

► Content Sharing Among All Stakeholders

DitaExchange's Dx4 Solution Allows Scientists, Medical Writers, Regulatory Affairs, and Business Units to Share Content



DitaExchange provides organizations with a "single-source of truth" for their most strategic content.

DitaExchange has gone beyond typical content management thinking and has developed a structured content management solution that simplifies the process for individuals, while using the SharePoint platform allowing organizations to extend the use of their existing infrastructure and significantly reduce training time for users.

Customers have experienced time savings of greater than 70% in producing patient narratives for clinical documentation, and 65% content reuse resulting in a remarkable reduction in time spent writing.

In one example, for a clinical study generating 4,000 clinical documents, the Dx4 Structured Content Management (SCM) approach reduced the effort from 24,000 hours of work (six hours per document) to just 2,000 hours of work (30 minutes per document) — a more than 80% time reduction.

Traditional CMS solutions concentrate on the authoring, review, approval, and distribution of entire documents that can only be used in a limited way. The Dx4 SCM solution enables organizations to meet the current information management paradigm shift as the industry moves toward standardization, and transparency allowing common ground for information sharing.

Dx4 gives organizations better quality of content because it uses topic-based principles to author content. The solution also enables authors to write in parallel instead of sequentially, compressing authoring and review time. Finally, the intelligent document publishing engine efficiently harmonizes and produces desired output to reach compliance with regulatory requirements and corporate standards.

The Dx4 solution makes it easy for scientists, medical writers, regulatory affairs, and business people to create, manage, share, and deliver important content, while enabling them to reuse and publish it anywhere, consistently, in any format and across any Web application or media publishing channel.

DITA Exchange won the Microsoft Global Life Sciences Innovation Award.

► Moving Proton Therapy to the Forefront of Cancer Care

Mevion's Treatment Trumps Traditional Radiation

Mevion Medical Systems is changing the economics and accessibility of proton therapy with the introduction of the Mevion S250 proton therapy system. The Mevion S250 offers all the treatment benefits of large, expensive proton therapy systems, but removes the obstacles of size, cost, and complexity, helping more patients access the cancer care they need. Earlier this year, the Canadian government approved the use of Mevion's system and it has become the first such system to be licensed in Canada.

Because protons can target cancer tumors with much greater precision, resulting in significantly less damage to surrounding healthy tissue and organs, it is a viable alternative to traditional photon therapy, which is x-ray radiation. This is especially important for patients with tumors located in sensitive locations such as the brain, spine, and lungs, and in pediatric patients. Before the invention of the Mevion S250 proton therapy systems were the size of a football field and cost about \$200 million. As a result, very few cancer centers have been able to afford this treatment for their patients who need it.

Therefore, the Mevion S250 is a game-changer. The initial investment is much lower — about \$30 million — and the footprint is much smaller, about 2,000 sq. feet vs. up to 100,000 sq. feet; and the operational costs are significantly lower. This means cancer centers that previously could not afford to offer proton therapy to their patients, or simply did not have room for the traditional, large system, can now provide proton therapy to patients for whom this is the most appropriate modality of care. And

with more cancer centers offering proton therapy, more patients will be able to receive their treatment close to home and close to their support network.

Furthermore, Mevion's breakthrough has inspired other companies to attempt to bring smaller and less-expensive proton therapy systems to the market. This competition will lead to greater benefit for the cancer patients who need it most.



The Mevion S250 opens more doors for patients to receive proton therapy.

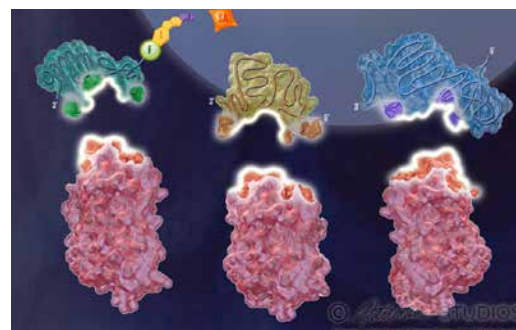
► Proteomics Made Easy

SomaLogic Turns the Problem of Protein-Measuring Into a Solution

Traditional aptamers are simply not chemically diverse enough to give the strength and duration of binding needed. SomaLogic has developed a way to use aptamer technology to measure proteins, overcoming the inherent limitations of antibodies in multiplexing and mass spectrometry in detecting low-abundance analytes. The breakthrough moment came with the realization that it was possible to attach protein-like side chains to the nucleic acid bases that make up an aptamer. These modifications confer on aptamers the ability to specifically bind their target proteins with high affinity for long periods of time. Called Slow Off-rate Modified Aptamers, or SOMA-mers, these molecules, which are proprietary to SomaLogic, are at the base of all the proteomics tools the company offers. Their unique properties make them superior protein binding reagents, and their basic DNA structure allows

the application of traditional DNA measurement techniques for rapid analysis. In essence, SomaLogic has turned a protein-measuring problem into a DNA measurement solution.

At the heart of SomaLogic's technology is a modified nucleic acid-based protein binding reagent.





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Compliments of PharmaVoice

- Create
- Manage
- Deliver
- Re-use

Structured Content Management For Life Sciences

Simplify the way you create, manage, deliver and re-use important content through structured content management solutions built to run on the SharePoint platform. Dx4™ helps companies produce and maintain important information quickly while following compliance guidelines so employees spend less time keeping up with regulations and more time reaching company goals.

Visit us at ditaexchange.com to find out more.