

OCT. 13-19
2006

Volume 25
Number 34

215-238-1450

philadelphia
.bizjournals.com

\$2

PHILADELPHIA BUSINESS JOURNAL

philadelphia.bizjournals.com | OCTOBER 13-19, 2006

Pharmaceutical research firm awarded patent for technology

TargetRx, which competes in the highly competitive business of pharmaceutical intelligence gathering, was awarded a patent for the way it collects and analyzes data.



LIFE SCIENCES

John
George

The Horsham company's patent, awarded last week, is titled "Method and System for Analyzing the Effectiveness of Marketing Strategies."

During the past six years, TargetRx has assembled a database of 200 million responses to questions collected from more than 70,000 physicians across the country. The company analyzes the data to provide recommendations designed to help pharmaceutical companies identify opportunities to grow market share and evaluate sales and marketing initiatives.

Michael J. Luby, president and CEO of TargetRx, said the patent covers the company's method for using its database to predict prescribing behavior and provide drug manufacturers with strategies for improving interactions with doctors.

In a previous interview, Luby noted how the company's research found urologists were turned off by a promotional campaign they found offensive. When the drug company altered its marketing approach

for the product, prescriptions increased.

Luby, a co-founder of TargetRx, spent 10 years working in marketing for **Merck**.

Targeting transplants

ViroPharma Inc. of Exton initiated the first of two phase-III clinical studies of Maribavir in transplant patients.

The study will evaluate Maribavir's effectiveness as an antiviral therapy to prevent CMV infections in patients following stem cell transplants. CMV is a member of the herpes virus group, which includes the viruses that cause chicken pox, mononucleosis, cold sores and genital herpes. Maribavir works by inhibiting viral DNA assembly in infected cells.

By age 40, 50 percent to 85 percent of all adults in the United States have a CMV infection, but in healthy adults it causes little to no apparent illness. In people with compromised immune systems, such as transplant patients, CMV can lead to serious disease or even death.

ViroPharma's study will involve about 80 transplant centers in the United States, Canada and several European countries. Phase-III clinical trials are typically the last step a company takes before seeking new drug approval from the **Food and Drug Administration**.

JOHN GEORGE can be reached at jgeorge@bizjournals.com or 215-238-5137.