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Tough Times Ahead, but...

**JAY CARTER TELLS PHARMACEUTICAL MARKETERS  
THEY PLAY “PRIVILEGED” ROLE IN HEALTHCARE**

New York, NY – September 24, 2008 - The pharmaceutical industry will weather the contraction it is experiencing thanks to the “long-term health” of the industry, Jay Carter, Senior Vice-President, Director of Client Services, AbelsonTaylor, told the luncheon guests at the sixth annual *The Doctors’ Choice Awards* on September 24 at The Palace Hotel in New York City.

“For my colleagues in the pharmaceutical industry, the joint hope of every person in this room is that our industry will continue to create new products that meet unmet health needs. According to PHARMA, 554 products are in Phase III drug development...so I am most encouraged about the long-term health of our business,” he said.

“There are lots of unmet needs out there...categories like diabetes and osteoporosis and depression and cancer and immune disease are all still very unsatisfied.. and great good can be done by our industry in addressing these diseases,” Carter continued.

Carter warned that segments of the industry may be adversely affected by an adverse political and economic environment. He said, “By the end of the day, I truly believe that our business will not uniformly grow and become bigger and more profitable.

I think that many people in this room will not become more prosperous and some, perhaps many, of us may encounter situations where our prosperity declines...I will, however, encourage each of you that the path to winning in our business is the same path to properly promoting our clients' brands .. that is to figure out how you are better, to position yourself in the marketplace in a meaningful way, and then to slavishly devote yourself to your organization's positioning."

In presenting the rationale for a career in pharmaceutical marketing, he said, "Our industry will continue to be a place where the analytics to really market brands well exist...for a very long time... recession or not. Rejoice in that if you consider yourself a 'real' marketer."

He contrasted pharmaceutical advertising to package goods advertising drawing on his experience: "I worked on Neupogen, which tells the body to make more white blood cells, so you can not get infections on chemotherapy and ultimately get the chemotherapy you need to be cured... The important part, the part that made going to work special and fun and excited me, was that *I got to beat fungal infections and bacterial infections and lots of people who might have died...didn't.*

He concluded. "Let me offer a rallying cry to each of you...when you are together as a team, raise your glasses and say, solemnly and joyfully...' They don't do this selling Happy Meals!

"Let that be our industry's rallying cry. Each of us has the privilege, still, of working in a business where the end product really does promote and enhance people's health. That's worth a helluva lot to me."