

STATE OF NEW HAMPSHIRE

Honorarium or Expense Reimbursement Report (RSA 15-B)



Type or Print all Information Clearly:

Name: CINDY ROSENWALD Work Phone No. 595-9896
First Middle Last

Work Address: 101 Wellington St, Nashua, NH 03064

Office/Appointment/Employment held: State Rep

List the full name, post office address, occupation, and principal place of business, if any, of the source of any reportable honorarium or expense reimbursement. When the source is a corporation or other entity, the name and work address of the person representing the corporation or entity in making the honorarium or expense reimbursement must be provided in addition to the name of the corporation or entity.

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Principal Place of Business: _____

If source is a Corporation or other Entity:

Name of Corporation or Entity: Center for Business Intelligence

Name of Corporate/Entity Representative: Johanna Morse

Work Address of Representative: 500 W. Cummings Park, Suite 500, Woburn, MA 01801

Value of Honorarium: \$500 Date Received: 12/23/06 If exact value is unknown, provide an estimate of the value of the gift or honorarium and identify the value as an estimate. Exact Estimate

Value of Expense Reimbursement: 605.10 Date Received: 11/14/06 A copy of the agenda or an equivalent document must be attached to this filing. Exact Estimate

Briefly describe the service or event this Honorarium or Expense Reimbursement relates to:

I gave a keynote speech at a conference.

"I have read RSA 15-B and hereby swear or affirm that the foregoing information is true and complete to the best of my knowledge and belief."

Cindy Rosenwald
Signature of Filer

12/26/06
Date Filed

MAIN CONFERENCE

Day One — Monday, November 13, 2006

7:30 *Registration and Continental Breakfast*

Hosted by:



8:30 *Chairman's Opening Remarks*

*Greg Weinstein, Associate Director, Sales Analytics,
MedPointe Pharmaceuticals*

Opening Address

8:45 **Explore Alternative Strategies to Physician Prescribing Data that Can Improve Sales Promotional Efforts, Effectiveness and Efficiency**

Credit card companies are constantly researching and tracking spending habits of consumers, a practice which is considered universally acceptable. In the pharmaceutical industry, a similar type of information — in this case, physician prescribing frequency — is often used to determine the success of one drug over another.

However, concerns are mounting over the availability of physician prescribing data and several movements are underway to attempt to limit how this data can be used by pharmaceutical companies. Regardless of the impact of any of these initiatives, there is clearly a need to explore alternatives to physician prescribing data. However, prescription data alone does not allow pharmaceutical companies to accurately predict future prescribing. Although it is useful for trends that are continuations of past performance, it misses market trends or unexpected changes not accounted for in historical patterns. This address discusses realistic strategies to replace and/or augment this physician data with other sources of information.

- Identify strategies to deal with potential loss of visibility due to physician data restrictions
- Learn about alternative sources of data aimed at providing sales teams with powerful information to improve the effectiveness of their promotional efforts
- Evaluate the quality of your sales activities as they relate to actual physician prescribing

Mike Luby, Co-Founder & CEO, TargetRx

Mr. Luby is a co-founder of TargetRx. Mr. Luby brings more than fifteen years of pharmaceutical marketing and sales experience from a variety of therapeutic areas to his role as President, CEO and Board Member of the Company. Since the Company's inception in 1999, Mr. Luby has succeeded in raising over \$50 million in capital, expanding the TargetRx team to more than 100 employees and securing clients in the majority of the top 30 pharmaceutical companies worldwide. Mr. Luby has been honored with the Philadelphia Business Journal's "40 Under 40" award and received the Eastern Technology Council's Enterprise Award for Life Sciences Growth Company of the Year. Prior to starting TargetRx, Mr. Luby spent ten years at Merck & Co., Inc., where he created and executed marketing strategies for both the specialty and mass markets. The concept for TargetRx was born from his dissatisfaction with the lack of insightful, predictive and actionable marketing information from external sources during his tenure at Merck. As senior director of marketing, worldwide for new products at Merck, Mr. Luby spearheaded global pre-launch strategy and planning activities for two late-stage development products.

Compliance Management — A Look into the State of the Industry Post July 1, 2006

9:30 **Examine the AMA's Stance on Physician Data Restriction**

The American Medical Association (AMA) is giving physicians some control over who sees information about the type and number of prescriptions they write. The Prescribing Data Restriction Program (PDRP) will take data away from reps and their direct supervisors, but leave it available to senior-level executives for marketing, compensation and research. The rules allow the industry to retain access to prescribing data for most purposes, but they require companies to police their own sales forces. If they succeed, legislators will turn their attention elsewhere and the industry can hang onto one of its most valuable data sources. This presentation offers attendees an opportunity to gain insight into the AMA expectations for the opt-out policy based on Mr. Wessinger's extensive experience developing marketing and sales solutions for pharmaceutical companies looking to comply with AMA privacy guidelines. In this session, identify strategies for interactions with physicians that have opted-out of releasing physician-specific prescribing data to sales reps.

- A review of AMA guidelines and the progress made since July 1, 2006

- * learn how feedback received from AMA members convinced AMA to create the physician opt-out program

Jeff Wessinger, President, Skura Products

10:15 *Networking and Refreshment Break*

10:45 **Evaluate How States Are Approaching the Issue of Data Confidentiality — An In-Depth Look at Privacy Challenges, DTC Advertising and Marketing to Physicians**

State legislators are starting to focus on the use of prescribing data to market pharmaceuticals to medical providers and directly to consumers through DTC advertising. States are raising concerns about the impact of these practices on patient health, provider and patient privacy and prescription drug costs. Some states have already passed legislation to regulate or restrict the use of prescribing data for marketing purposes and others will be considering such laws when legislators reconvene. Discuss state actions regulating marketing and advertising of prescription drugs, with a particular focus on data confidentiality.

- Understand the concerns of the public and of state policymakers related to the sale of prescribing data for marketing purposes
- Discuss legislative initiatives that protect patient and prescriber privacy
- Learn about state initiatives that provide alternative information to counter prescription drug marketing and advertising and to regulate and enforce standards for DTC advertising and marketing to medical providers

Sharon Anglin Treat, J.D., Executive Director, National Legislative Association on Prescription Drug Prices

11:30 **Survey the Impact of PDRP on Behavioral Insights, Marketing Strategy and Marketing Activities**

The ability to measure marketing performance using purchased data has always been an important tool for pharmaceutical marketers. With PDRP, these efforts along with other methods of insight development, forecasting, market research and physician segmentation will need major changes. This presentation addresses PDRP's impact on marketing activities and explores necessary alternatives to current practices that will enable marketers to develop the insights they need to continually improve brand performance, optimize marketing and deliver value to physicians and patients alike in a post PDRP world.

- Assess essential data acquisition strategies for marketers, brand managers and market research executives
- New measures, metrics and analytic methods that help drive effective marketing strategies and programs
- Address the impact of these changes on physician and patient marketing communication, strategies and programs

David Bernard, Managing Director,
DB Marketing Technologies, LLC

- Learn what steps data providers are taking to remove data of opted-physicians who have opted-out
- Ensure vendors are taking the precautionary steps to remain in compliance with PDRP

Vikas Vats, Head of Marketing,
MarketRX

3:00 *Networking and Refreshment Break*

3:30 **An In-Depth Look at Alternatives to Prescriber-Level Data**

Prescription data only tells part of the story. There are several other data points that pharmaceutical companies can incorporate into their analytical processes to enable effective sales and marketing. Pharmaceuticals can develop true customer insight by building an information architecture that incorporates alternative data sources, including field sales data, marketing data and syndicated information sources. This presentation will help the audience look past prescription data to consider alternative sources of information that deliver a more complete view of customer behavior. The presentation will leverage expertise in data integration and business intelligence and presents an alternative data strategy for improved sales and marketing decision-making.

- Review the issues that PDRP raises for pharmaceutical sales and marketing functions due to the prescriber data restriction
- Evaluates alternative data sources of information that can be utilized in the absence of prescriber-level prescription data

Laurie Chipman, Senior Consultant Health and Life Sciences,
Knightsbridge Solutions LLC

12:15 *Luncheon*

Data Extraction and Management Strategies

1:30 **Adapt Technology Systems to Support PDRP**

PDRP affects systems, procedures and policies associated with all of your sales support tools, including incentives, sales, adhoc reporting and especially your SFA/CRM system. When a doctor selects to opt-out of this program, pharmaceutical companies must be able to remove prescription metrics about that physician in any system that has sales force visibility. Attendees learn what options there are and what updates to these systems need to be made to support the PDRP. Topics include:

- How can companies prevent this data from showing up in their systems?
- Segregate the data in each of your sales support tools, including:
 - * SFA/CRM System
 - * sales force reporting
 - * incentive compensation reports
 - * data warehouse and analytics

Don Schenker, President, Synergistix, Inc.

4:15 *Close of Day One*

	<p>4:15-5:15 Networking, Wine & Cheese Reception Join colleagues and friends in a relaxed setting.</p>
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2:15 **Effectively Work with Data Providers to Ensure that Data Received Is in Compliance with PDRP**


The issue of ensuring that the data from physicians who have opted-out is blocked is not only a problem for pharma, but for companies such as 3rd party data providers who supply de-identified physician and patient-level data to the industry. Pharmaceutical companies need to ensure that their systems are not infiltrated by data received from data providers in which opted-out physician data was not removed. Attendees learn how to successfully work with their data provider to ensure that data received is in compliance with AMA PDRP.

— Conference Agenda continues on next page —

will they fund studies to show expenditures don't go down?

*TROY
Quote*

Day Two — Tuesday, November 14, 2006

7:30 Continental Breakfast Hosted by: 

8:00 **Chairman's Review of Day One**
Greg Weinstein, Associate Director, Sales Analytics,
MedPointe Pharmaceuticals

8:15 **Understand Why Physicians Are So Concerned About the Commercial Use of Their Prescription Data**

This panel of physicians discuss physicians' concerns regarding the use of their prescribing data for pharmaceutical sales and marketing purposes. In addition, attendees hear first hand from physicians on the AMA physician opt-out program and the evolving state regulations banning the use of physician prescribing data by the industry.

- Determine how physicians view the use of prescriber data for sales and marketing purposes
- Learn how to change the dynamic between physicians and the pharma industry:
 - * move from salesman to scientist
 - * move to "the same side of the table"
 - * overcome the adversarial relationship that some physicians have toward pharma reps
 - * learn alternative methods for communicating with physicians

Moderator: *Michael Kessler, M.D., President and CEO,*
Medical Communications Center

Panelist: *Mark L. Plaster, M.D., J.D., Publisher,*
Emergency Physicians Monthly
Marc Sadowsky, M.D., President,
New Hampshire Medical Society

Noah S Scheinfeld, MD, JD, FAAD, Assistant Professor, Department of Dermatology, Columbia University; Director of Consultation Service, Department of Dermatology, Beth Israel Medical Center,
St Luke's Roosevelt Hospital Center

9:00 **Peering Over the Doctor's Shoulder — New Hampshire's Ban on Prescribing Data**

Since the mid 1990s, pharmaceutical companies have had access to detailed information about the prescribing habits of physicians. During that time, some physicians have protested that pharmaceutical manufacturers know too much about what they prescribe. State legislators have been listening. In particular, New Hampshire's landmark bill to ban commercial use of identity data has been signed into law by Governor John Lynch. This session provides attendees with insight into New Hampshire's motivation for passing this law and what that means for the industry.

- Analyze what New Hampshire's Prescription Confidentiality law does and does not do
- Understand why the New Hampshire legislature thinks patients need better protection
- Assess why the AMA PDRP opt-out policy doesn't go far enough
- Why is prescriber data bad news for taxpayers, businesses and individuals?
- Is there a domino effect with other states?

Cindy Rosenwald, State Representative,

New Hampshire House of Representatives

Manage Sales and Marketing Activities to Ensure Alignment with the Physician Opt-Out Program

9:45 **Develop a Successful Strategy to Guarantee PDRP Compliance while Maintaining Sales Force Effectiveness**

The penalty for violating PDRP compliance can be severe — loss of ALL access to physician Rx data. The complexity of implementing a comprehensive PDRP strategy and solution that allows you to use Rx data up to the maximum level permitted by the AMA should not be underestimated. Your strategy must balance compliance with sales force effectiveness. Short and long-term solutions need to be considered to guarantee compliance and ensure competitive advantage. Assess the risks and benefits of being too conservative or too aggressive.

- Explore ways to provide business intelligence to the field under the new rules

David Lapinski, Associate Director, Sales Operations,
Business Intelligence Analytics, Sepracor

10:30 *Networking and Refreshment Break*

11:00 **Field-Based Training and Sales Direction — Blocking Reverse Engineering**

If a sales representative has garnered prescribing information on an opted-out physician mistakenly, from marketing or other sources within the company, it is critical that the rep understand that the prescribing information still cannot be displayed or discussed with the opted-out physician. This activity of blocking reverse engineering is critical to the success of any PDRP compliance program. This presentation offers solutions for communicating the new regulations to sales reps and provides preventative measures for ensuring that sales reps do not reverse engineer.

- Train district managers and sales reps to comply with PDRP:
 - * learn how to interact with an opted-out physician in the field
 - * determine what information can be displayed to help the sales force and front-line management with targeting and messaging tactics
- Reverse engineering — Ensure that sales reps do not re-identify any prescribing information of a PDRP physician

Greg Weinstein, Associate Director, Sales Analytics,
MedPointe Pharmaceuticals

11:45 **Strategies for Preparing Your Sales Force for Targeting and Selling to Physicians without Physician-Level Data**

The absence of prescriber-level data should not be thought of as a bad thing. Pharmaceutical companies can put the "spin" to work and turn this into an opportunity to develop smarter sales representatives. This presentation focuses on the actions a company can take to help a sales rep succeed with less data. Attendees learn:

- How PDRP effects a sales rep's ability to sell
- Methods for making sales reps more "self-aware" of their unique selling environment
- Mechanisms for gathering useful local market intelligence and how to turn this into action
- To improve your organization's ability to identify constructive sales representative behavior

Scott Hull, Associate Director, Sales and Marketing Operations,
CV Therapeutics, Inc.

12:30 Luncheon

1:45 **Determine the Impact PDRP Will Have on Incentive Compensation Strategies**

According to the AMA, as long as the industry complies with PDRP, the program will not restrict access to information used in marketing and compensation practices. However, many in the industry are concerned that if you cannot track prescription data in certain territories then it will be difficult to compensate sales reps. Incentive design has to support strategy, direction and targeting and if there is an uneven representation of data capture, it becomes a challenge to design a plan on a more universal basis. In turn, companies need to also address exceptions and differences in geographic data capture. This session provides attendees with insight into the impact of PDRP and state legislation banning access to prescriber data on sales compensation plan design including various methods and approaches to modifying plans depending on the type and nature of impact at the territory, district, regional and national levels.



Case Studies

- Better understand the impact PDRP might have on incentive compensation

Dick Rylander, Founder, **Biopharmaceutical Strategies LLC**;
Former Vice President, Commercial Operations & Information Technology,
Actelion Pharmaceuticals

2:30 **Learn How to Tailor Physician Programs Based on Doctors' Clinical Behaviors and Prescribing Habits**

Prescription data restriction is in large part, a result of doctors' perceptions that this data is being used against them rather than to help them. In this case, perception is reality. An opportunity exists for the industry to use this, and any data, more effectively by linking it to the mindset of their customers. After all, doctors are data oriented people. They base their diagnostic and therapeutic decisions on data everyday, all day. The fact is that clinical literature is all data. Learn how to utilize data in a way that doctors perceive as helpful and useful, based on their mindset.



Case Studies

- Understand doctor's mindset — How was the physician trained and how has that training affected the way the doctor thinks, acts and communicates?
- Successful strategies for using any data, especially prescription data more effectively with all doctors, based on their needs and wants
- Actual case studies with data from doctor assessments of representatives' calls

Michael Kessler, M.D., President and CEO,
Medical Communications Center

3:15 Close of Conference

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TargetRx is a pharmaceutical sales and marketing effectiveness company that provides actionable guidance to pharmaceutical companies to help them effectively sell and market their products and improve their financial performance. TargetRx employs a unique database approach to capturing physician attitudes and translating the findings into highly actionable insight for its clients. TargetRx has developed a highly predictive, large-sample normative database of physician attitudes that it uses in combination with its proprietary analytic methods to provide pharmaceutical companies with powerful "leading indicators" of performance. These insights provide companies with benchmarks for how they are currently performing, rich diagnostics that identify immediate ways to improve, and powerful forecasts that accurately predict future performance. TargetRx works with the majority of the top 30 pharmaceutical companies in the U.S. For further information, visit www.targetrx.com.

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