



You and your colleagues in DMPK and clinical pharmacology are invited to attend an exclusive workshop and discussion entitled:

**Enabling Model-Based Drug Development Despite
a Streamlined and Collaborative Environment**

Chair: Mark Hovde

Wednesday, 6 October 2010: 8:30AM-1:30PM

**Centre d'affaires Regus
140bis, Rue de Rennes
75006 Paris, France**

The potential benefit of modeling and simulation in pharmaceutical development has never been greater. At the same time, managers of DMPK and clinical pharmacology must migrate to model-based drug development while coping with intense headcount pressures, unrelenting timelines, and the need to outsource as much as possible to cost-effective CRO's. How to build an environment that addresses these often conflicting challenges?

On 6 October 2010, Pharsight is sponsoring a workshop in Paris on next-generation software tools for organizations implementing model-based drug development in an era where managers must deliver greater efficiencies and manage a more complex workflow using CRO's. Agenda:

- The business case for model-based drug development
- The growing use of CRO's in DMPK and clinical pharmacology
- Data management challenges in clinical pharmacology and DMPK
- Analysis, modeling, and simulation challenges in clinical pharmacology and DMPK
- Reporting and visualization challenges in clinical pharmacology and DMPK
- Collaborating with CRO's using online data repositories
- Improving the productivity of modeling, and simulation through integrated workflows pipelining incorporating Phoenix WinNonlin, Phoenix NLME, SAS, and NONMEM
- Streamlining analysis and reporting with automated scripting and formatting for clinical and preclinical (GLP and non-GLP) analysis.

There is no fee to attend the workshop. Seats are limited. Please join us and confirm your attendance by email response to Karen Stucker, karen.stucker@certara.com