

2000 - 2010: Celebrating
10 Years of Dedicated Service

H.M. Pharma Consultancy - The Knowledge Foundry Company Presentation

Hermann Mucke



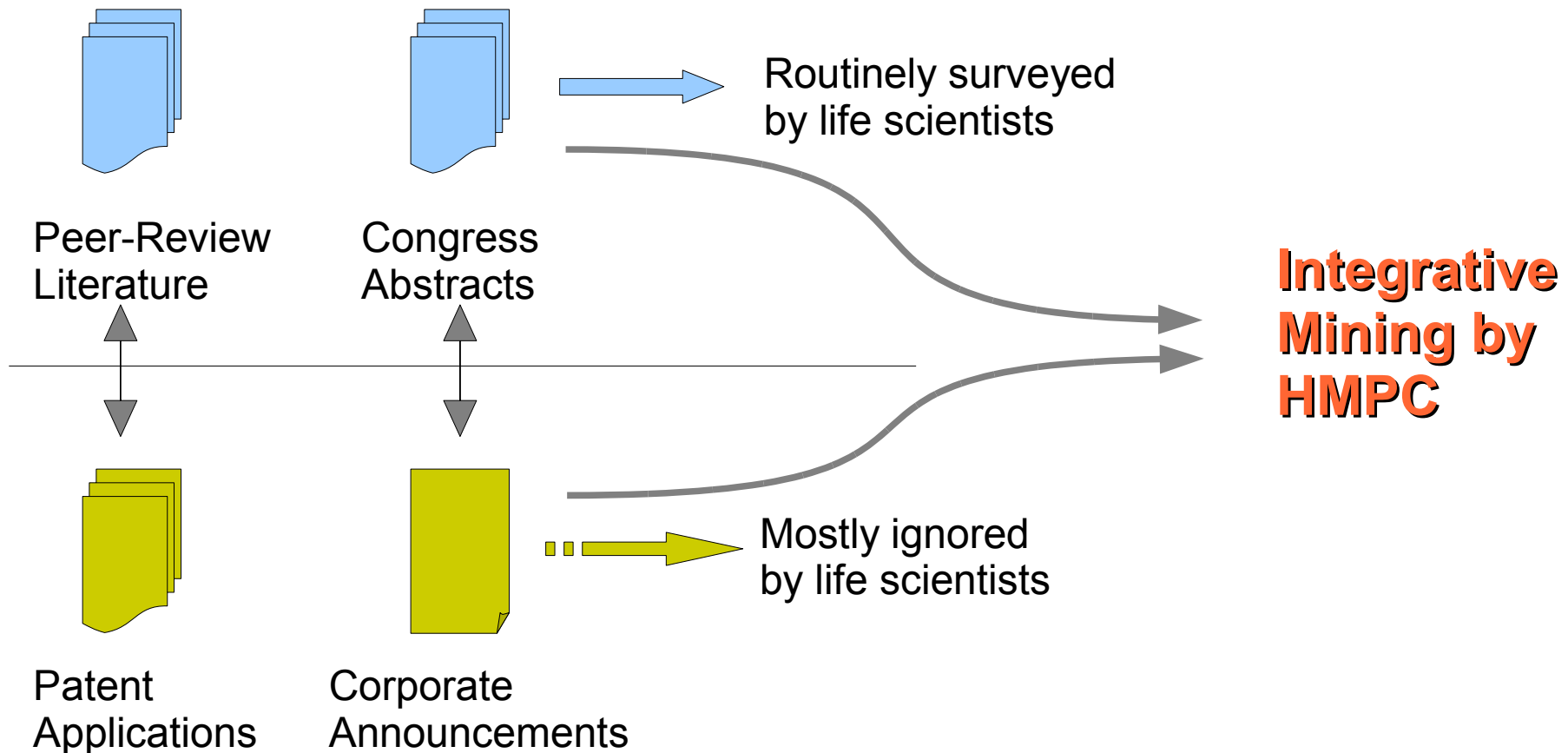
www.hmpharmacon.com

H.M. Pharma Consultancy: Who We Are

- *A service-centered enterprise for the Life Science industry, with three distinct areas of strength:*
- **SCIENCE**
 - Firm background in pharmacology, biochemistry and molecular biology including medical genetics
- **PATENTS**
 - All aspects of intellectual property are familiar to us
- **COMMUNICATION**
 - We make contacts with potential corporate partners, analysts, investors and the life science news services

Bringing Together What Belongs Together

- H.M. Pharma Consultancy's unique integrative approach to knowledge aggregation includes all sources, and treats them equally:



Means Employed for Information Collection, Integrative Processing and Reporting

- Information Sources
 - Digital (supplemented by paper):
 - Databases (peer-review literature, intellectual property)
 - Regulatory filings (public parts)
 - Newswires, press releases
 - Blogs (academic, industry)
 - Networking
 - Our knowledgeable contacts reduce publication lag times
- Information pre-processing
 - Software-assisted text mining technologies
 - Knowledge-driven on-screen structuring
- Synthesis and preparation of report/recommendation

How Does HMPC Accomplish This?

- Structured as a semi-virtual enterprise: Minimal physical footprint
 - Headquarters in Vienna, Austria
 - Subsidiary office in Styria (near Austrian-Slovenian border)
 - Network of trusted business partners
- Heavy reliance on IT and the internet
 - Extensive use of collaborative software tools
 - As close to the “paperless office” as current technology and common sense permit

We Dig Deep... (hence, the root logo)

- Depth of research essentially depends only on customer wishes and available time
 - Given reasonable lead time, there are very few public data of relevance that we cannot retrieve
 - However, we can also do really rapid searches if required
- Our own proprietary patent databases: a disruptive knowledge retrieval tool (THIRDSPACE)
 - Complete coverage for select therapeutic fields
 - Search capabilities for semantic context and chemical structures (chemoinformatics)
 - First module: ocular pharmacology & diagnostics

Intellectual Property Services: Beyond what Patent Attorneys Can Do

- Surveying markets for unmet therapeutic needs and patenting opportunities
 - *“Is there something emerging from our work that we might want to patent?”*
- Freedom-to-operate searches
 - *“Can we do this without risking infringement suits?”*
- Continual vigilance within the customer's IP landscape
 - *“Is anybody infringing/bypassing our IP?”*
 - *“Are there opportunities to claim gaps in the IP landscape that are not exploited by competitors?”*
- Comprehensive assistance with writing patent applications and with drafting replies to patent office actions

Integrated Business Development Services



- Combines all of HMPC's strengths:
 - Internal HMPC databases and analyst resources
 - Interfacing with corporate/academic management
 - Cooperation with, and coordination of, experts who are internal or external to the client
- Ability to provide clear, well-substantiated advice in business decisions on the strategic or tactical level

Drug Development Guidance and Coordination

- In addition to advising, we also coordinate consultants and CROs from the preclinical stage to clinical Phase II
- Fully integrated with the customer's forward strategy:
 - Patenting
 - Conference presentations
 - Peer review manuscripts
 - Corporate communications
- Particularly attractive option for small and emerging companies

Helping You Work With The Regulators

- H.M. Pharma Consultancy is not a regulatory service company, BUT...
 - We do literature assessments in support of preclinical and clinical sections of regulatory dossiers
 - We compile clinical overviews to support your case for favorable reimbursement terms with national healthcare providers
- Again, this draws on our capabilities in comprehensive low-level data analysis

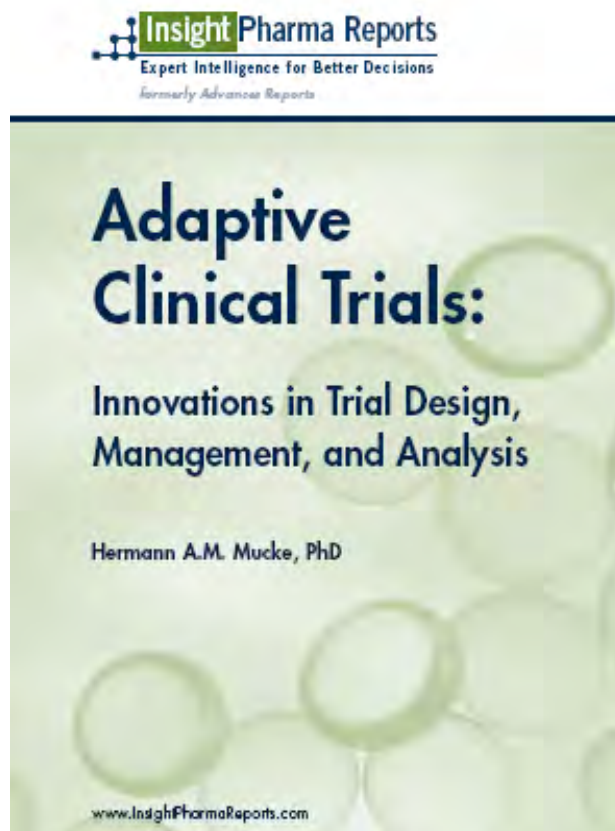
H.M. Pharma Consultancy Can Help You...

- ...If you need analyst assistance with your business plan or an acquisition, based on integrated science and IP assessments...
- ...If you are more concerned with cutting-edge science (and with financing it) than with hands-on planning and organization of formal preclinical studies or early clinical trials...
- ...If you feel that your existing patent portfolio needs more proactive strategic attention...
- ...If you need to outsource any of the above tasks during times of peak-load without inflating your permanent staff...
- ...If you need to get reimbursement clearance in European countries^{*)} for your recently EMEA-approved drug
- ...If you need to take your corporate message to industry analysts

^{*)} Service available only in selected markets at this time

Working with Life Science Information Providers: A Non-Confidential Business Arm

- Extramural Patent Editor for Thomson Pharma Partnering
- Constant flow of drug development pipeline and technology assessments



Insight Pharma Reports
Expert Intelligence for Better Decisions

DATA MINING In Drug Development and Translational Medicine

July 2009

Hermann A.M. Mucke, PhD

Transforming Data Into Knowledge

The biopharmaceutical industry is grappling not only with sheer data volume but with the ability of researchers to extract information through identification and contextual analysis of those data that are relevant to a particular set of investigations. This report examines:

- Techniques, technology, and software used in life science data mining
- Data mining for early preclinical safety assessments
- Data mining in clinical trials
- Data mining in pharmacovigilance
- Business models and solutions in drug development bioinformatics

***** THANK YOU FOR YOUR ATTENTION *****



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