



**informa**  
healthcare

**informa**



# Agenda | Meet the Publishers

- Informa and our place within it
- Meeting your publication requirements
  - Choosing the right publication
    - The Informa Healthcare Portfolio
    - Special issues
  - Rapid publication
    - The *CMRO Series*
    - The *Expert Opinion Series*
    - *Annals of Medicine*
  - Measurable, cross-platform and 24/7 access
  - Transparent and ethical publication standards
- Post-publication support



# Informa plc

- Informa plc is a leading international provider of **specialist information** and **services** for the academic and scientific, professional and commercial business communities
- Holds over **10,000 events** and publishes over **42,000 titles** annually
- **FTSE 250**, over 7,500 employees in 40 countries
- Annual turnover in excess of **£1 billion**

*Bringing knowledge to life*

**informa**



# Informa: Pharma and Healthcare

EVENTS (IIR, PTI & INFORMA LIFE SCIENCES)



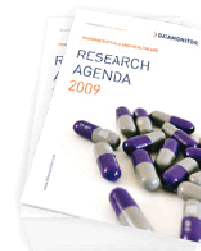
Develop your skills, achieve your goals

**informa**  
life sciences

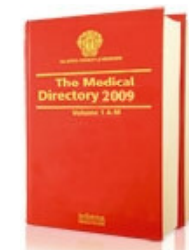
PHARMA



DATAMONITOR



HEALTHCARE



**informa**



# Informa Healthcare

- At the very heart of global **drug discovery, development** and **outcomes** research
- Journal and books portfolio continually evolving to meet the needs of physicians, pharmaceutical researchers, clinical investigators, and decision-makers in all therapy areas
- Currently publishes over 2000 book titles and over 160 journals, all of which are peer-reviewed
- Offers medical communication support - including custom content, supplements, and e-healthcare solutions through **Informa Healthcare Communications**

informa

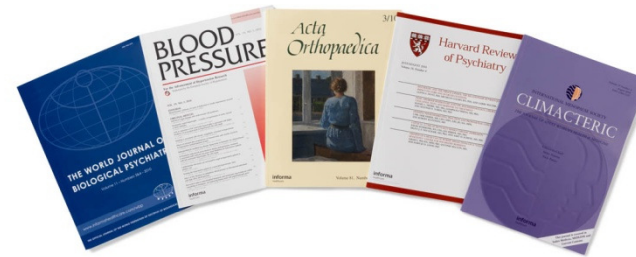


# Journal portfolio breakdown

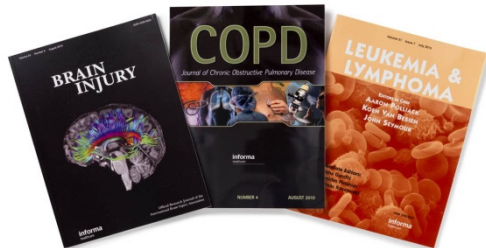
## LIFE SCIENCE / PHARMATOX (38 titles)



## SOCIETY (39 titles)



## MEDICINE (74 titles)



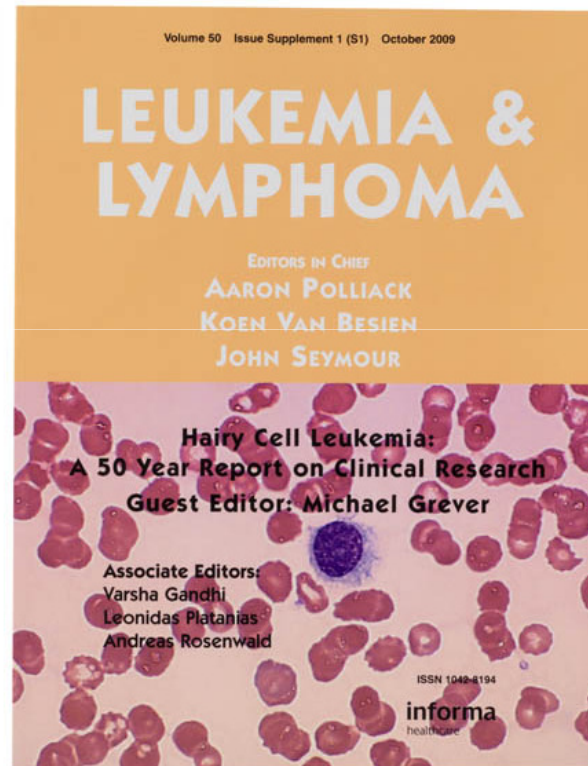
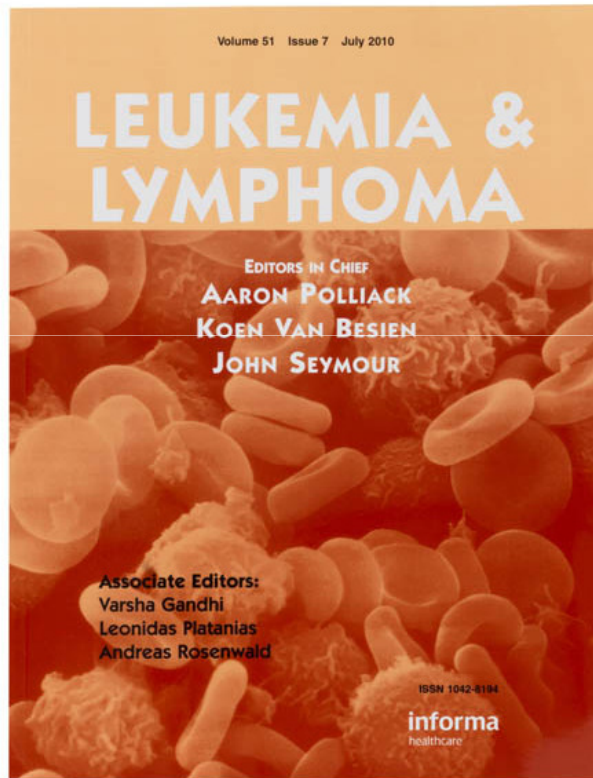
## RAPID PUBLICATION (15 titles)



**informa**



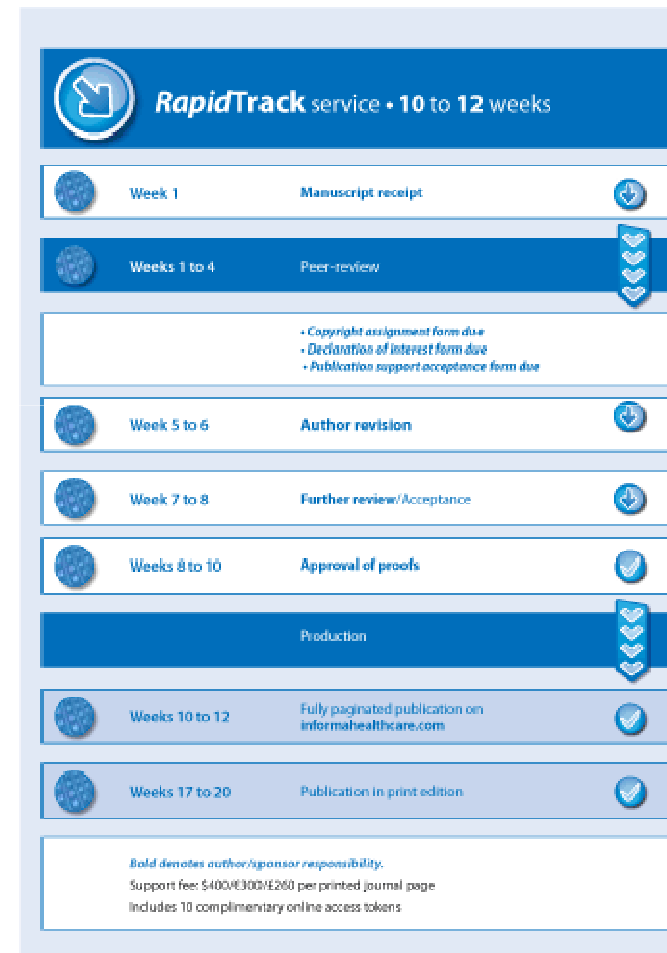
# Special Issues



informa



# Rapid publication





# The CMRO Series



## Total online abstract views per year:

### CMRO

Sep 2008 4,138

Mar 2009 39,948

Sep 2009 43,893

Mar 2010 58,549

### JME

+ 46% Y-O-Y

Sep 2008 N/A

Mar 2009 1,340

Sep 2009 2,126

Mar 2010 4,818

Average geographical distribution: + 259% Y-O-Y

45% NA / 35% Europe / 4% Asia / 11% ROW

Source: Atypion usage statistics

informa



# The *Expert Opinion* Series



Total online abstract views per year:

2006 1,536,420

2007 1,796,774

2008 2,136,431

2009 2,313,755

2010\* 2,749,466\*

+ 19% Y-O-Y

Average geographical distribution:  
40% North America / 40% Europe / 20% ROW

\*Projected. YTD figure as of June 2010: 1,374,733  
Source: Atypon usage statistics.

informa



# Expert Opinion Evaluations

Drug Evaluation

## Expert Opinion

1. Introduction
2. Overview of the market
3. Introduction to the drug
4. Pharmacodynamics
5. Pharmacokinetics and metabolism
6. Clinical efficacy
7. Other clinical trials
8. Safety and tolerability
9. Regulatory affairs
10. Conclusions
11. Expert opinion

### Olopatadine nasal spray for the treatment of seasonal allergic rhinitis in patients aged 6 years and older

Peter S. Rhee, Matthew W. Ross & G. Michael Wall  
*U.P. Kaufmann, Institute of Otolaryngology, Head and Neck Surgery, MD, Harvard Medical School, Boston, MA*

**Importance of the field:** Allergic rhinitis is an IgE-mediated condition that produces inflammation of the mucosa of the nose, paranasal sinuses and, frequently, of the ocular conjunctiva. Allergic rhinitis causes a significant disease burden in terms of quality of life, lost productivity and medical treatment costs. One of the newest treatments approved by the FDA is Patasol® (olopatadine hydrochloride) Nasal Spray, 0.1% (olopatadine HCl) (olopatadine hydrochloride) Nasal Spray, 0.1% (olopatadine HCl). Olopatadine is an antihistamine with selective H<sub>1</sub> receptor antagonist activity.

**Areas covered in this review:** This review details the basic and clinical research on the olopatadine molecule and OLO nasal spray from 1996 to the present day.

**What the reader will gain:** The reader will gain a better understanding of the pharmacology of OLO nasal spray, the clinical trial data that have established the efficacy of OLO nasal spray and the overall role of OLO nasal spray in the management of allergic rhinitis.

**Take home message:** Olopatadine nasal spray is one of the newest treatments approved by the FDA for the management of allergic rhinitis. OLO has a rapid onset of action, efficacy comparable to intranasal corticosteroids and is approved for seasonal allergic rhinitis in patients aged ≥ 6 years.

**Keywords:** allergic rhinitis, allergic rhinorrhea, vasomotor rhinitis, nasal inflammation, nasal spray, olopatadine hydrochloride, Patasol® Nasal Spray

*Expert Opin. Pharmacother.* 2010; 10(10):1359-1367

**1. Introduction**

Allergic rhinitis is an IgE-mediated allergic response that produces inflammation of the mucosa of the nose, paranasal sinuses and, frequently, of the ocular conjunctiva. Nasal symptoms include nasal obstruction, rhinorrhea, itching and sneezing [1]. Other symptoms consist of itchy, watery eyes and "runny nose". In addition to the primary nasal and ocular symptoms, individuals with allergic rhinitis frequently complain of generalized systemic symptoms which interfere with quality of life, for example fatigue, sleep disturbance, irritability, decreased attention, performance deficits, mood and cognitive impairment [2,3]. Other significant medical conditions are often associated with allergic rhinitis including asthma, functional rhino-sinusitis, sinus media, chronic sinusitis, nasal polyps and allergic conjunctivitis. Allergic rhinitis is usually divided into seasonal allergic rhinitis (SAR), which occurs in response to plant pollen (typically spring and fall), and perennial allergic rhinitis (PAR) (usually year-round), which occurs in response to house dust, mites, molds and animal dander [4]. Affecting more than 40 million Americans, allergic rhinitis is considered the fifth most chronic common illness among adults and the most

informa healthcare

10.1185/14737175.2010.509009 © 2010 Informa UK Ltd. ISSN 1473-7175  
 All rights reserved. No part of this article may be reproduced without written permission from Informa UK Ltd.

1359

Focus on specific therapeutic agents in clinical development, emerging onto the market and in established clinical practice

Independently written by a KOL in the relevant field

All published content is peer-reviewed

Prized by our readers, the "Expert Opinion" is the KOL's narrative interpretation of the data presented in the article

informa healthcare

More content, more choice, more control  
 Welcome to your new informahc.com

Expert Opinion on Pharmacotherapy

### Olopatadine nasal spray for the treatment of seasonal allergic rhinitis in patients aged 6 years and older

June 2010 | Vol. 10, No. 6 | Pages 1359-1367 | DOI: 10.1185/14737175.2010.509009

U.P. Kaufmann, Institute of Otolaryngology, Head and Neck Surgery, MD, Harvard Medical School, Boston, MA

Patasol® (olopatadine hydrochloride) Nasal Spray, 0.1% (olopatadine HCl) (olopatadine hydrochloride) Nasal Spray, 0.1% (olopatadine HCl)

**Abstract**

**Importance of the field:** Allergic rhinitis is an IgE-mediated condition that produces inflammation of the mucosa of the nose, paranasal sinuses and, frequently, of the ocular conjunctiva. Nasal symptoms include nasal obstruction, rhinorrhea, itching and sneezing [1]. Other symptoms consist of itchy, watery eyes and "runny nose". In addition to the primary nasal and ocular symptoms, individuals with allergic rhinitis frequently complain of generalized systemic symptoms which interfere with quality of life, for example fatigue, sleep disturbance, irritability, decreased attention, performance deficits, mood and cognitive impairment [2,3]. Other significant medical conditions are often associated with allergic rhinitis including asthma, functional rhino-sinusitis, sinus media, chronic sinusitis, nasal polyps and allergic conjunctivitis. Allergic rhinitis is usually divided into seasonal allergic rhinitis (SAR), which occurs in response to plant pollen (typically spring and fall), and perennial allergic rhinitis (PAR) (usually year-round), which occurs in response to house dust, mites, molds and animal dander [4]. Affecting more than 40 million Americans, allergic rhinitis is considered the fifth most chronic common illness among adults and the most

informa healthcare BOOKS

Download this article as PDF or print it out. You can also view the full text online.

After the reader will gain: The reader will gain a better understanding of the pharmacology of OLO nasal spray, the clinical trial data that have established the efficacy of OLO nasal spray and the overall role of OLO nasal spray in the management of allergic rhinitis.

**Take home message:** Olopatadine nasal spray is one of the newest treatments approved by the FDA for the management of allergic rhinitis. OLO has a rapid onset of action, efficacy comparable to intranasal corticosteroids and is approved for seasonal allergic rhinitis in patients aged ≥ 6 years.

**Keywords:** allergic rhinitis, allergic rhinorrhea, vasomotor rhinitis, nasal inflammation, nasal spray, olopatadine hydrochloride, Patasol® Nasal Spray

*Expert Opin. Pharmacother.* 2010; 10(10):1359-1367

10.1185/14737175.2010.509009 © 2010 Informa UK Ltd. ISSN 1473-7175  
 All rights reserved. No part of this article may be reproduced without written permission from Informa UK Ltd.

1359

Published on our Early Online platform immediately upon approval of proofs. Reprints can be ordered as soon as DOI is assigned.

Readers of expert Opinion are notified of new Drug Evaluations through email content alerts

Enrich your Drug Evaluation with multimedia content

Fully measurable 24/7 access to your Drug Evaluation. Access up-to-date statistics on article downloads. Encourage readership through online document delivery (ePrints) and sponsored open access.



# *Annals of Medicine*

ISSN 0785 - 3890

Vol 42 - No 1-2 - 2010



Annals of Medicine

<http://www.informahealthcare.com>

**informa**  
healthcare

**informa**



# InformaHealthcare.com



- Host to the full content – from Volume 1, Issue 1 - of over 160 journals
- Over 600 books - over 16,000 chapters
- Backed by Atypon technology (same platform as JSTOR)
- 1 million average monthly visitors; 4 million average monthly page views

**informa**



# Transparent and ethical publication standards



- All journals peer-reviewed
- Published original GPP guidelines in 2003
- Published EMWA Guidelines in 2005
- CMRO launched official Transparency Policy in 2009; JME now follows
- Published MPIP Author Toolkit in 2010

**informa**



# Post-publication support



**informa**

healthcare communications

- Reprints
  - Delivered in as little as 5 days after the allocation of a DOI
  - Range of options including ePrints, colour covers and custom carriers
- Permissions
- Custom

**informa**



# Informa Healthcare

- Understands market positioning and industry concerns
- Underpinned by strong publication brands and ethical publication practices
- Enriched through close liaison with KOLs
- Early-adopter of content delivery technology
- Partner before, during and after the publication process





# Resources

- <http://www.informahealthcare.com>
  - Home to all journals content
  - Aims & Scope
  - Links to Manuscript Central
  - Publisher contact details
- <http://comms.informahealthcare.com>
  - Journal listings broken down therapy area and phase
  - Resources for medical publication professionals
  - Brochure request for *Publishing with the Expert Opinion Series* and *Publishing with the CMRO Series*
  - Details on rapid publication and special issues

