Newsletter Instruction Sheet

Name of Print Publication: Pharmaceutical Technology

Name of Newsletter: PharmTech ePT

Mail Date: Thursday, March 12, 9 am EST time

From line: Rita Peters, Editorial Director, Pharmaceutical Technology

Subject Line: FDA Approves First Biosimilar; Should the Term "Key Opinion Leaders" be Replaced?

Billing Code: 06-003361-45-4300-EN0361

Name of Lyris List:

Mailing #1 – E-newsletter Opt-ins  
ECN Group: PHTE\* - ePharm Technology | Weekly (ePT)   
ECN Filter: Opt-ins  
Subject Line: FDA Approves First Biosimilar; Should the Term "Key Opinion Leaders" be Replaced?

Mailing #2 – Engaged Prospects (90-Day)  
ECN Group: PHTE\* - ePharm Technology | Weekly (ePT)  
ECN Filter: 90 day engaged prospects  
Subject Line: FDA Approves First Biosimilar; Should the Term "Key Opinion Leaders" be Replaced?

Mailing #3 – Advertisers  
ECN Group: PHTE\_Advertiser   
ECN Filter: None  
Subject Line: FDA Approves First Biosimilar; Should the Term "Key Opinion Leaders" be Replaced?

**Special Instructions:** Please create **2 separate Email on Acid campaigns** with the final approved HTML file before uploading into ECN:

1)      Opt-ins

2)      90 day engaged prospects

\*The Advertiser mailing does NOT need to include Email on Acid tracking.

Contact Person:

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Please ensure that the e-newsletter proof is sent to *all* of the following:

Editorial content:

* Susan Haigney
* Rita Peters
* Ashley Roberts

Ads/sales:

* Mike Tracey
* Joanne Capone
* Paul Milazzo
* Irene Onesto
* Tod McCloskey
* Thomas Rowe

Top TOC (appears at the top on the right-hand side of the template).

News

URL: <http://www.pharmtech.com/taxonomy/term/3261>

Current Issue

URL: <http://www.pharmtech.com/pharmaceutical-technology-12-02-2014>

Webcasts

URL: <http://www.pharmtech.com/pharmtech-webcasts>

Events

URL: <http://www.pharmtech.com/autolist/23/more>

About Us

URL: <http://www.pharmtech.com/about-pharmtech>

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Newsletter content (middle section of newsletter)

**Featured Content**Story 1: Labeling of Biosimilars

Summary: EMA is under pressure to exert even tighter standards on biosimilars being marketed in Europe.

URL: <http://www.pharmtech.com/labeling-biosimilars&topic=328,368,402&cid=PHTE>

Story 2: Gauging the CMO Biosimilar Opportunity

Summary: Market forces may limit the success of CMOs.

URL: <http://www.pharmtech.com/gauging-cmo-biosimilar-opportunity-0&topic=328,331,346&cid=PHTE>

Story 3: Finding Opportunities in Brazil

Summary: Changes in the country’s political landscape may affect the pharmaceutical industry market in the future.

URL: <http://www.pharmtech.com/finding-opportunities-brazil-0&topic=407,418&cid=PHTE>

Story 4: The New 2014 IPEC Significant Change Guide

Summary: This article gives an overview of the concept and contents of the revised guidance and outlines how it has changed from the previous version.

URL: <http://www.pharmtech.com/new-2014-ipec-significant-change-guide&topic=402&cid=PHTE>

**Top Stories**

Story 5: FDA Approves First Biosimilar

Summary: In a landmark decision, FDA approved Zarxio, making it the first biosimilar product in the United States.

URL: <http://www.pharmtech.com/fda-approves-first-biosimilar-0&topic=402,328,367,418,329&cid=PHTE>

Story 6: Should the Term "Key Opinion Leaders" be Replaced?

Summary: Survey reveals pharmaceutical and medical attitudes towards “KOL” terminology.

URL: <http://www.pharmtech.com/should-term-key-opinion-leaders-be-replaced&topic=418&cid=PHTE>

**Industry News**

Story 7: FDA Approves Astellas’ Anti-Fungal Drug

Summary: Astellas Pharma announced that it received FDA approval for its treatment of fatal invasive fungal infections in patients with blood cancers.

<URL:http://www.pharmtech.com/fda-approves-astellas-anti-fungal-drug&topic=367,402&cid=PHTE>

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Story 8: Mallinckrodt Accents Critical Care With Ikaria Acquisition

Summary: Mallinckrodt Pharmaceuticals has bought Ikaria, a privately-held critical care company, for $2.3 billion.

URL: <http://www.pharmtech.com/mallinckrodt-accents-critical-care-ikaria-acquistion&topic=415,227&cid=PHTE>

Story 9: AbbVie to Acquire Pharmacyclics for $21 billion

Summary: AbbVie’s acquisition of Pharmacyclics establishes the combined company as an emerging leader in hematological oncology.

URL: <http://www.pharmtech.com/abbvie-acquire-pharmacyclics-21-billion&topic=415,227&cid=PHTE>

Story 10: Baxter Builds Immunology Portfolio by Acquiring Autoimmune Specialist

Summary: Baxter has bought SuppreMol, a German biopharmaceutical company that focuses on autoimmune treatments, for €200 million ($225 million USD).

URL: <http://www.pharmtech.com/baxter-builds-immunology-portfolio-acquiring-autoimmune-specialist&topic=415,227&cid=PHTE>

Story 11: WHO Launches Ebola Vaccine Efficacy Trial

Summary: The agency will employ a ring vaccination method similar to the one used to eradicate smallpox.

URL: <http://www.pharmtech.com/who-launch-ebola-vaccine-efficacy-trial-march-7&topic=418,329,402&cid=PHTE>

Story 12: BASF Shores Up Specialty Amines Supply

Summary: BASF is expanding its Verbund site in Ludwigshafen to include production capacity for about 20 specialty amines.

URL: <http://www.pharmtech.com/basf-shores-specialty-amines-supply&topic=316,329&cid=PHTE>

Story 13: Patheon Acquires IRIX Pharmaceuticals

Summary: Patheon cites expanded API services with acquisition of IRIX Pharmaceuticals.

URL: <http://www.pharmtech.com/patheon-acquires-irix-pharmaceuticals-0&topic=415,300&cid=PHTE>

**Webcasts**

**Fundamentals of Spray-Dried Dispersion Technology**  
March 19, 2015 at 11AM ET  
<https://event.on24.com/eventRegistration/EventLobbyServlet?target=registration.jsp&eventid=942268&sessionid=1&key=8E557BB4C3871EFC822E83F295C1E75B&sourcepage=register>

Sponsored by Bend Research

**Applying Water Activity to Pharmaceutical Technology**March 25, 2015 at 11AM ET  
[**https://event.on24.com/eventRegistration/EventLobbyServlet?target=registration.jsp&eventid=937622&sessionid=1&key=BA24D4CDBD8D8192437722418E1E0C3F&sourcepage=register**](https://event.on24.com/eventRegistration/EventLobbyServlet?target=registration.jsp&eventid=937622&sessionid=1&key=BA24D4CDBD8D8192437722418E1E0C3F&sourcepage=register)Sponsored by Decagon Devices

More Webcasts

<http://www.pharmtech.com/pharmtech-webcasts>

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**Events** (left side of template, below Webcasts)http://www.pharmtech.com/pharmtech/sitewide/images/clear_dot.gif

INTERPHEX 2015

<http://www.pharmtech.com/interphex-2015-0>

April 21-23, 2015

New York, NY USA

RDD Europe 2015

<http://www.pharmtech.com/rdd-europe-2015>

May 5-8, 2015

Antibes, France

More Events

<http://www.pharmtech.com/autolist/23/more>

Reference Library House ad

Use “Outsourcing” ad.

***Pharmaceutical Technology Outsourcing Guide****Pharmaceutical Technology Outsourcing Guide* provides details behind recent partnerships, strategies for selecting an appropriate CDMO/CMO, and quality by design factors for outsourced operations. [... Click here](http://www.industrymatter.com/PharmaceuticalTechnologyOutsourcing.aspx)

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