

A Decade of AlphaBioCom

A look back at where the company, and the world, was in 2005

Do you remember where you were 10 years ago? Do you remember what the cultural landscape looked like? In theaters, George Lucas was completing his Star Wars prequel trilogy with “Episode III: Revenge of the Sith,” while Christopher Nolan was debuting the first entry in his superhero genre-redefining trilogy with “Batman Begins.” Green Day (“American Idiot”), 50 Cent (“The Massacre”), and Coldplay (“X&Y”) dominated the Billboard album charts. JK Rowling released the penultimate chapter of her boy wizard series with “Harry Potter and the Half-Blood Prince,” and television introduced viewers to “How I Met Your Mother” and the American version of “The Office,” and reintroduced the world to the mysterious time-travelling alien in a blue police box in “Doctor Who.” On April 23, 2005, the first video was uploaded to a brand new, video hosting website known YouTube.

In science, 2005 saw the publishing of several completed genomes, the brief rise of the H5N1 Bird Flu virus, and the first successful face transplant. Researchers in Michigan developed a robot to conduct breast examinations. The Nobel Prize in Physics 2005 was split, with one half presented to Roy J. Glauber “for his contribution to the quantum theory of optical coherence,” and the other half to John L. Hall and Theodor W. Hänsch “for their contributions to the development of laser-based precision spectroscopy, including the optical frequency comb technique.” Renewed attention was placed on Albert Einstein’s Annus Mirabilis papers of 1905, and their 100th anniversary caused many to mark 2005 as the World Year of Physics.

Ten years ago also saw the beginnings of what is now AlphaBioCom. Starting off as the American arm of UK-based AlphasMaxim, AlphaBioCom has grown exponentially from its humble beginnings. Operating under the principles of Precision, Integrity, and Passion, AlphaBioCom has become a premiere medical writing company, undertaking all manners of publications for clients of all sizes.

We are celebrating AlphaBioCom’s decade of service in the medical writing field, and we invite you to join in the festivities.

Over the course of the next 10 months, we will look back at the last 10 years of AlphaBioCom through its work, its people, its effects on the industry as well as the communities in which it has been based, the scientific world it has helped to shape, and the world as a whole. ●

THE YEAR THAT WAS **2005**

Top Songs of 2005- Year End Billboard Chart

1. “We Belong Together”
by Mariah Carey
2. “Hollaback Girl” by Gwen Stefani
3. “Let Me Love You” by Mario

77th Academy Award Winners

1. Best Picture: Million Dollar Baby
2. Best Animated Feature Film:
The Incredibles
3. Best Actress: Hilary Swank
(Million Dollar Baby)

47th Annual Grammy Awards

1. Album of the Year:
“Genius Loves Company,” by
Ray Charles and Various Artists
2. Record of the Year:
“Here We Go Again,” by Ray
Charles and Norah Jones
3. Song of the Year:
“Daughters,” by John Mayer

57th Primetime Emmy Awards

1. Outstanding Drama Series: Lost
2. Outstanding Comedy Series:
Everybody Loves Raymond
3. Outstanding Variety, Music or
Comedy Series: The Daily Show
with Jon Stewart

The Year in Sports: 2005’s Champions

1. World Series Champions:
Chicago White Sox
2. Super Bowl Champions:
New England Patriots
3. Stanley Cup Champions: None
(Season cancelled due to 2004-
05 NHL lockout)

A Culture of Giving

AlphaBioCom contributes to the community as well as the world of science

While science may be our passion at AlphaBioCom, we realize that it is not the only thing that matters. Being able to show our passion to our clients is great, but showing our passion for the people on our team and our local community means just as much to us. Over the past 10 years, AlphaBioCom has participated in numerous events, both internally and externally, to help keep the passion alive, and to give back where we can. Sometimes, it just takes a little inspiration to help guide you in the direction of those in need.

One such inspiration came from a local organization known as Philabundance. In the Delaware Valley alone, nearly 1 million people face hunger every day. It is because of this that the AlphaBioCom team decided to do their part and lend a hand where it was really needed. By volunteering at Philabundance, AlphaBioCom helped sort and pack approximately 5,500 lbs. of food for those in need. That is nearly 2,500 lbs. more than what is typically expected from the normal Philabundance volunteer group! Knowing that the hard work would lead to helping out those who could really use it made the

day's hard work worth it that much more.

Giving back isn't always about an immediate need, though. The Habitat for Humanity ReStore is a nonprofit home improvement store and donation center that sells new and gently used furniture, home accessories, building materials, and appliances to the public at a fraction of the retail price. All proceeds from the ReStore go back to the local Habitat for Humanity affiliate to help build homes and communities. The AlphaBioCom team did its part by helping to set up one of the new ReStores in the Philadelphia area. Our passionate staff took time out of their day to help move furniture, load cars for customers, lend advice on what pieces would work in certain situations, and in general store improvements.

It is this culture of caring and giving back that helps to drive everything that AlphaBioCom does. Allowing ourselves



Some members of the AlphaBioCom staff giving back to Philabundance in 2012.

to give back locally and personally being involved with our community reminds us of why we do what we do. Through our clients' products, we are able to effectively help promote medical advances that can influence change to the people of our area and around the world. And while we cannot be out helping in person on a daily basis, team outings such as these really help to remind everyone why we are here, passionately delivering great scientific pieces day after day. ●

MEET THE STAFF

Sameera Kongara, Ph.D, *Scientific Communications Manager*



A Scientific Communications Manager, Sameera provides scientific editorial assistance to clients by assisting with development of abstracts, posters, slide decks, and both primary data and review manuscripts.

She graduated from Rutgers, The State University of New Jersey in 2014.

Her graduate work in the lab of Dr. Vassiliki Karantza at the Rutgers Cancer Institute of New Jersey focused on understanding the role of autophagy, a process of cellular self-digestion, in breast cancer initiation. In addition, she investigated the therapeutic efficacy of inhibiting autophagy in the context of pancreatic cancer treatment.

Complementary to her scientific skills, she has extensive experience summarizing findings, succinctly and accurately, based on research and data analysis. She has authored and edited abstracts, poster presentations, scientific progress reports, grant proposals, and primary and review articles for more than 7 years. She was awarded a Department of Defense Breast Cancer Predoctoral Fellowship based on a successful grant proposal.

Sameera joined AlphaBioCom in November 2014.

Terri Schochet, Ph.D, *Scientific Communications Manager*



As a Scientific Communications Manager, Terri provides scientific editorial assistance to clients by assisting with development of abstracts, posters, slide decks, and both primary data and review manuscripts.

She earned a Bachelor of Arts degree in Biology from Carleton College,

Northfield, MN, and completed her PhD in Neuroscience at the University of Wisconsin-Madison, studying the effects of nicotine in the developing adolescent brain. Following completion of her degree, Terri spent 3 years as a Postdoctoral Fellow at the Medical College of South Carolina in the field of addiction research, followed by 4 years as a Postdoctoral Fellow at the University of Pennsylvania, applying biochemical and molecular biology techniques to research the effects of post-translational modifications on proteins. She has helped author numerous manuscripts that have been published in various medical journals.

After spending some time as an editor with American Journal Experts, Terri moved into the field of medical communications to combine her love of science with scientific writing.

Terri joined AlphaBioCom in October 2013.

No Pain, the World's Gain

AlphaBioCom has been involved in multiple publications for a variety of pain-relieving medicines

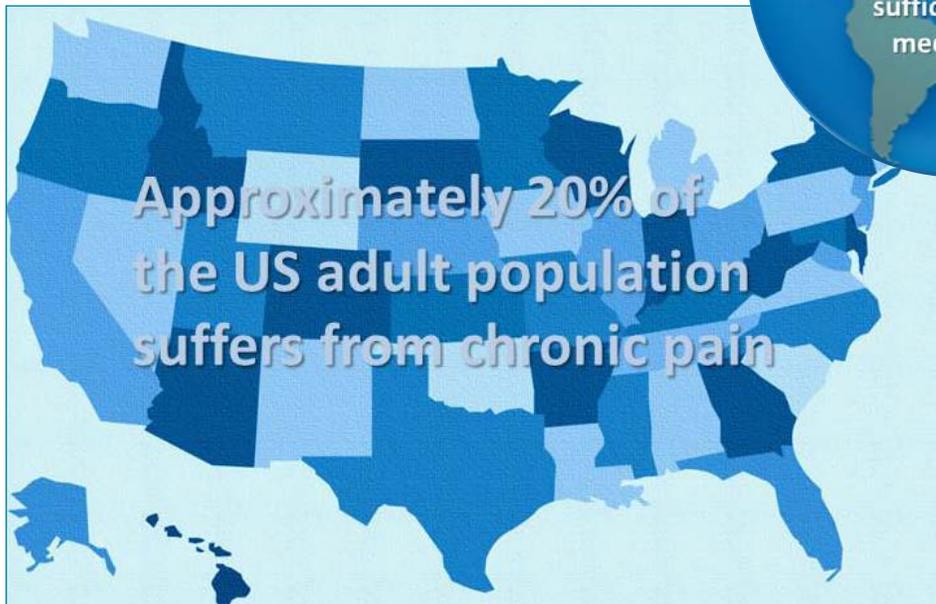
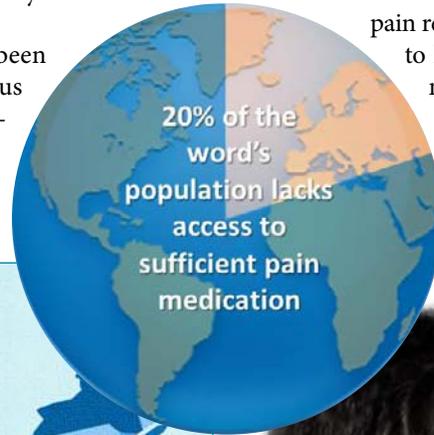
Providing patients with safe, effective pain relief is an important clinical concern, with approximately half of all visits to emergency departments being pain-related and up to 1 in 5 adults being diagnosed with chronic pain each year. Unfortunately, even in patients receiving medical care, undertreatment of pain is common, particularly among children and older adults. As our population ages and the risks and necessity of appropriate pain management become increasingly apparent, it is vital that we develop better ways to safely and effectively treat pain.

to make strides in pain management. In addition, pharmaceutical developments that harness advances in our understanding of how pain is interpreted by the body have allowed for the development of novel potential therapies that may have distinct advantages over currently available medications.

Alphabiocom has been involved in numerous publications for a variety of analgesics. These publications have been designed

to increase awareness of these improvements, from review articles discussing unmet needs in postoperative and chronic pain, analgesic associated side effect reduction, and novel drug products, to primary publications presenting data from pivotal

new developments in therapies for pain relief. It is a privilege for us to learn about new developments in the management of pain and support cutting-edge technologies that have the potential to improve the lives of so many. ●



Over the past decade, attempts to address these issues have been made through better assessment and treatment of pain, improvements in our understanding of the mechanisms underlying pain, and developments in available pain medications and anesthetic and analgesic delivery. These developments include better-targeted pain medications, work toward preventing chronic pain that can follow acute injuries, and development of safer formulations of currently available medications. From patient-management innovations such as monitoring electronic records and improving assessment and treatment of pain in hospital settings to increasing awareness of side effects and risks associated with commonly used medications, the medical community continues

Chronic pain affects roughly 20% of the US adult population.



A Look Back at 10 years of AlphaBioCom

Watching the company and the world of science grow



Ed Shifflett, PhD, CMPP
Partner and Head of
Scientific Affairs

What have the past 10 years meant to me? It's really quite hard to put this into perspective and words.

It's been amazing to see the company transform and grow. No company can exist without the tireless dedication of the staff. While we know we cannot keep everyone that takes a position with us, we do know that we can offer every employee the opportunity to learn and grow professionally and personally. We've had many former staff members go on to further professional success and it's a joy to see. My only desire is that they also have furthered their personal lives as well.

We've had the pleasure of working on some truly innovative and life-changing products the past 10 years. It's a wonderful feeling to know that as a company we have done what we could to help educate physicians on the latest science and technology in medicine. The past 10 years have seen some major advances in medicine and I know we'll continue to see more innovation.

Along the way, we've met some incredible people who have challenged us and helped us grow. You can never seem to thank them enough. So, in closing, thanks to every member of the staff, both current and former, and thanks to the clients. We value your trust and appreciate our partnership. Here's to a wonderful future for everyone. ●

Taking the best and making it better



Stephen Douthwaite, CMPP
Partner and Head of Client
Services

When AlphaBioCom began life, it was formed out of a desire to create a place of business where really smart people with a zealous passion for medical writing could excel and fulfil their ambitions ... to create a place where people could have fun, work hard and be part of a high-performing team ... where that team would be given big challenges with the reassurance they were supported by strong and encouraging colleagues who bring a "can do, will do" attitude to work every day.

Having been in large Pharma companies throughout my career, I wanted to take the best of company culture I had experienced and make it better. I wanted our employees to treat the business as though it was their own. I believe that to operate at their best, people need to know they are seen as peers, responsible and accountable, that they are treated with respect and trust. We all spend most of our adult waking lives at work, so it's important we love where we work, love what we do, and trust who we work with.

At AlphaBioCom, we believe that everyone succeeds when intelligence and skills are combined in a culture of trust, respect, honesty, and openness. I've heard many people tell me that they want to be part of a team that understands they have a life to live as well as a job to do and that they want a place to work that they can really enjoy. We are all human, we all have feelings, emotions, ambitions, and families. We also know that when we create the most supportive environment possible we get rewarded with dedication, commitment and excellence. When that happens, we know we are in the right place and doing the right things. AlphaBioCom was borne with this philosophy and continues to thrive and expand because of it.

Over the past 10 years, we have had the privilege and pleasure of serving over 1000 clients, employing almost 100 outstanding staff members. It is my hope that our clients and staff alike have experienced our culture of excellence and seen the value of the AlphaBioCom way. As Vince Lombardi once said, "Perfection is not attainable, but if we chase perfection we can catch excellence." ●



Precision Integrity Passion

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