

Cline Davis & Mann, Inc.

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CDM has created a unique position in the marketplace as the premier creator of world-class healthcare brands. We are the one agency that is uniquely experienced, organized, and staffed to build and manage truly global, fully integrated brands. Just look at our portfolio of franchises: CDM currently handles more billion-dollar brands than any other agency in the healthcare industry. These brands were created by the more than 750 talented, dedicated individuals who make up the seven divisions of Cline Davis & Mann. And while our organization's primary focus is and always will be professional promotion—including advertising, sales-force support, and customer marketing—we service the full complement of healthcare marketing needs. Our DTC work for brands like Viagra has been nothing short of groundbreaking. Our interactive and relationship marketing division, CDMiConnect, is on the leading edge of virtual detailing and physician and patient relationship marketing. This depth and breadth of experience allows us to fully leverage the relationships between a brand, the prescriber, and the patient, and to integrate in ways that really serve our clients' needs. Our ability to deliver on this promise—time and again—is what makes CDM both so successful and so admired among our healthcare agency peers.

Recent Publications by Cline Davis & Mann, Inc.:



- [Interleukin-6 haplotypes and the response to therapy of chronic hepatitis C virus infection.](#)
*Chronic hepatitis C virus (HCV) infection affects nearly 170 million...*29th August, 2009
Department of Epidemiology, University of Pittsburgh, Pittsburgh, PA- *Genes Immun.* 2009 Jun;10(4):365-72. Epub 2009 Apr 23. ([DOI Direct Link](#))
- [Host genetics, steatosis and insulin resistance among African Americans and Caucasian Americans with hepatitis C virus genotype-1 infection.](#)
*Hepatic steatosis is the accumulation of fat in liver cells. Insulin...*10th June, 2009
Department of Epidemiology, Graduate School of Public Health, University- *Intervirolology.*

- 2009;52(1):49-56. Epub 2009 Apr 25. ([DOI Direct Link](#))
- [Early changes in hepatitis C virus \(HCV\) levels in response to peginterferon and ribavirin treatment in patients with chronic HCV genotype 1 infection.](#)
*Early changes in hepatitis C virus (HCV) RNA levels were assessed in a...*29th May, 2009
 Liver Disease Research Branch, Division of Digestive Diseases and- J Infect Dis. 2009 Apr 15;199(8):1112-20. ([DOI Direct Link](#))
 - [Desiccation resistance among subpopulations of *Anopheles gambiae* s.s. from Selinkenyi, Mali.](#)
*Certain forms of *Anopheles gambiae* s.s. actively maintain malaria...*20th May, 2009
 School of Veterinary Medicine, Department of Pathology, Microbiology and- J Med Entomol. 2009 Mar;46(2):316-20.
 - [Polymorphism in the human major histocompatibility complex and early viral decline during treatment of chronic hepatitis C.](#)
*The dynamics of the viral decline immediately after the start of therapy...*21st April, 2009
 Department of Epidemiology, Graduate School of Public Health, University- Antimicrob Agents Chemother. 2009 Feb;53(2):615-21. Epub 2008 Oct 13. ([DOI Direct Link](#))
 - [Fibrosis progression in African Americans and Caucasian Americans with chronic hepatitis C.](#)
*BACKGROUND & AIMS: Prior studies suggest the rate of liver fibrosis...*5th February, 2009
 Department of Medicine, University of California San Francisco, San- Clin Gastroenterol Hepatol. 2008 Dec;6(12):1403-11. Epub 2008 Aug 19. ([DOI Direct Link](#))
 - [Association of single nucleotide polymorphisms in interferon signaling pathway genes and interferon-stimulated genes with the response to interferon therapy for chronic hepatitis C.](#)
*BACKGROUND/AIMS: Interferon signaling pathway genes (IPGs) and...*10th January, 2009
 Medical Genetics Institute, Cedars-Sinai Medical Center, Los Angeles, CA,- J Hepatol. 2008 Aug;49(2):184-91. Epub 2008 May 20. ([DOI Direct Link](#))
 - [Prospective analysis of effector and regulatory CD4+ T cells in chronic HCV patients undergoing combination antiviral therapy.](#)
*BACKGROUND/AIMS: The role of HCV-specific CD4(+) T cells and regulatory T...*17th December, 2008
 University of Colorado Denver, School of Medicine, Division- J Hepatol. 2008 Sep;49(3):329-38. Epub 2008 Jun 23. ([DOI Direct Link](#))
 - [Evaluation of public health response to hurricanes finds North Carolina better prepared for public health emergencies.](#)
*Reviews of state public health preparedness improvements have been...*7th February, 2007
 North Carolina Center for Public Health Preparedness, North Carolina- Public Health Rep. 2007 Jan-Feb;122(1):17-26.
 - [Vocal cord dysfunction: a case report.](#)
*Vocal cord dysfunction (VCD) is a respiratory condition characterized by...*9th December, 2006
 Anesthesia Department, US Naval Hospital, Okinawa, Japan.- AANA J. 2006 Oct;74(5):375-8.
 - [Molecular characterization of a diagnostic DNA marker for domesticated tetraploid wheat provides evidence for gene flow from wild tetraploid wheat to hexaploid wheat.](#)
*All forms of domesticated tetraploid wheat (*Triticum turgidum*, genomes...*13th September, 2006
 Department of Plant Sciences, University of California, Davis, USA.- Mol Biol Evol. 2006 Jul;23(7):1386-96. Epub 2006 May 4. ([DOI Direct Link](#))
 - [Surviving apoptosis: a possible mechanism of benzene-induced leukemia.](#)
*The pathological consequences resulting from deregulation of the apoptotic...*4th October, 2005
 Department of Radiation Oncology, University of California, Davis, 4501 X- Chem Biol Interact. 2005 May 30;153-154:179-85. Epub 2005 Apr 13. ([DOI Direct Link](#))
 - [Development and implementation of a public health workforce training needs assessment survey in North Carolina.](#)
*Assessing the training needs of local public health workers is an...*3rd August, 2005
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 - [STP position paper: ovarian follicular counting in the assessment of rodent reproductive toxicity.](#)

The pathological consequences resulting from deregulation of the apoptotic...22nd July, 2005
 Regan Path/Tox Services, Inc.- Toxicol Pathol. 2005;33(3):409-12. ([DOI Direct Link](#))

- [Lymphoproliferative disease.](#)

The pathological consequences resulting from deregulation of the apoptotic...14th January, 2005
 Department of Radiology, Tulane Medical Center, New Orleans, Louisiana,- J Urol. 2005
 Jan;173(1):240. ([DOI Direct Link](#))

Press Releases on Cline Davis & Mann, Inc.:

<p>PROFNET EXPERT ALERTS: New Mammogram Guidelines</p>	<p>18th November, 2009</p>		<p>_____ TOPIC ALERT New Mammogram Guidelines (33 responses) _____ EXPERT ALERTS 1. Law: Challenge of Jackson Estate's Executor Selection May Be Too Late 2. Law: New Law</p>
<p>HCA Names Joe Sowell Senior Vice President & Chief Development Officer</p>	<p>18th November, 2009</p>	<p>HCA</p>	<p>NASHVILLE, Tenn., Nov. 18 /PRNewswire/ -- HCA announced today that Joseph A. Sowell, III will become Senior Vice President and Chief Development Officer, effective December 1, 2009. (Logo: http://www</p>
<p>Banfield, The Pet Hospital(R) Welcomes Board Certified Nutritionist, Medical Specialist to Practice</p>	<p>18th November, 2009</p>	<p>Banfield, The Pet Hospital</p>	<p>PORTLAND, Ore., Nov. 18 /PRNewswire/ -- Banfield, The Pet Hospital® today announced Denise Elliott, BVSc (Hons), PhD, Dipl. ACVIM, Dipl. ACVN, as its medical specialist/nutritionist. With nearly 20</p>
<p>CORRECTION -- Education for Health/</p>	<p>18th November, 2009</p>		<p>LONDON, November 18 /PRNewswire/ -- In the news release, "Mainstay of the Global Workforce - 40-65 Year Olds - Hit Hardest by Chronic Obstructive Pulmonary Disease (COPD)" issued on 18 Nov</p>
<p>Mainstay of the Global Workforce - 40-65 Year Olds - Hit Hardest by Chronic Obstructive Pulmonary Disease (COPD)</p>	<p>18th November, 2009</p>		<p>LONDON, November 18 /PRNewswire/ -- COPD Uncovered, a new report issued today reveals for the first time that people between the ages of 40 to 65 are emerging as the new face of this disease. Authored</p>

- [Pharmapalooza 2 EUR' six firms rock for charity](#)
Medical Marketing And Media: Nov 6 2009 9:56AM Matching: cline davis
- [Angela Cole Joins LyonHeart as Executive Vice President, Director of Client Services](#)
Pharma Live: Oct 22 2009 1:56AM Matching: cline davis
- [Pharmapalooza 2 Keeps the Beat Going Strong for ChildrenEURs Health](#)
Pharma Live: Sep 18 2009 5:23PM Matching: cline davis

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