

MEDICAL IMI PRESENTS ...

Products,
Services
and Media
Information
2010

Communication with
ATTITUDE!

IN THIS ISSUE

Medicore
Medicore (e-journal)
Medicore Dispatches
Irish Drug Reference (IDR)
Oncology & Haematology Review
Dot med e journals

Leading the field in print and digital communication

Permission marketing - the strongest tool
Key conference reporting - straight to Doctors' desktops
Electronic Media that works and reports back to you!



“The key to our success lies with continually developing ways of communicating pivotal information from clinical trials and having a network of medical writers attending conferences worldwide”

THE TEAM



Peter Mas-Mollinedo
MBA, MPSI, MRPharmS

Managing Director IMI

Peter publishes a number of healthcare journals in Ireland and the UK. His unique experience as both a pharmacist and pharmaceutical marketing manager provides an excellent platform for developing and delivering projects to the pharmaceutical industry.

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m: +353 (0)872 46 4977
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Bruce Sylvester
Consultant Editor

From his homes near Vienna and Atlanta, Bruce Sylvester covers major medical conferences in Europe and the United States. Along with IMI, he reports for Doctors Guide, Internal Medicine World Report and other medical news publications. He is a graduate of the University of California at Berkeley and Yale University and has been a freelance writer for 25 years.

e: brucesyl@hotmail.com



Ed Susman
Consultant Editor

Ed Susman is based in West Palm Beach, Florida. He works as a freelance medical reporter for a number of national and regional newspapers and many specialist medical journals. He is also a reporter for Doctors Guide on the Internet and other magazines and websites.

e: edwardsusman@cs.com



Lorraine Carolan
Production Controller

Lorraine has spent many years running an office for a Primary Care team in Ireland and developed her publishing skills working in a press office for the Association of Chief Police Officers.

e: lorraine@medicalimi.com



Annette Tuffs

Dr. Annette Tuffs is a freelance journalist based in Heidelberg, Germany. She studied medicine at the German universities of Giessen, Wuerzburg and Bonn and at Cambridge University, UK. As a medical journalist, she has been contributing to various magazines and newspapers and has worked as a correspondent from Germany for *The Lancet*. Annette also writes regularly for the *British Medical Journal*.



Maria Dalby

Maria Hansson gained her MSc in Pharmaceutics from Uppsala University, Sweden. She then worked for AstraZeneca in a variety of medical information and marketing roles. Maria began her medical writing career in 1999 and has since gained experience writing in many therapy areas as well as having experience of writing content for peer-reviewed publications, medical websites and clinical research documents.

Regular editorial contributors: Marybeth Burke, Maria Dalby, Steve Devrell, Dr Julie Eastgate, Gary Finnegan, Bruce Sylvester, Ed Susman, Dr Annette Tuffs, Dr Sunil Upadhyay



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IMI publish a number of medical journals and electronic journals. For more information visit www.medicalimi.com
IMI and ICR-UK are affiliate members of the ABPI ISSN: 1753-464X **Designed by** JAM Design 01483 426017

PORTFOLIO

Irish Medical Information portfolio of print and electronic communication products include:

medicore

Medicore is IMI's print journal that is sent out bi-monthly to nearly 6,000 healthcare professionals in both the primary and secondary care sectors and to those with an influence on prescribing. **Medicore** specialises in highlights from major medical conferences. See page 4 for circulation details and rate card.

dot med e-journals

Our **'dot med'** series of electronic publications is available in a number of therapy areas. IMI has over 3,500 requests to send clinical information straight to email addresses in this format. See pages 14 & 15 for more information.

medicore -journal

In 2010 **Medicore e-journal** will also be circulated by email to over 3,500 doctors who have specifically requested the journal in an electronic format. Using the same e-platform as our E-Journals, robust readership and circulation data can be collated and provided for clients. Banner advertising is available on this new media. Rates are very competitive and will allow for true value for money and return on investment decisions to be made. See page 5 for circulation details and rate card.

medicore DISPATCHES e-journal

Medicore Dispatches is a one-off electronic newsletter sent as an email to a targeted audience in primary and secondary care that includes an article or information relevant to the sponsor's brand. It usually takes the form of reporting from a specific conference in a chosen therapy area. See page 8 for more information.

Medical CPD.com

MedicalCPD® offers an educational service for doctors and healthcare professionals that links national and international medical conference highlights to the professional accreditation requirements. As well as hosting your CME/CPD modules, we can create modules tailored to your needs and budget. See page 13 for more information.

IDR IRISH DRUG REFERENCE

Irish Drug Reference (IDR) continues to grow from strength to strength. Three district hospitals have reviewed **IDR** through their Drug and Therapeutic Committees and now use **IDR** as their preferred drug reference. In 2010 there will be new guidelines and algorithms published as well as an online version toward the summer of 2010. See page 10 & 11 for more information.

O&H review

Oncology & Haematology Review (O&HR) continues to be the premier Irish publication in its field. Circulated to over 5,000 doctors in Ireland, **O&HR** presents key conference data and the latest developments from local and international meetings. Concentrating on ground breaking clinical evidence as well as capturing local Irish research. **O&HR** is published 4 times a year. See page 9 for more information.

Irish Medical Information is also working in partnership with:

IN SITU PRODUCTIONS

In Situ Productions offers high quality video streaming and interactive webinar tools to the pharmaceutical industry. Single or multi-camera live webcasts present to an audience of hundreds or even thousands of delegates, live online without the cost and logistical hurdles associated with hosting a physical meeting of that size. See page 12 for more information.

medicore

MEDICAL CONFERENCE REVIEW

Medicore is IMI's print journal that provides doctors with up-to-date clinical and therapeutic information emerging from current national and international conferences. It also allows product benefits to be displayed in the arena of current evidence and thinking. **Medicore** is reaching nearly 6,000 practitioners per issue. Our guaranteed primary care circulation includes those professionals with a key influence on prescribing. We encourage doctors to request every issue of **Medicore** and we have so far achieved over 3,500 Requesters with this initiative. Our secondary care audience is chosen by the editorial and advertising content in each issue. This ensures that there will be no wastage of your budget and your sales message is being sent to the very doctors you want to reach. Throughout the year, over 6,000 healthcare professionals will receive **Medicore**.

Editorial

Guest editors and key opinion leaders will give their view on the latest advances.

Clinical Articles

We review disease and therapy areas bringing together the latest clinical evidence in treatment and diagnosis. This is an opportunity to demonstrate advances over established products. This platform would be ideal for new products at launch or new indications and show how they may affect current medical practice. This may include cost benefit analysis, investigator experience and case studies.

Conference Reviews

A review of the whole conference or individual satellite symposia can be presented. Clinicians and opinion leaders are invited to comment on the conclusion in light of current medical practice. Both primary and secondary care implications are taken into account.

FDA Highlights

News from the USA on emerging uses of FDA approved drugs. This section will include data on new drugs from early development to launch as well as new indications for existing drugs.

EMEA Highlights

Emerging uses of EMEA-approved drugs.

Journal Reviews

A review of some material from the Big FOUR clinical journals, *JAMA*, *NEJM*, *BMJ* and *The Lancet*.

Diary of Events

Our comprehensive list of conferences that we plan to cover in the forthcoming year allows you to plan your advertising and editorial campaigns. See pages 6 and 7 for listing.

MEDICORE CIRCULATION 2010

Circulation Breakdown

GPs	2,520
Consultants	1,972
Hospitals	830
Others	630

Circulation Total **5,952**

Ad sizes & rates

Size & dimensions	Trim size (HxW)	Type area (HxW)	Rate per insertion
DPS	297x420mm	265x400mm	€ 2515.00
F/P	297x210mm	265x190mm	€ 1420.00
PI strip (1/3 page)		265x60mm	€ 300.00
1/2 Page landscape		130x190mm	€ 1195.00
1/2 Page portrait		265x93mm	€ 1195.00
Mini page		165x120mm	€ 800.00
1/4 Page		130x93mm	€ 800.00
1/3 page landscape		85x190mm	€ 575.00
1/3 page portrait		265x60mm	€ 575.00

Advertising production enquires Please contact:

Lorraine on: **045 883 387** or email **lorraine@medicalimi.com**

Advertising copy dates

ISSUE	PUBLICATION DATE	Ad BOOKINGS BY	Ad COPY DATE
Jan/Feb 10	13th Feb 10	31st Dec 09	22nd Jan 10
March/April	9th April	10th March	19th March
May/June	11th June	14th May	21st May
July/August	9th August	16th July	23rd July
Sept/Oct	15th Oct	17th Sept	24th Sept
Nov/Dec	10th Dec	12th Nov	19th Nov

Subscription data: **Medicore** is sent out on a controlled circulation and is free of charge to primary and secondary care doctors. Annual subscription rate is € 180 per annum to others.

Medicore is published 6 times a year as bi-monthly issues. Publication is the last Friday of the 1st month of cover date.



- Irish Medical Information has been collecting email subscriptions from doctors since 2006. Most of these emails have been collected through an invitation in our print publication **Medicore**. Doctors are invited to sign up and receive therapy specific material and also to receive our print publication **Medicore** in a digital format. Results to date show that 3,500 doctors have requested one of our publications or information in a specific therapy area have requested **Medicore** in its digital format.
- From 3,500 email addresses from doctors and healthcare workers in primary and secondary care, the time was right to develop **Medicore** as an e-journal in its own right. As well as requesting information for existing e-journals, doctors have requested, through the print version of **Medicore**, information from other therapy areas.
- Medicore** is hosted on a unique platform that provides the reader with easy-to-access medical and clinical information delivered to their chosen email account.
- Supporters of **Medicore e-journal** will benefit from a reporting system that gives information about the top 10 articles that are being read and how much time is spent within the journal. This is an invaluable tool in assessing return on investment.
- Support for **Medicore e-journal** is in the form of banner advertising that can be taken as the premium position on the front cover and all other article click-throughs or specific to clinical articles within the e-journal. Links to prescribing information can be implemented.
- Each edition will have links to the existing 'dot med' e-journals listed above. **Medicore e-journal** will act to further increase the recruitment and readership of existing 'dot med' e-journals.
- Medicore e-journal** has been an excellent platform for promoting CME projects launched in 2009.

MEDICORE E-JOURNAL CIRCULATION 2010

Circulation Breakdown

GPs	1,623
Consultants	645
Hospitals	897
Others	423

Circulation total **3,588**

Available positions:

- Skyscraper banner**

This is a premium position that will appear on the front cover and all other pages (article click-throughs) in the right hand column while the journal is onscreen.



- Article-specific banner**

Your advertisement will appear on click-through to specific articles in a chosen therapy area.

	Skyscraper banner	Article-specific banner
Width (pixels)	145	300
Height (pixels)	250-300	100

File type:

JPEG, GIF or animated GIF. No Flash files.

File size:

No more than 100kb

Deadline for material 2010:

ISSUE	Broadcast date	Ad copy date
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May/June	25th June	18th June
July/Aug	27th August	20th August
Sept/Oct	28th October	22nd October
Nov/Dec	24th December	17th December

Contact Peter on
+353 45 883387 or
 email peter@medicalimi.com
 to see how you can take advantage of
 this new e-channel.

CONFERENCE DIARY 2010 **by ISSUE**

medicore

MEDICAL CONFERENCE REVIEW

m e d i c o r e

-journal

Our conference reporting in *Medicore* and *Medicore e-journal* will be selected from these major conferences throughout 2010

THERAPY AREA	MEETING REPORT FROM	VENUE	DATES
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Jan/Feb 10 Published 13/02/10

Diabetes	European Association for the Study of Diabetes (EASD) Part 2	Vienna, Austria	29 Sept-2 Oct 09
Rheumatology	American College of Rheumatology (ACR/ARHP) Scientific Meeting	Philadelphia	16-21 Oct 09
Cardiology	American Heart Association (AHA) Scientific Sessions	Orlando, FL	14-18 Nov 09
Sexual health	European Society for Sexual Medicine Conference	Lyon, France	14-18 Nov 09
Gastroenterology	Gastro 2009	London, UK	21-25 Nov 09
Cardiology	British Society for Heart Failure (BSH) Annual Autumn Meeting	London, UK	26-27 Nov 09
Oncology	San Antonio Breast Cancer Symposium 2009	San Antonio, TX	10-13 Dec 09

March/April 10 Published 09/04/10

Cardiology	British Society for Heart Failure (BSH) Part 2	London, UK	26-27 Nov 09
Sexual Medicine	European Society for Sexual Medicine Conference Part 2	Lyon, France	14-18 Nov 09
Neurology	American Epilepsy Society Annual Meeting	Boston, MA	4-8 Dec 09
Haematology	American Society of Hematology (ASH)	New Orleans, LA	5-8 Dec 09
Oncology	San Antonio Breast Cancer Symposium 2009 (part 2)	San Antonio, TX	10-13 Dec 09
Sex Med/Female	International Society for the Study of Women's Sexual Health (ISSWSH) Meeting	St. Petersburg, FL	18-21 Feb 10
Respiratory	American Academy of Allergy, Asthma and Immunology (AAAAI) Annual Meeting	New Orleans, LA	26 Feb-2 Mar 10
Psychiatry	European Congress of Psychiatry	Munich, Germany	27 Feb-2 Mar 10

May/June 10 Published 11/06/10

Diabetes	Diabetes UK Annual Professional Conference	Liverpool, UK	3-5 Mar 10
Dermatology	American Academy of Dermatology Annual Meeting	Miami, FL	5-9 Mar 10
Cardiology	American College of Cardiology (ACC) Annual Scientific Meeting	Atlanta, GA	14-16 Mar 10
Gastroenterology	British Society of Gastroenterology	Liverpool, UK	22-26 Mar 10
Psychiatry	College of Psychiatry of Ireland Spring Conference	Cork, Ireland	25-26 Mar 10
Pain	British Pain Society Annual Scientific Meeting	Manchester, UK	13-16 April 10
Urology	European Association of Urology (EAU) Congress	Barcelona, Spain	16-20 April 10
Rheumatology	British Society of Rheumatology Annual Meeting	Birmingham, UK	21-23 April 10
Geriatrics	British Geriatrics Society Spring Meeting	Edinburgh, UK	22-24 April 10
Gastroenterology	Irish Society of Gastroenterology Spring Meeting	Kilkenny, Ireland	29-30 April 10

THERAPY AREA	MEETING REPORT FROM	VENUE	DATES
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July/August 10 Published 09/08/10

Gastroenterology	Digestive Disease Week (DDW)	New Orleans, LA	1-6 May10
Respiratory	American Thoracic Society Annual Meeting	New Orleans, LA	14-19 May 10
Renal Medicine	British Renal Society/Renal Association Joint Conference	Manchester, UK	17-20 May 10
Psychiatry	American Psychiatric Association Annual Meeting	New Orleans, LA	22-26 May 10
Pain	International Congress on Neuropathic Pain	Athens, Greece	27-30 May 10
Urology	American Urological Association (AUA) Annual Meeting	San Francisco, CA	29 May - 3 June 10
Oncology	American Society of Clinical Oncology (ASCO) Annual Meeting	Chicago, IL	4-8 June 10
Cardiology	British Cardiovascular Society Annual Scientific Conference	Manchester, UK	7-9 June 10

Sept/Oct 10 Published 15/10/10

Pain	European Association for Palliative Care (EAPC) Congress	Glasgow, UK	10-12 June 10
Diabetes	American Diabetes Association (ADA) Scientific Sessions	Orlando, FL	25-29 June 10
Gastroenterology	Digestive Disease Week (DDW) Part 2	New Orleans, LA	1-6 May10
Oncology	American Society of Clinical Oncology (ASCO) Annual Meeting	Chicago, IL	4-8 June 10
Respiratory	European Academy of Allergology & Clinical Immunology (EAACI)	London, UK	5-9 June 10
Rheumatology	European League Against Rheumatism (EULAR) Congress	Rome, Italy	16-19 June 10
Cardiology	European Society of Hypertension (ESH) Scientific Meeting	Oslo, Norway	18-21 June 10
Diabetes	American Diabetes Association (ADA) Scientific Sessions	Orlando, FL	25-29 June 10
Dermatology	British Association of Dermatologists (BAD) Annual Meeting	Manchester, UK	6-9 July 10
Neurology	European College of Neuropsychopharmacology (ECNP) Congress	Amsterdam, The Netherlands	28 Aug-1 Sept 10

Nov/Dec 10 Published 10/12/10

Rheumatology	European League Against Rheumatism (EULAR) Congress Part 2	Rome, Italy	16-19 June 10
Dermatology	British Association of Dermatologists (BAD) Annual Meeting	Manchester, UK	6-9 July 10
Cardiology	European Society of Cardiology (ESC) Congress	Stockholm, Sweden	28 Aug-1 Sept 10
Cardiology	British Hypertension Society Annual Scientific Meeting	Cambridge, UK	13-15 Sept 10
Orthopaedics	British Orthopaedic Association Meeting	Glasgow, UK	13-17 Sept 10
Respiratory	European Respiratory Society (ERS) Annual Congress	Barcelona, Spain	18-22 Sept 10
Neurology	European Federation of Neurological Societies (EFNS)	Geneva, Switzerland	25-28 Sept 10
Diabetes	European Association for the Study of Diabetes (EASD) Annual Meeting	Stockholm, Sweden	20-24 Sept 10
Urology	American Urogynecologic Society (AUGS) Annual Scientific Meeting	Long Beach, CA	30 Sept-2 Oct 10
Pain	European Headache and Migraine Trust International Congress	Nice, France	28-31 Oct 10

This is a selection of some of the conferences we plan to cover editorially in 2010.
If you have a symposium you are supporting at any of these, please let us know.

Introducing

m^edicore DISPATCHES -journal

Launched in 2009, *Medicore Dispatches* is a one-off electronic newsletter sent as an email to a targeted audience in primary and/or secondary care. *Medicore Dispatches* is an effective way of reporting information in a chosen therapy area. It allows key messages to be sent to clear target markets quickly and efficiently.

Email is now an established and respected marketing communication tool, proven to be highly effective when applied to customer communication and direct marketing strategies. Our team has a wealth of experience in direct marketing gained from both a client and service organisation perspective.



Medicore Dispatches provides marketers with a low cost channel of communication to customers. It has the ability to report full readership and ROI figures using a tracking and reporting system that is necessary for accurate evaluation of campaign performance. If you are supporting a 'dot med' e-journal *Medicore Dispatches* can be drip fed over a period of time to support your e-journal sponsorship.

The *Medicore Dispatches* platform allows you to:

- plan and design effective email campaigns
- send thousands of messages to the right people at the right time
- reach a local or global audience instantly
- track response and click-through rates
- use our high-value email database



Introducing



Oncology & Haematology Review

- **O&HR providing** new clinical evidence from local and international research presented at peer reviewed meetings. Highlights from SABCS, ASCO, ASH, ESMO, ECCO as well as many other conferences will be featured during 2010.
- Irish Medical Information has been collecting email subscriptions from doctors since 2006. Most of these emails have been collected through an invitation in our print publication **Oncology & Haematology Review (O&HR)**. Doctors are invited to sign up and receive therapy specific material and also to receive our print publication **O&HR** in a digital format. Results to date show that around 3,500 doctors have requested one of our E-publications or information in a specific therapy area have requested **O&HR** in its digital format.
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- Support for **O&HR e-journal** is in the form of banner advertising that can be taken as the premium position on the front cover and all other article click-throughs or specific to clinical articles within the e-journal. Links to prescribing information can be implemented.
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O&HR E-JOURNAL CIRCULATION 2010

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July/Aug	27th August	20th August
Sept/Oct	28th October	22nd October
Nov/Dec	24th December	17th December

Contact Peter on **+353 45 883387** or email peter@medicalimi.com to see how you can take advantage of this new e-channel.

The *Irish Drug Reference (IDR)* has been produced after extensive consultation with GPs, Hospital Consultants, Hospital and Community Pharmacists and academia. The IDR will fill the obvious gaps in current drug directories and aims to become the one-stop-shop drug reference for busy physicians at the point of prescribing. This ensures that your advertising and product information is available when key treatment choices are made.

AD SIZES & RATES

Size & dimensions	Trim size (HxW in mm)	Type area (HxW in mm)	Rate per insertion
DPS	297x420mm	265x400mm	€ 2515.00
F/P	288 X 204mm	265x190mm	€ 1420.00
PI strip (1/3 page)		265x60mm	€ 300.00
1/2 Page landscape		130x190mm	€ 1195.00
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1/4 Page		130x93mm	€ 800.00
1/3 page landscape		85x190mm	€ 575.00
1/3 page portrait		265x60mm	€ 575.00

Please add 3mm bleed on all edges to trim sized advertisements

Discounts are available for multiple insertions and bookings through media agents.

For other sizes or Band Wrap, Bookmarked Wrappers or Loose Insert information, please contact us.

PI columns - Bleed sizes:

If your PI column (usually a 1/3 page) is running next to your F/P ad and uses colour then we are happy to accept a trim size of 297x72mm. Please check if ad is running as right or left hand page as we can only accept bleed on 3 edges (head, foot and spine edge). Please keep live matter clear from head and foot of page by 10mm and clear from right and left hand edges by 5mm.

For any other sizes, or loose insets, band wraps, bound on inserts etc, please contact Lorraine Carolan lorraine@medicalimi.com

Advertisement Production

See details of all advertisement specifications on page 4 of this Media Pack.

Advertising copy dates 2010

ISSUE	Ad COPY DATE	PUBLICATION DATE
Spring 10	22nd Jan 2010	12th February 2010
Summer 10	21st May	11th June
Autumn 10	24th Sept	15th October
Winter 10	19th Nov	10th December

For more information, or to send ad copy: **Lorraine**
t: 045 883 387 e: lorraine@medicalimi.com

Subscription data: Free circulation to doctors. € 180 per annum to others.

Medicare is published 6 times per year.

THE TEAM



Carolyn Bugler
Managing Editor, IDR

Carolyn Bugler, PharmD graduated from the Medical College of Virginia at Virginia Commonwealth University with a doctorate in pharmacy in 2002. After receiving her degree, she completed a one year educational program designed to provide in-depth knowledge and understanding of operations in the pharmaceutical industry, with an emphasis on drug information. She worked for several years in the pharmaceutical industry as a medical information specialist and also as a staff pharmacist in the retail industry. Carolyn joined IMI Medical Information in 2006 as Managing Editor for the Irish Drug Reference.

e: info@medicalimi.com



Adrian Geissel
Consultant Technical Director, IDR

Graduated in 1987 with a BSc in Biology & Experimental Physics from NUI Maynooth, followed by MSc in Applied Physics from Dublin City University in 1991. Since worked in senior Software Engineering roles for 8 years; and in Executive Management for a further 5 years before starting Adaptive Decision Systems Ltd. (www.adecsys.com), specialising in Bespoke Software Solutions. We now service clients from many different walks of life, including Publishing, Construction, Advertising, Health & Safety and many more, and our key differentiator is that we speak our client's language, deliver on our promises and most importantly, we enjoy our work."

e: info@medicalimi.com



Colin Duncton
BPharm MRPharmS
Consultant Pharmacist, IDR

Colin Duncton is a Pharmacist and Technical Director of SafeScript Limited. He has worked for SafeScript since 1994 and is responsible for the maintenance and technical development of the World Standard Drug Database. His previous background was in hospital pharmacy, working in several hospitals in the South East of England from 1977, and most recently as Chief Pharmacist to the group of Kingston Hospitals, Surrey. He has been actively involved in computer applications and systems development since 1982.

e: info@medicalimi.com



Dr. Roger Weeks
Consultant GP, IDR

Dr Roger Weeks trained in Charing Cross Hospital 1958-1964. After a spell abroad – two years in Laos – and 2 years teaching Anatomy in Kings College London he settled in General Practice in Surbiton in 1971. In 1981 he computerised his practice and in 1986 joined forces with James Read to write and produce version 2 of the Read codes working particularly on Drug and Appliance coding, OPCS conversion to Read and Pathology coding. This collaboration led to a short period working for the NHS Centre for Coding and Classification (later NHS Information Authority, National programme for IT, Connecting for Health). In 1992 he returned to General Practice – now in East Sheen, London and set up SafeScript Ltd – a company producing the World Standard Drug Database using SafeScript's unique Thesaurus Technology – with Colin Duncton. He was a founder member Doctors' Independent Network (DIN) in 1991, and is now the current DIN Chairman.

Interests in General Practice are mental health and addiction, outside work, digital photography, the grandchildren and lowbrow literature.

e: info@medicalimi.com

Irish Drug Reference (IDR)

The Irish Drug Reference (IDR) has been produced after extensive consultation with GPs, Hospital Consultants, Hospital and Community Pharmacists and academia. The IDR will fill the obvious gaps in current drug directories and aims to become the one-stop-shop drug reference for busy physicians at the point of prescribing.

IDR content

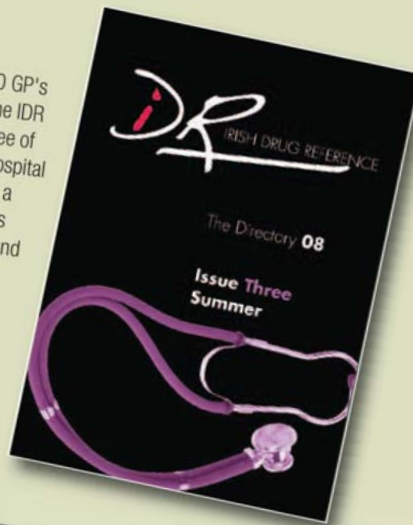
The IDR drug monographs will contain information on dose, indication, pack size, price, drug interactions, and adverse drug reactions. The use of symbols and icons will highlight information on prescribing in pregnancy, breastfeeding, liver and kidney disease, and drugs in sport.

Requested circulation

Following mailings to GP's, over 2,200 GP's have already requested to receive the IDR free of charge. The IDR is circulated free of charge to GPs, Hospital Doctors and Hospital Pharmacists. There will be four editions a year; this will allow for frequent changes to monographs to be accommodated and also decrease the number of unnecessary volumes being printed.

Background

The Irish Drug Reference (IDR) is a new drug directory resource for doctors. The IDR was developed with the help of Colin Duncton (Pharmacist) and Roger Weeks (GP) who are also responsible for the World Standard Drug Database from SafeScript. The publisher, Peter Mas-Mollinedo (Pharmacist) has extensive experience in creating and publishing drug information for doctors, while Carolyn Bugler, PharmD, has extensive knowledge of drug information systems.



Introduction i

IMI announce a new partnership with



In Situ Productions is a unique digital media production company that has spearheaded advances in educational digital communications for over seven years, offering high quality video streaming and interactive webinar tools to the pharmaceutical industry and within the health service. *In Situ* are fast becoming a sought-after supplier in the healthcare communications industry having exponentially increased output for existing clients.

Services Include:

Single or Multi-camera Live Webcasts

Present to an audience of hundreds or even thousands of delegates, live online without the cost and logistical hurdles associated with hosting a physical meeting of that size.

In Situ Productions film a chairperson and two or three key opinion leaders on location, while simultaneously presenting slides that appear on the same online screen.

Special Features

- Online registration, agenda and legal policy; all of the steps of a medical conference available with a single click.
- Question Box allowing delegates to type questions directly to the speaker, to be answered live via video feed.
- Archive version available online, on CD, or on a memory stick.
- An audit trail allowing you to measure user-interaction.
- Browser-based viewing allowing delegates to access your webinar independent of hardware.

Symposia Capture for Distribution on Demand

In Situ has perfected the art of economical and user-friendly conference capture using a specially-designed system that records video and synchronises presentation slides on site. This method makes it possible to quickly turn around live event coverage for delegates unable to attend.

Special Features

- Video, slides and resources available on a single, visually-appealing and branded page.
- Easily downloadable resources.
- Simple navigation choices - Clicking on a slide instantly connects the viewer to the corresponding point of your video seminar.
- Audit trail measuring user-interaction.



Product Training

Distribute product knowledge fast and effectively throughout your organisation using online web seminars or flawless audio files, synchronised with slides and downloadable resources.

Video Production capturing Key Opinion Leaders

Take advantage of KOLs coming together for an event by recording short, documentary-quality video clips that can be shared with representatives, embedded in your website or used for a range of promotional purposes.

In Situ Production in collaboration with IMI provide in-depth experience and are leading the healthcare industry into the digital age.

Contact peter@medicalimi.com



Introducing



Many licensed physicians are required to complete a certain number of CME credits each year in most EU countries

Continuous Medical Education (CME) is a mandatory requirement for doctors in many EU countries. Utilisation of electronic CME is growing in member states and MedicalCPD® has met this growing need in a unique and valuable way.

MedicalCPD® is an educational service for doctors and healthcare professionals that links national and international medical conference highlights to the professional accreditation requirement.

Through our coverage of local and international conferences, we provide doctors with the information they need to address their patients' questions and to find out how new developments might impact their clinical practice.

MedicalCPD® offers reliable, physician-reviewed modules that not only include clinical summaries, but are also reflective; the editorial contains actionable information and perspective, so that doctors can understand the implications of the information and engage in an informed dialogue about the latest medical breakthroughs.

MedicalCPD® is developing online CME programmes with professional bodies and colleges that cover breaking clinical evidence in real-time.

As well as hosting your CME / CPD modules, we can create modules tailored to your needs and budget. CME activities are reviewed and approved by a team of physicians.

Doctors, nurses, pharmacists and other healthcare workers who complete the multiple choice post-test, associated with each CME module, will receive a credit (where appropriate) which is automatically tracked online in the diary facility on the website. Healthcare professionals may also receive Certificates of Participation.

Developed by International Medical Information (IMI) Ltd and International Conference Reports (ICR-UK) Limited, MedicalCPD® ensures that each article alerts physicians to new clinical evidence.

"Putting clinical evidence into practice"

Your branding opportunity

There are opportunities for pharmaceutical companies to support these programmes with an educational grant.

Contact Peter for details on: Tel: +353 45 883387
or email peter@icr-uk.com

For further information and to request a copy of a Medical CPD CD Rom



please email: peter@medicalimi.com

**Electronic publications
straight to doctors' desk tops**

The 'dot med' series of
electronic journals

**Supporting a
'dot med' publication**

A 'dot med' publication is an electronic publication that can be produced as a 'one-off' ie. reporting from a specific conference or produced on a quarterly basis reporting from all key conferences in the chosen therapy area and distributed by email, direct to the healthcare professional's desktop.

Content may include:

- Reviews of Symposia / posters / plenary sessions from the leading meetings
- Clinical paper reviews - assessing recently published data
- Medical writer articles with KOL comments
- Electronic RPC facility
- Reviews from Irish and UK meetings
- Case studies
- News in your product area
- A video presentation from a key satellite symposium that can be linked to speaker slides

Return on investment

It is often difficult to assess the value of marketing materials produced. For this reason, Medical IMI has worked to produce feedback reports that are extremely comprehensive. Following the publication and delivery of each 'dot med' publication, a report will be generated to detail:

- What is being read
- How much is being read
- What the readers find interesting
- Unique visits
- Surveys completed
- Whether a doctor has passed the publication on to a colleague

The data is presented in easy to read graphs and diagrams that can easily be imported into your sales reports. These can be analysed offering valuable market research on all products and trials discussed.

ABPI compliance

- Medical IMI are Affiliate Members of the Association of Medical Writers (AMW).
- The copyright is solely that of Medical IMI Ltd.
- The Guest Editor in the appropriate specialised field will provide medical credibility. He/she declares any interest to enable transparency
- There is no official input from the supporting drug company
- There is no medical staff required as the project is the ownership of Medical IMI Ltd.
- Publications will state that they are supported by an educational grant
- The contract will reflect this information



International conferences have for many years been the main staging post for the announcement of new data and the presentation of abstracts and posters. Many clinicians in Ireland, the UK and Europe have become accustomed to routinely travelling to these events as guests of the pharmaceutical industry. However changes in the ABPI code and budget restrictions have placed limitations on this activity. Additionally, time pressures within clinical practice have reduced the amount of time available for clinicians to attend these events.

In order to challenge this shift in climate, Irish Medical Information have brought to Ireland an electronic journal service. The 'dot med' e-journals are available in a number of therapy areas and report back to Ireland and the UK key messages from international and domestic conferences, combined with other notable information relevant to the reader at a frequency relevant to the market. The editorial style and tone is in a format that is easily read and interpreted.

Pilot issues have proved successful with a 90% uptake to a series of e-journals.

The team at IMI are experts in medical writing and publishing and have a genuine skill base in most therapy areas. We have a number of ways we can assist you or your clients increase dissemination of messages following conferences or symposia that are being supported.

Data

We have an ongoing programme of recruitment that involves collecting data from doctors in order for them to receive our 'dot med' publications in different therapy areas. We have had over 3,500 replies in 2008/9. These doctors have given us their email addresses and requested various publications, so there already is an interested audience waiting for your publication.

Recruitment

When we have sponsorship requests, Medical IMI will attract further subscriptions to electronic or print publications by using *Medicare* as a platform to advertise the publication to doctors, direct mail and targeted inserts or advertisements to doctors in other specialist press.

Permission marketing

Permission marketing is one of the strongest tools available to marketers. Electronic journals will only be sent to those doctors who have requested it. This service therefore offers a channel through which key messages for your brand, therapy or disease area can be sent to a target audience.

Daily electronic conference newsletter

Medical journalists will attend the conference on your behalf and work to a pre-agreed editorial plan to produce reports from keynote speeches, symposia and poster sessions. KOLs will advise on content and our editorial team is on hand at the conference to report from presentations and symposia. The newsletter is then delivered to doctors via email by the following morning or at the end of the conference.

Editorial content will include:

- Key points from satellite symposia
- Reporting on Posters of Distinction
- Breaking news from conference
- Key speakers and presenters will be highlighted to create interest
- Therapy area specific commentary from guest editor

CD Rom from conference

This electronic newsletter will be compiled from conference highlights and sent out to specialists in the form of a CD Rom. It can also be used as a tool to gain further subscriptions, to direct readers to a website or further electronic publications.

Printed Products

In addition to the electronic publications, the following printed products in our medical writing series include:

Printed publications

Medical IMI will produce a printed publication which will normally coincide with a major conference. The newsletter will carry an introduction by a KOL who will also give advice on editorial content and views on the latest advances in the disease or therapy area. It will incorporate non-competitive coverage from the international conferences and clinical evidence on treatment and diagnosis.

Clinical features

A two-page clinical feature can be developed as a result of journalist attendance at your symposium. This can be published in *Medicare* and will be available for reprinting.

Post-congress supplement

Often international conference programmes are developed for a correspondingly international audience and this can make the information that returns to the UK unusable by territory representatives. Our medical journalists will work with clients to publish UK-compliant material as editorial or supplements to enable key messages to reach the market where they are needed. An 8 page supplement could be distributed through your own sales force and with *Medicare*.

To receive an existing e-journal, or to book a presentation call Peter or Lorraine on +353 45 883387



...Because you never know where your audience is going to be when they have time to read about your sponsored symposium



Medicore
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medicore
DISPATCHES
Journal

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Oncology & Haematology Review

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