

## consultants' newsletter Autumn 2009

### harten group in the news

The August issue of *Pharmafocus* featured an article by Vernon Harten-Ash on the benefits of flexible resourcing in these challenging economic times. The advantages of controlling overheads, accessing specialist expertise as and when you need it and seeing immediate results were all highlighted.

*Pharmaceutical Physician's* September issue ran a feature from Harten Group on the advantages of using an established provider when seeking interim help. Speed of access by tapping into an established network and having the set up and administration taken care of were two key benefits covered in the article.

*Business Weekly's* Healthcare Innovation supplement at the beginning of October included a piece by Vernon Harten-Ash on the way interim expertise can help the start-up biotech by providing instant expertise for minimal overhead.



<http://www.hartengroup.co.uk/media-centre/articles/>

Two further articles have been written and are scheduled for publication over the next quarter:

- *Pipeline* Drug Safety – Does it work? by Dr Graham Barker
- *CR Focus* How Will Personalised Medicine Impact on Clinical Trials? by Dr Abel Ureta-Vidal

### consultant events

Is Biotech Buzzing?

What is the current state of the biotech sector and where is it going? This was the theme of a talk entitled 'Where's the Buzz in Biotech?' given by Dr Catherine Beech, OBE and attended by twenty Harten Group Consultants at the Royal Ocean Racing Club in Mayfair on 29th September. From her vantage point as both a venture capitalist and advisor to government on national biotech strategy, Dr Beech offered a unique insight into the present state of the sector and described what VCs are looking for when considering investing in companies. This included examples of recent investments in speciality pharma, antibodies, drug delivery and devices. In terms of the way forward, the ageing demographic profile was seen as an important driver. Dr Beech also cited several innovative public-private collaborations and re-iterated her positive belief in the long-term future of the sector.



Dr Catherine Beech

The evening was very successful. Some of the post-event comments included: "I really enjoyed the evening, not least the Harten Group catch-up and networking", "Thank you for organising the event – I found it very interesting and enjoyed the venue" and "I enjoyed the seminar and networking evening this week and found it very helpful. I was also happy to see some old faces as well as new ones".

One of the seminar attendees is writing an article for a future issue of *Pharmafocus* which includes and acknowledges material from Dr Beech's presentation. (Further details once this is published.)

## tap into the network for authoritative information

How can foreign entrants access accurate and independent information about regulations relating to pharmacovigilance in another country?

Harten Group has recently completed a project for a large US medical device company, which needed an authoritative overview of the regulations required to operate in Europe. The project covered auditing medical information requirements and literature reviews, looking at advertising and sales training, identifying the pharmacovigilance expertise required to set up and maintain systems to collate suspected adverse reactions and the preparation of reports for submission to the relevant authorities.

Tim Ewbank, Chief Operating Officer for Harten Group said: "This is a perfect example of using our network of expertise to produce an authoritative assessment which the company was otherwise unable to access cost-effectively from the US".

## harten group in the community

A survey conducted among a number of Harten Group consultants is helping the Duke of Edinburgh Award to formulate future fundraising initiatives.

The current practice of running a 'lottery', with supporters donating regular sums and then being entered into a draw was explored within the survey to find out recipients' reactions. Using its in-house expertise, Harten Group was able to circulate a short on-line questionnaire using Survey Monkey and then collate the results for feedback.

Dr Vernon Harten-Ash said: "We were really pleased to help the DoE Scheme in this way. As a company, we have always supported initiatives in the community and were delighted to offer our expertise on this occasion".



## marketing your services

As mentioned in a previous newsletter, we continue to invest in the latest technology to market our consultants' expertise even more effectively.

The business environment is changing rapidly – as you know – and an example of this was the recent news that the internet has now overtaken the broadcast media in terms of advertising spend.

So we are reviewing and considering new ways of getting our message out in the marketplace, as well as continuing some activities which are already successful. One of these is producing and placing authoritative articles in the trade press which we then mail out more widely after publication. If you have any ideas for such articles, do let us know. We are happy to produce a draft following an interview.

We are also planning to produce a Client Newsletter later this Autumn to complement our regular meetings with key clients.

## reward points

Time for a treat! For those consultants who have accumulated 600+ points, we are offering a Fortnum & Mason 'Champagne and Chocolates' hamper. We will be contacting those eligible in due course.

