardholder

Signature

Cardholder's Address (if different from above)

City/State/Postal Code Country

Please refer to the Keycode below:

PAIRING DISCOUNT:

50% off 2nd team member registration
Paired Team from Same Company = 1 science enduser + IT counterpart
(Must submit completed registration forms together for discount to apply. Please reproduce the registration form as needed.)

INSIGHT PHARMA REPORTS

A series of reports that evaluate the salient trends in pharmaceutical technology, business, and therapy markets. Keep abreast of the latest advances in pharmaceutical R&D, their potential applications and business impacts, and their current and future position in the marketplace. For a list of reports, visit InsightPharmaReports.com, or contact Rose LaRaia, rlaraia@healthtech.com, 781-972-5444

ADDITIONAL REGISTRATION DETAILS

Each registration includes all conference sessions, and exhibits, food functions, and a copy of the conference CD.

GROUP DISCOUNTS

Special rates are available for multiple attendees from the same organization. Contact David Cunningham at 781-972-5472 to discuss your options and take advantage of the savings.

HANDICAPPED EQUAL ACCESS

In accordance with the ADA, Cambridge Healthtech Institute is pleased to arrange special accommodations for attendees with special needs. All requests for such assistance must be submitted in writing to CHI at least 30 days prior to the start of the meeting.

SUBSTITUTION/CANCELLATION POLICY

In the event that you need to cancel a registration, you may:

- Transfer your registration to a colleague within your organization
- Credit your registration to another Cambridge Healthtech Institute program
- Request a refund minus a $100 processing fee per conference
- Request a refund minus the cost ($500) of ordering a copy of the CD

NOTE: Cancellations will only be accepted up to two weeks prior to the conference.

Program and speakers are subject to change.

Video and/or audio recording of any kind is prohibited onsite at all CHI events.

FAX OR MAIL YOUR REGISTRATION TO:

Cambridge Healthtech Institute
250 First Avenue, Suite 300, Needham, Massachusetts 02494
Phone: 781-972-5400 or toll-free in the U.S. 888-999-6288
Fax: 781-972-5425 E-mail: chi@healthtech.com