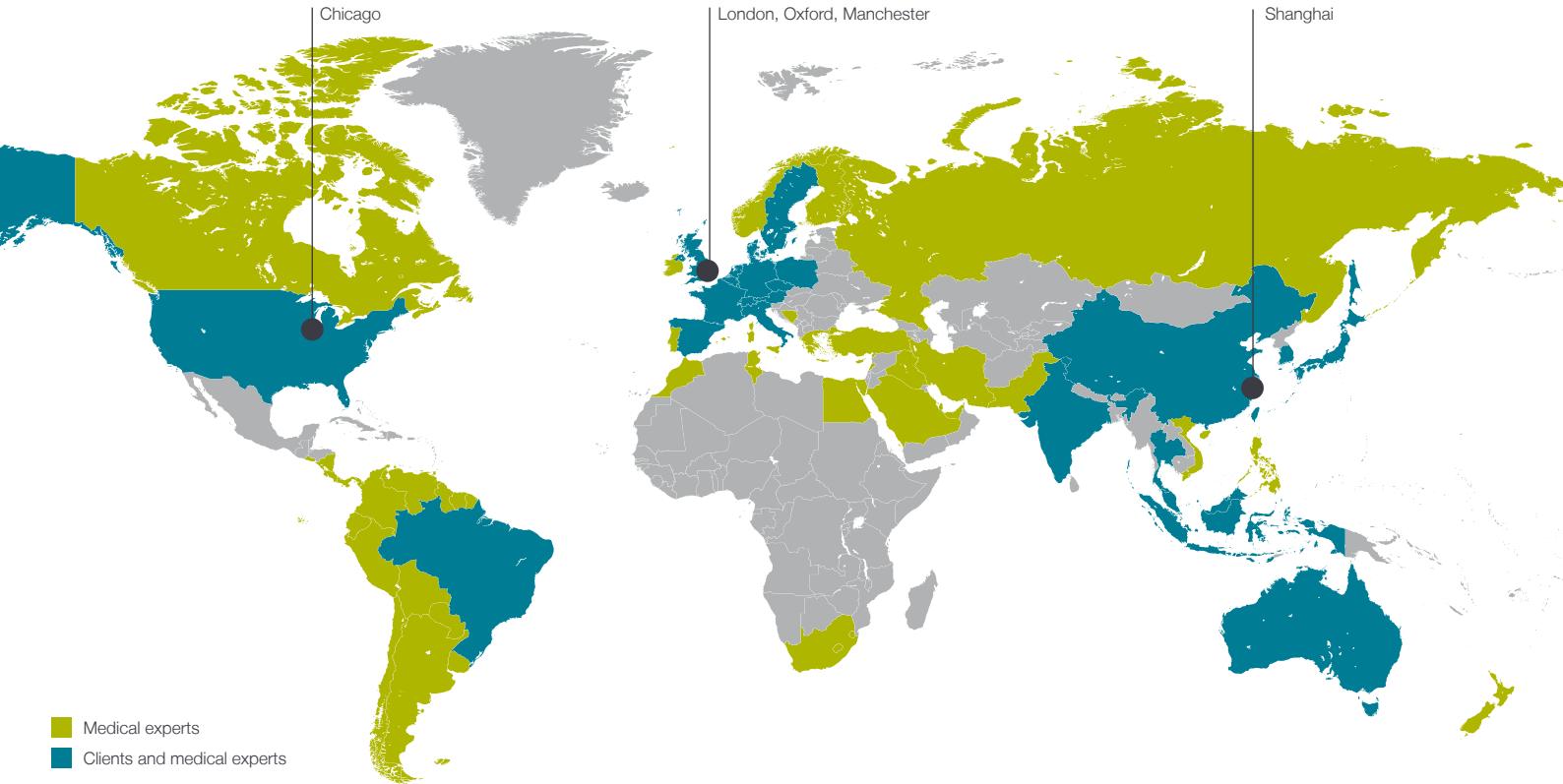




SHANGHAI • LONDON • OXFORD • MANCHESTER • CHICAGO

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# AMICULUM®

AMICULUM is an independent, privately owned cluster of agencies which deliver value-added services and consultancy to pharmaceutical, biotechnology and medical device companies worldwide

AMICULUM comprises seven distinct agency businesses, each led by an experienced management team whose members are all actively involved in the delivery of services to clients. Our key areas of expertise are:

- **Medical communications** – strategy creation and delivery of services for digital, meetings, publications and peer-to-peer programmes
- **Pharmaceutical marketing** – consultancy and services at all stages of drug development and commercialization
- **Healthcare learning** – life-cycle learning programmes using traditional and e-learning approaches

Our teams comprise individuals who are highly qualified and experienced. Most of those in scientific roles hold research-based degrees and many have significant healthcare experience gained within medical research or clinical practice. Several of our executives have worked for major international pharmaceutical and medical device companies in functions such as marketing, sales, clinical

development, medical affairs, business development and regulatory affairs.

AMICULUM agencies deliver services and consultancy in East Asia, Australasia, the Middle-East, Europe and the US from our offices in Shanghai, London, Oxford, Manchester and Chicago.

Our distinct business philosophy and configuration allows our specialist teams to focus all of their attention on the delivery of high-quality services to their clients. An integrated ‘back office’ function provides sophisticated accounting, HR, IT and data security services to all client-facing teams.

We provide global services to a number of clients. Each of our agencies can operate independently, or two or more can be brought together to create an integrated team when this is required to meet clients’ needs for a broader range of specialists or greater geographic reach.



Amiculum (*ah-mik'u-lum*) is Latin for protective covering or cloak. In biology, the amiculum is a dense surrounding coat of white fibres in the dentate nucleus which links the cerebellum to the rest of the brain.

The dentate nucleus plays a critical role in the planning, initiation and control of voluntary movements.

AMICULUM plays a critical role in the planning, initiation and control of healthcare communications and related activities.

# AMICULUM®

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# 7.4®

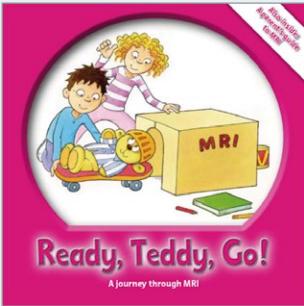
7.4 is a vibrant and successful medical communications agency based in Oxford in the UK, which strikes the perfect balance between scientific expertise and commercial acumen

7.4 employs the full range of medical communications channels to devise exceptional programmes driven by clients' business objectives and the specific needs of each target audience – from international medical experts and specialist consultants to primary care physicians, nurses and patients. We also design, manage and facilitate activities to engage pharmaceutical company audiences, including internal training and awareness campaigns.

7.4 excels at developing and managing interactive workshops and events, tailored presentations and online platforms, high-impact videos, state-of-the-art animations and outstanding publications.

Our service is delivered with integrity and professionalism by a high-calibre team, within a framework of rigorous project management. We routinely deliver programmes comprising elements such as:

- Communications consultancy
- Interactive expert workshops and advisory boards
- Affiliate support and materials to ensure consistent rollout of key initiatives
- Educational initiatives and materials
- Interactive case studies
- Stakeholder identification and engagement
- Scientific congress management
- Secure online communities
- Strategic publication planning and medical publications



#### 7.4 – ‘the perfect balance’

7.4 is a number of great significance in science and medicine, representing the perfect balance for oxygen-dependent biological systems.

The services that 7.4 delivers to its clients also need to be precise and balanced, ensuring that they are scientifically accurate, evidence-based and aligned with identified communication objectives.



SEVEN POINT FOUR

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# AMICULUM® Consulting

AMICULUM Consulting partners closely with clients to deliver informed decisions and meaningful outputs in healthcare. We work across all key stages of the drug development life-cycle and brand commercialization spectrum

The core of AMICULUM Consulting comprises a team of strategic, commercial, and technical experts and analysts, with a dedicated healthcare focus. This highly experienced team offers an extensive background in both the pharmaceutical industry and agency engagements and has expertise in building strategic plans across all major therapy areas and encompassing all pivotal elements of product commercialization.

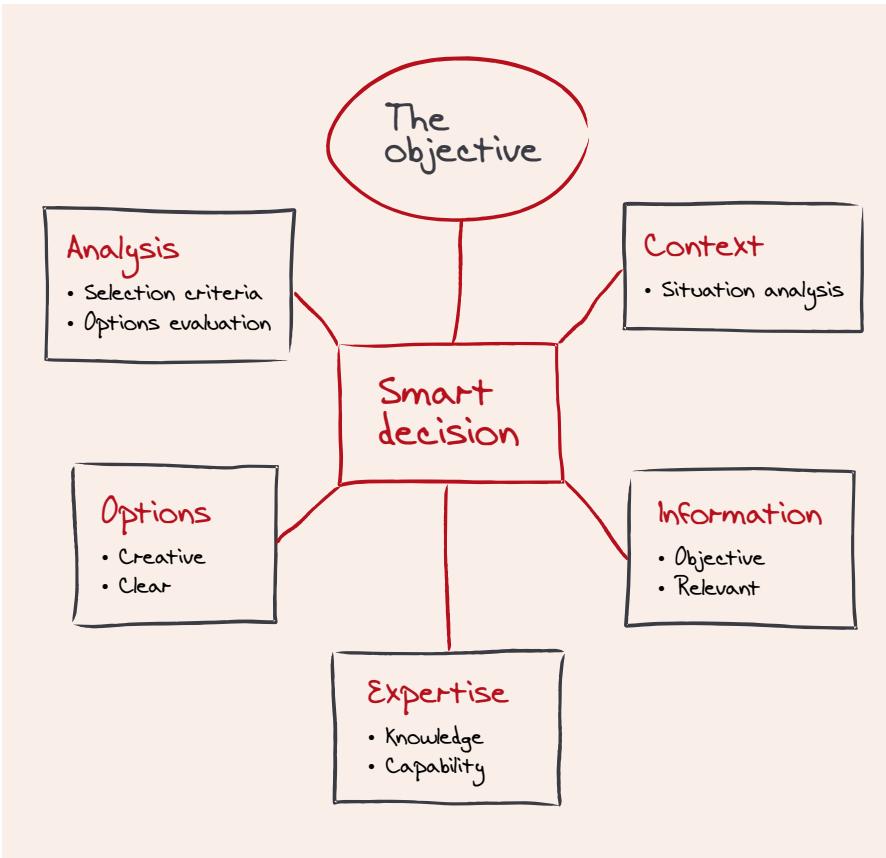
Unlike some consultancies, AMICULUM does not seek to impose a dogmatic model or regimented approach. Instead, we aim to work with our clients to quickly identify strategies to assess and overcome the specific challenges that they face and to help them develop practical, relevant tactics to deliver those strategies.

Examples of the areas in which we have worked include:

- Brand and portfolio strategy development
- Competitor and market benchmarking
- Launch optimization strategies
- Critical decision-making support programmes and assessment tools
- Internal communications programmes and workshops
- Life-cycle planning and strategies for mature brands

The AMICULUM Consulting team delivers support to its clients from its offices in the UK, China and the US.

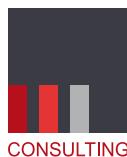
Strict client confidentiality precludes us from presenting details of our completed assignments, but we always welcome opportunities to discuss critical strategic challenges, possible assignments and to present a range of approaches for review.



Just like its neuronal namesake, AMICULUM Consulting plays a critical role in the planning, initiation and control of communications leading to action.

AMICULUM Consulting works at all stages of the drug commercialization sequence and smart, informed decision making lies at the core of all of our projects and programmes.

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# Delta Kn

Delta Kn is a healthcare learning agency that combines learning theory, scientific expertise and creativity to deliver effective educational programmes for pharmaceutical and medical device companies and healthcare service providers

Delta Kn's services include:

## Insight

- Needs assessments, analytics and consulting

## Learning design and development

- Tailored e-learning programmes
- Training workshops – optimal programme design and delivery

## Knowledge and skills

- Professional medical education initiatives
- Product, therapy and skills training for sales representatives and other internal staff
- Patient and carer health literacy

## Access and engagement

- Implementation of online learning management systems (LMS)
- Creation of secure, professional knowledge sharing networks

We work with our clients to select the learning methodology that is best suited to deliver the required result.

Delta Kn's clients have access to two proprietary platforms that have been developed to facilitate the rapid implementation of novel learning programmes.

SeringaNetwork™ is an invitation-only online collaboration network that enables our clients to provide healthcare professionals with a secure environment to share knowledge and resources across international borders and time zones. SeringaNetwork has been designed to meet the stringent requirements of our highly regulated sector and can be readily configured and customized to meet a client's specific requirements.

Delta Kn's web-based LMS LearningZone™ can be rapidly configured and implemented to provide our clients with a platform for the conduct of systematic learning needs assessments and the hosting of e-learning modules created to address the identified needs. LearningZone is suitable for both internal and external audiences.

Delta Kn is the way we chose to express learning, where  $\Delta$  signifies change and Kn represents knowledge. Learning equals knowledge changed.

Our objectives are to help our clients achieve the optimal learning outcome, perhaps expressed as  $\Delta$  Kn/time when the learning need is urgent or  $\Delta$  Kn/budget when funding is limited.



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# Mudskipper® Shanghai

Mudskipper delivers a wide range of healthcare communications consultancy and services to clients throughout East Asia, Southeast Asia and Australasia from its base in Shanghai

We established our wholly-owned agency in Shanghai in order to provide the following support to our client companies. Firstly, for our global pharmaceutical clients based in the US and Europe, we offer high-quality delivery of healthcare communications tailored to meet the specific requirements of the Chinese market.

Secondly, we develop and manage strategic communications and healthcare learning programmes designed to reach key audiences throughout East and Southeast Asia and Australasia. Such programmes can be integrated with activities in Europe and the US, supported by the Mudskipper agencies in these locations.

Finally, we can support pharmaceutical companies headquartered in China and Japan in the creation of strategies and delivery of communications directed at target audiences in Europe and the US.

## 跳鱼上海

跳鱼在上海设立分支不仅将其专业医学传播咨询及服务的范围由原来的欧美扩大到东亚、东南亚以及奥亚地区，也能更好地满足以下不同类别客户的需求。

首先，立足上海，使我们可以针对总部设在美国和欧洲的国际性医药客户，提供高质量、更迅速、更具优势的医学传播服务来满足他们中国本土化的需求。

其次，放眼亚太，让我们可以为东亚、东南亚以及奥亚受众设计战略性传播方案和管理医疗知识培训项目。我们的优势在于，我们的设计能很好地整合跳鱼欧洲和美国执行中的项目，使得成品方案更立体，更易被接受。

最后，跳鱼上海可以“由内转外”帮助总部设立在中国和日本的医药企业针对其在欧洲和美国市场上的受众设计战略并执行方案。



**Background**

**Current knowledge**

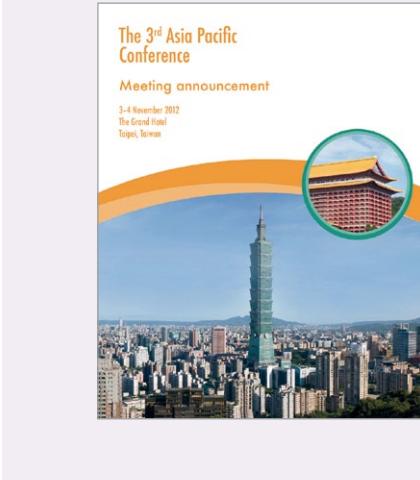
- Dysplasia in one or more cell lines
- Ineffective hematopoiesis
- Variable risk of progression to acute myeloid leukemia (AML)
- Driven by mutation
- Clonal evolution likely a multistep process of genetic events
- Somatic mutations of TET2 present in 25% of MDS-patients
- Other mutant genes: ASXL1, ETV6, EZH2, IDH1, IDH2, RUXO1, and TP53 found in patients with poor prognosis

**Refractory anemia with ring sideroblasts (RARS):**

- A phenotypically well-defined subtype of MDS
- Patients have ≥15% ring sideroblasts

The identification of recurrently mutated genes in RARS could provide novel insights into molecular pathogenesis of MDS

Makowki et al. ABH 2011, plenary session 3



Good science is the backbone of a good scientific paper

Accepted ethical standards Proper study design GCP Appropriate statistical analysis Correct interpretation of results

Medical Publications Workshop – Taiwan 2012

MUDSKIPPER

'Tiao yu' (*pronounced tee-ow you*), the Chinese name for Mudskipper, means jumping fish. The calligraphy in our Chinese symbol means 'jumping fish Shanghai'.

We selected Shanghai as our base in East Asia because of its increasing importance as a centre for drug development and commercialization.

Our Shanghai team works in English, Chinese and Japanese.



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# Mudskipper® UK

Mudskipper is a full-service healthcare communications agency that delivers high-quality services to international pharmaceutical industry clients

Mudskipper has significant expertise in all healthcare communications channels, including meetings, publications, digital and peer-to-peer programmes.

Members of our in-house medical writing and editorial team hold qualifications in biochemistry, pharmacy, pharmacology and other biomedical sciences. Most hold higher degrees and many have significant research experience. Our skilled project management specialists help us ensure that deadlines are achieved and that projects are delivered on budget.

Mudskipper's commercial team, some of whom have worked 'on the client side' at major pharmaceutical or medical device companies, are charged with ensuring that the services we deliver are aligned with our clients' strategic communications objectives.

Mudskipper has a great deal of experience in the creation of communication strategies to achieve successful commercialization of new pharmaceutical brands.

Our scientific expertise and commercial insight enable us to work with drugs in early stages of development to assess strategic options encompassing the full range of communication channels and stakeholder groups. Our communications expertise extends to all stages of the product life-cycle.

Assessment of the relative effectiveness of professional communications activities poses a significant challenge. Mudskipper has therefore developed LiterRate™, a web-based analytical tool that helps our clients to determine the value of the scientific support provided by indexed medical communications. LiterRate features a range of publication- and author-based analyses that can contribute significantly to the optimization of communications activities.

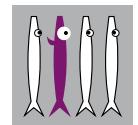
Mudskipper relishes challenges and we welcome opportunities to work closely with our clients to create innovative responses designed to overcome potential issues and make the most of new opportunities.



Mudskipper (*múd,ski-pu(r)*) was named after small air-breathing fish, which use their adapted pectoral fins to move on land.

We were keen on the idea that fish able to ‘walk’ have many more positioning options available to them than most of their competitors.

Our justification for selecting the name was strengthened when we learned that their eyes enable them to see both above and below the surface of the water.



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# Mudskipper® Chicago

Mudskipper's Chicago-based team extends our full range of high-quality medical communications services to clients throughout North America

Mudskipper has delivered services to clients within the pharmaceutical industry in the US since its formation in 2001. Agency staff are fully conversant with the US regulatory environment as it applies to healthcare communications and work closely with clients to ensure full compliance. Our Chicago-based team works with US clients to support domestic and global communications activities, collaborating with sister agencies in Europe and East Asia when greater resource and global reach are required.

The Mudskipper Chicago team is comprised of medical communications professionals who hold advanced technical, clinical and business degrees and who have practical experience gained within the pharmaceutical industry, clinical or academic research settings, and the agency sector.

Our collective experience enables us to effectively partner with clients to determine innovative solutions and implement high-quality, scientifically accurate, strategic communications.

Mudskipper's expertise includes the use of key channels such as digital, meetings, scientific communications, and publications to address our clients' needs. Our high-calibre team engages and collaborates with healthcare organizations and individual professionals to develop medical communications of the highest standard.

**With the Oncology 360 COMA Slice Resource preparing presentations has never been easier!**

**Slide resource roll-out plan**

- Step 1: Garter administrators rolled Product medical content upload
- Step 2: Fully tested medical (HIS) and R&D2 training
- Step 3: Hemophilia Clinical Development and Medical Affairs training
- Step 4: Ongoing evaluation of needs and feedback

**Head-to-head study of FOSRENOL® (lanthanum carbonate) versus sevelamer hydrochloride**

**Questions?**

**CSOM230B2305 A Phase III study evaluating the efficacy and safety in patients with Cushing's disease**

**Overall, 27% of patients were 'less than satisfied' with their PPI therapy**

Satisfaction Level	Total (N=617)*	QD (n=438)	BID (n=137)
Very satisfied	~38%	~35%	~38%
Satisfied	~30%	~30%	~20%
Neither satisfied nor dissatisfied	~15%	~15%	~15%
Dissatisfied	~10%	~10%	~10%
Very dissatisfied	~3%	~2%	~2%

\*The total sample of 617 patients: 438 patients QD, 137 patients BID, and 42 patients on other PPI dosing frequencies

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There's not much more to add regarding Mudskipper branding; however, we regarded it as auspicious that the mudskipper was declared 'fish of the month' at the New Jersey State Aquarium just days after the name was chosen.

We selected Chicago as the home for our US office because of its central location, with ready access to pharmaceutical and biotechnology hubs throughout the country.

# AMICULUM® Digital

AMICULUM Digital creates innovative, cutting-edge services to optimize engagement and streamline communication with customers, consumers and internal audiences

Our team comprises commercial, technical and creative experts who are adept at responding to your business challenges. We work seamlessly with colleagues in our other agencies in China, the UK and the US, providing clients with a single, multidisciplinary project team if required. Alternatively, we can assume responsibility for the digital aspects of multi-agency projects, collaborating effectively and professionally with our clients' other selected partners.

- Our design team is fully integrated throughout the project life-cycle to ensure that interfaces are functional and enhance the user experience
- Our team is fully conversant with the regulatory and ethical environment in which our clients operate, as well as the complex business processes involved in the creation, development and production of healthcare-related communications
- We use PRINCE2 and Agile methodologies to ensure that our projects are delivered on time and to an exceptionally high standard

- We specialize in both client- and server-side technologies to create a true end-to-end service for our clients

Our services fall into four broad categories:

**Strategy** - although our services are digital, the challenges are always human – we will bring your digital strategy to life by focusing on the audience and the communication goals

**Mobile** - our mobile platforms are built specifically for the tough regulatory requirements of the pharmaceutical industry. Our in-house developers create multi-platform, multi-language apps to optimize penetration and reach

**Web and desktop applications** - from concept through to final implementation, we can help you build a powerful online presence

**Content management systems** - our robust CMS is easily configurable to project requirements and enables rapid distribution of content to multiple platforms and devices

We selected the name AMICULUM Digital for AMICULUM's digital agency because we don't believe in overcomplicating things.

Our digital specialists work across the full spectrum of AMICULUM's activities to support our pharmaceutical industry clients.

The collage consists of four screenshots:

- Top Left:** A mobile device screen showing the AMICULUM DIGITAL homepage. It features a dark header with the AMICULUM logo and navigation links like "Digital Marketing", "Digital Content", and "Digital Events". Below this is a grid of cards representing different services: "Brand positioning", "Digital Marketing", "Digital Content", "Digital Events", "Digital PR", "Digital Media", "Digital Research", "Digital Strategy", "Digital Training", "Digital UX/UI", "Digital Video", "Digital Web", "Digital Writing", "Digital X-Rays", "Digital X-Rays", "Digital X-Rays", "Digital X-Rays", and "Digital X-Rays".
- Top Right:** A screenshot of the "claims bank" website. The header says "claims bank" and "your point". It has a search bar and a "SEARCH" button. Below is a section titled "INFORMATION" with three images: a hand holding a pen, a man in a suit, and a group of people. A sub-section titled "Welcome to the Claims bank" explains the site's purpose: "The site contains the main-to-dose scientific statements for use in claims. Depicted in the bank is a collection of statements that are identified as being supported by evidence. These statements are supported by evidence that supports them. Using these statements - and citing the evidence that supports them - allows you to make claims that are reliable, credible, accurate, and effective." It also includes sections for "The study flow", "Key statements that support the hygiene claim in your markets are displayed in the bank.", and "The claims bank is a tool to help you to make claims that are reliable, credible, accurate, and effective."
- Bottom Left:** A screenshot of a digital dashboard titled "AMICULUM". It shows a timeline from "Jul 2012" to "Jul 2013" with various themes and objectives. Themes include "Theme 1.2", "Theme 1.3", "Theme 1.4", and "Objective 2". Each theme has associated tasks and progress bars. For example, "Theme 1.2" has tasks like "Define the market", "Identify key stakeholders", and "Define the target audience".
- Bottom Right:** A screenshot of a digital presentation slide titled "Background and history". It features a video player showing a man speaking, followed by a list of bullet points:
  - eGFR 3 years ago was 74 ml/min
  - Last three ethnicity-adjusted eGFRs: 60, 53, 52
  - Positive for protein, no blood, raised protein/creatinine ratio
  - Framingham risk 18%/10 years (no ethnicity adjustment)Below the list are sections for "Introduction", "Patient history", "Considerations", "Conclusion", and "Treatment options", each with a numerical value. At the bottom are buttons for "Single View", "Full screen", and "Presenting Information".



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# Resources

AMICULUM's agencies have developed a number of tools and processes designed to meet the needs of our international pharmaceutical, biotechnology and medical device company clients worldwide

The list opposite includes a summary of the key characteristics of some of the products and platforms developed at AMICULUM. Some are available 'over-the-counter' for immediate use; others are suitable for modification to ensure that they meet the specific needs of the client. All can be adapted and rebranded according to our clients' requirements.

We are in the process of developing a number of new products, the details of which are not listed here for obvious reasons. If there is an area that is of particular interest or you have a requirement that you do not think would be met by our existing resources, please do not hesitate to contact us for a confidential discussion – we relish a challenge!

<b>Product</b>	<b>Summary</b>
LiterRate™	A sophisticated diagnostic tool that has been designed to evaluate the scientific support that exists for pharmaceutical products in the published literature base
SeringaNetwork™	A secure online invitation-only professional networking platform suitable for use as the core of a thought-leader engagement programme, clinical investigator communications hub or as part of an international or regional medical education initiative
RAPPORT™	<p>A visual, interactive tactical communications planning tool. Provides an integrated, strategically aligned global view of all communications:</p> <ul style="list-style-type: none"> <li>• Visualizes and allows analysis of the communications plan</li> <li>• Facilitates strategic planning and gap analysis</li> <li>• Provides a central, online resource which is always up-to-date</li> <li>• Supports management of resources and budgets</li> </ul>
Cloudbase™	A content management system (CMS) designed specifically for the secure and controlled distribution of assets (including apps, video, PDFs and other documents and presentations) to iPads within the pharmaceutical industry
KOLQuAD™	A step-wise, logical process to assist clients with identifying and profiling established and emerging KOLs across a number of therapy areas. The analysis is fully customizable to client requirements and based on a number of diverse criteria – making this a valuable tool for decision making at any point in a product's life-cycle
LearningZone™	<p>A comprehensive and customizable learning management system (LMS) that has been specifically configured for a healthcare audience. Secure and user friendly, LearningZone can be rapidly deployed with options for:</p> <ul style="list-style-type: none"> <li>• Enhanced reporting facilities and certification</li> <li>• Tiered service levels and hosting</li> <li>• Ad hoc learner access or pre-determined groups</li> <li>• Simple pay-as-you-go or annual tariff options</li> </ul>

# And finally

When we established AMICULUM in 2001 we set ourselves the following objective:

***“To create a business environment in which talented individuals can deliver great work in collaboration with their colleagues and clients”***

We planned to develop a cluster of wholly-owned agencies delivering consultancy and value-added services to clients in the international pharmaceutical industry, with teams based in the UK, US and East Asia.

The key business areas that we identified were medical communications, healthcare learning, and pharmaceutical industry consulting. We anticipated the requirement for an agency specializing in healthcare-related digital communications.

We would like to take this opportunity to thank the clients who have entrusted us with their business to date and enabled us to achieve our original objectives. As we prepare to deliver the support that our clients require from us over the next decade, we would like to invite you to consider us for future assignments.

If you have any comments or questions, we would be delighted to hear from you.

Thank you.

**The AMICULUM team**



The 7.4, AMICULUM and Mudskipper brand names and their associated symbols are all registered trademarks belonging to AMICULUM Limited.

[www.amiculum.biz](http://www.amiculum.biz)

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