

## IMS DeltaPA®

The ideal tool for monitoring Canadian prescription drug list prices

IMS DeltaPA® is a price change advisor that places Canadian prescription drug list prices at your fingertips. It helps you monitor competitor price adjustments, identify and examine trends in formulary and wholesale prices, and formulate pricing strategies in preparation for product launch.

### SIMPLIFIED PRICE COMPARISON

Examine current and historical wholesale and formulary drug prices to conveniently compare listed prices across Canadian sources. DeltaPA provides on-demand access to wholesale ex-factory prices, formulary prices in most provinces, and AQPP (Association québécoise des pharmaciens propriétaires) listed prices in Quebec.

### UNLIMITED QUERIES

Use IMS DeltaPA's intuitive online search engine to run as many queries as needed, with no class or product restrictions, throughout subscription period by registered users.

### TIMELY PRICE ADJUSTMENT ALERTS

As an option, you may subscribe to IMA Alerts. IMA Alerts provides timely notification of price changes via e-mail. Simply specify the products or class of products you want to monitor and receive price adjustment alerts to your selected e-mail addresses. Use the alerts to stay on top of critical market changes and to make proactive pricing decisions.

### INTEGRATED CONVENIENCE

As a module within the **Integrated Market Access (IMA) Console**, DeltaPA's search utility has been consolidated with other IMS Brogan web applications to give subscribers the ability to submit a single query and view output from multiple services simultaneously, in one single environment.



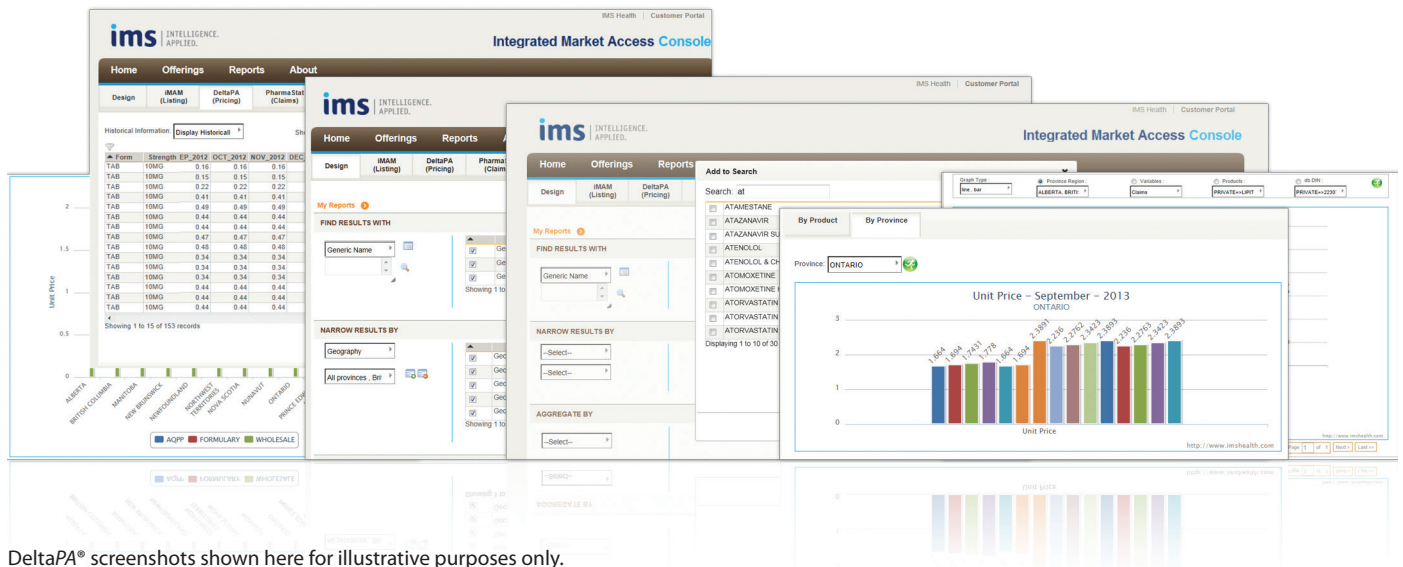
### Ease of Access and Use

Using IMS DeltaPA, you can design your query, simply and in seconds, by selecting search criteria, then execute to view data output or download findings into a spreadsheet for further examination

**For additional information,**  
contact your IMS Brogan  
representative or visit  
[www.imsbrogansolutions.com](http://www.imsbrogansolutions.com)

Applications available through the IMA Console include:

- **PharmaStat:** Reporting on actual payment activity of public and private drugs plans
- **PharmaStat Plus:** A more comprehensive view of reimbursement activities
- **iMAM:** A complete source of formulary listing information and timelines
- **CDR Monitor:** Monitoring Common Drug Review submissions and recommendations
- **pCODR Monitor:** Monitoring the pan-Canadian Oncology Drug Review process
- **MOHLTC Monitor:** Tracking Ontario's Ministry of Health & Long-Term Care approval process



DeltaPA® screenshots shown here for illustrative purposes only.

For additional information, contact your IMS Brogan representative

Visit [www.imsbrogansolutions.com](http://www.imsbrogansolutions.com)