Google launches new personal medical record service

Reuters

ORLANDO: Google has unveiled a new plan for patients who want to gain control of their electronic personal health records. At the 2008 Annual Conference of the Healthcare Information and Management Systems Society in Florida, USA, Chief Executive Eric Schmidt said that his company, the largest global brand, "made the decision to take control of electronic personal health records."

A worldwide marketing campaign led to a 26 per cent surge in sales of Trident in 2007, where Cadbury spent US$201 million on launching the product in 2007. At that time, Wrigley had a 98.4 per cent share in the UK and the market was declining at a rate of 4 per cent a year.

Google aims to foster sharing of users' health data, but keep control in patients' hands, allowing them to schedule appointments or refill prescriptions. Schmidt said that his company has no plan to sell ads on the new service and aims to make money indirectly when users search for other medical information.

Wrigley loses market share against Cadbury Trident

LONDON: Cadbury Schweppes, a large confectionary and beverage company based in the UK, claimed it has succeeded over Wrigley after revealing that Trident is now a bigger brand than its famous purple-packaged Dairy Milk chocolate.

A worldwide marketing campaign led to a 26 per cent surge in sales of Trident in 2007, where Cadbury spent US$201 million on launching the product in 2007. At that time, Wrigley had a 98.4 per cent share in the UK and the market was declining at a rate of 4 per cent a year.

An early this year, Google announced it will team up with a leading academic medical research clinic, Cleveland Clinic, to test a data exchange that puts patients in charge of their records. Schmidt said that his company has no plan to sell ads on the new service and aims to make money indirectly when users search for other medical information.

Wrigley has answered Trident's launch by increasing marketing spending and signing sponsorship deals with the Barclay Premier League and Hollywood, the television show, "The Simpsons." Wrigley's success was one of the bright spots in an otherwise testing day for Mr. Sitzer, who in the past two years has had to weather a series of setbacks at the company, from a salmo.nella scare in the UK to fraud in Nigeria. In the coming year Sitzer said that the group would continue its product innovation as well as take brands to new markets. Wrigley's Black's, the upmarket chocolate, will be launched in the United States in 2008, after Australia, the Irish Republic and South Africa.

Sweden closes investigation of Nobel Biocare implants

UPPSALA: The Swedish Medical Products Agency (MPA) has announced to have concluded its review of NobelDirect and NobelPerfect dental implants. The company behind the implants, Nobel Biocare, was requested to take measures to improve the operating instructions. This has been carried out and the implants can be sold again without restraints, Agency officials said in a press release at end of February. The MPA reviewed NobelDirect release at end of February.

The MPA has also reviewed the results from the company's three-year study of dental implants, as well as the results from another three-year study. Data confirm that the implants unexpectedly are often connected with early degradation of the dentine which is prima.rily because of the inadequacies in the instructions for use. The MPA has criticized—inadequacies that are now corrected. At the same time, Nobel Biocare's register of customer complaints shows that the dental implants do not differ negatively from the other implants in the company's product line.

Henry Schein ranked number one by Fortune Magazine

MELVILLE: Henry Schein Inc, the largest distributor of health care products and services in the combined North American and European markets, has been ranked number one in the "wholesalers: health care" industry in the Fortune 2008 list of America's most admired companies. The findings of the survey are based on the responses of 622 companies in 64 industries, are posted on Fortune's website. The survey's online version can be accessed on the latest issue of Fortune Magazine.

Contributing to Henry Schein's top overall ranking in its industry, were number one rankings in seven of the survey's eight key attributes of reputation: innovation, use of corporate assets, quality of management, financial soundness, long-term investment quality, products and services, and social responsibility. This marks the fourth consecutive year that Henry Schein has been named number one in its industry for social responsibility.

"It is very gratifying to be admired for our business practices and the quality of our company, and we are honoured to be recognized along with some of the most respected companies in this country," notes Stanley M. Bergman, chairman and CEO, Henry Schein.

"This is particularly special because we were selected by the people who know us best: senior executives, outside directors and industry analysts who are familiar with Henry Schein and our competitors within the industry. This designation is a source of great pride for over 12,000 team Schein members around the world, whose collective commitment to customer service and giving back to society has made this achievement possible.

To determine its most admired rankings, Fortune Magazine and its partner, Hay Group, surveyed Fortune 1,000 and 500 Global companies, as well as the top foreign companies operating in the US Customized industry questionnaires were distributed to senior executives, directors, and industry analysts, who were asked to rate companies in their own industry on eight criteria. This is the 26th year that the survey of America's most admired companies has been conducted.