

GrayMatterz

THE ZIMMERMAN GROUP, INC.

Marketing/Consulting

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Take A Mental Pharmaceutical Marketing Break — Part II

If you're a pharmaceutical marketer, the number of acronyms you hold in your head can be staggering!

Juice your brain with this quick quiz: see how many of the following you can identify in 30 seconds.

Use the second hand on your watch? Nah. Just set the timer on your smart phone ;->

In the spirit of full disclosure, even after 25+ years of experience in life science marketing, four of these were new to me!

[If you enjoyed this and want to play again with more general marketing acronyms, check out the quiz at www.zimm.com/_pdfs/GrayMatterz_PartI_May11.pdf.

- | | | |
|------------|---|--------------|
| 1. CRO | 15. LIMS | 28. NCE |
| 2. PDMA | 16. TDD | 29. PDUFA |
| 3. DDL | 17. MAP | 30. QA/QC |
| 4. AAALAC | 18. AAPS | 31. DIA |
| 5. RAPS | 19. UF | 32. KOL |
| 6. FDAAA | 20. ADME | 33. EMA |
| 7. DDMAC | 21. ANDA | 34. SOP |
| 8. PK | 22. CDER | 35. AR codes |
| 9. ADR | 23. MCMV | 36. COL |
| 10. BIO | 24. USP (<i>hint: not Unique Selling Proposition</i>) | 37. SPBT |
| 11. CAND A | 25. cGLP | 38. MSL |
| 12. ISPE | 26. CMO | 39. AE |
| 13. ELISA | 27. IRB | 40. ACRP |
| 14. ICH | | |



Brains for hire.™

So how many did you get?

- | | | | |
|------------|---|--------------|---|
| 1. CRO | <i>contract research organization OR clinical research organization</i> | 20. ADME | <i>absorption/distribution/metabolism/excretion</i> |
| 2. PDMA | <i>Prescription Drug Marketing Act</i> | 21. ANDA | <i>abbreviated new drug application</i> |
| 3. DDL | <i>dear doctor letter</i> | 22. CDER | <i>Center for Drug Evaluation and Research</i> |
| 4. AAALAC | <i>American Association for the Accreditation of Laboratory Animal Care</i> | 23. MCMV | <i>mouse cytomegalovirus</i> |
| 5. RAPS | <i>Regulatory Affairs Professionals Society</i> | 24. USP | <i>United States Pharmacopeia</i> |
| 6. FDAAA | <i>Food and Drug Administration Amendments Act</i> | 25. cGLP | <i>current good laboratory practices</i> |
| 7. DDMAC | <i>Division of Drug Marketing Advertising & Communications</i> | 26. CMO | <i>contract manufacturing organization</i> |
| 8. PK | <i>pharmacokinetics</i> | 27. IRB | <i>institutional review board</i> |
| 9. ADR | <i>adverse drug reaction</i> | 28. NCE | <i>new chemical entity</i> |
| 10. BIO | <i>Biotechnology Industry Organization</i> | 29. PDUFA | <i>Prescription Drug User Fee Act</i> |
| 11. CANDAs | <i>computer-assisted new drug application</i> | 30. QA/QC | <i>quality assurance/quality control</i> |
| 12. ISPE | <i>International Society for Pharmacoepidemiology</i> | 31. DIA | <i>Drug Information Association</i> |
| 13. ELISA | <i>enzyme-linked immunosorbent assay</i> | 32. KOL | <i>key opinion leader</i> |
| 14. ICH | <i>International Conference on Harmonization</i> | 33. EMA | <i>European Medicines Agency</i> |
| 15. LIMS | <i>laboratory information management systems</i> | 34. SOP | <i>standard operating procedure</i> |
| 16. TDD | <i>trans-dermal drug delivery</i> | 35. AR codes | <i>augmented reality codes</i> |
| 17. MAP | <i>mouse antibody production</i> | 36. COL | <i>community opinion leader</i> |
| 18. AAPS | <i>American Association of Pharmaceutical Scientists</i> | 37. SPBT | <i>Society of Pharmaceutical and Biotech Trainers</i> |
| 19. UF | <i>ultra filtration OR urea formaldehyde</i> | 38. MSL | <i>medical science liaison</i> |
| | | 39. AE | <i>adverse event</i> |
| | | 40. ACRP | <i>Association of Clinical Research Professionals</i> |

If you got between 35 and 40 correct, treat yourself today! You've earned a break.

Call on us. We've got *Brains for hire™*.
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