

## **MAXIOM GROUP TO HOST WORKSHOP TO AID DRUG MANUFACTURERS IN UNDERSTANDING SUPPLY CHAIN PEDIGREE REQUIREMENTS**

*California Bill 1307 will provide focus for industry event, slated for August 23*

**Waltham, MA, August 20, 2007** – Maxiom Consulting Group, Inc., a leading strategic business and IT consulting firm exclusively serving the life sciences industry, has announced the company's plan to provide drug manufacturers with an understanding of legislation resulting in significant and substantial supply chain pedigree requirements. On Thursday, August 23, Maxiom Group will be hosting a workshop at the Hilton Newark Airport from 9 a.m. – 12:30 p.m. *Charting A Course to Pedigree Compliance: A Key Component of Your Brand Integrity Plan*, will focus on California Bill 1307, and discuss the compliance implications resulting from adoption of the legislation.

"There is a compelling need for drug manufacturers to better secure the supply chain in response to pending industry regulation and the ever-growing threat of counterfeit, adulterated, and diverted pharmaceuticals," said Gary Lerner, Director of Brand Integrity for Maxiom Group. Mr. Lerner directs the Company's efforts in designing and implementing comprehensive brand security solutions for life sciences companies and will lead the workshop.

According to the Healthcare Distribution Management Association (HDMA), 17 states have adopted pedigree requirements and an additional 21 states are considering the matter. This is in response to the Prescription Drug Marketing Act of 1987 (PDMA), which was enacted under the direction of the U.S. Food and Drug Administration (FDA).

"FDA actions combined with continuing regulatory efforts at the state level are indicative of the growing pressure to enhance the integrity of the drug supply chain," said Todd Applebaum, Vice President, Operations/Strategy Practice at Maxiom Group. "We strongly recommend drug manufacturers and distributors develop specific brand security plans that meet the FDA's requirements and prepare for future regulations."

The workshop will focus on California compliance implications as part of brand integrity planning. For more information, log onto [www.maxiomgroup.com](http://www.maxiomgroup.com).

### **ABOUT MAXIOM GROUP**

Maxiom Group is a leading strategic business and IT consulting firm exclusively serving the life sciences industry. We help transform emerging, established and mature biotechnology, pharmaceutical and medical device companies at each stage of their life cycle by solving mission critical business issues. From drug discovery and development, to clinical trials, to commercial launch and sustained market leadership, Maxiom Group clients rely on our unique focus, insight and approach.

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