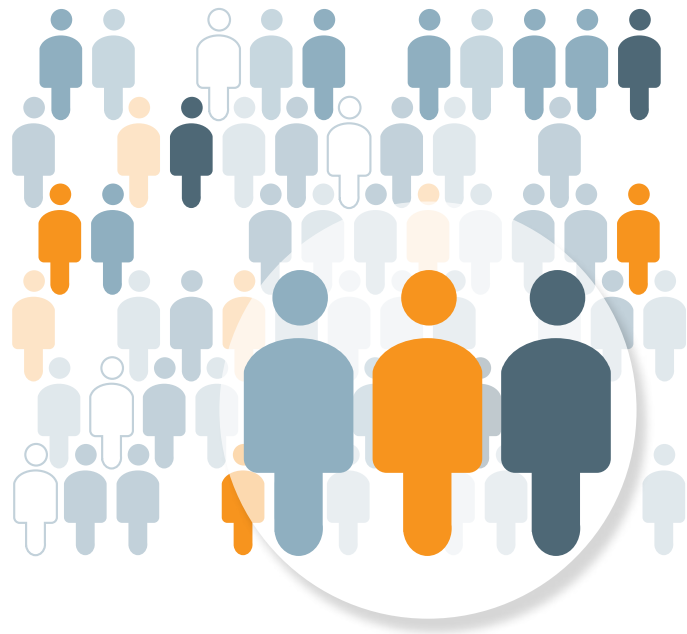




E360TM
REAL-WORLD EVIDENCE SOLUTIONS

PROBLEM

Why aren't we all using Real-World Evidence if it is so insightful and powerful?
Because it is difficult to generate.



COMMON RWE USER COMPLAINTS

- “You can't find the insights you need, even when you are sitting on the datasets that have the answers.”
- “Real-World Data is messy, so it takes significant time, money, and expertise to run a quality study.”
- “It is very manual right now - and only a few people even know how to analyze Real-World Data.”

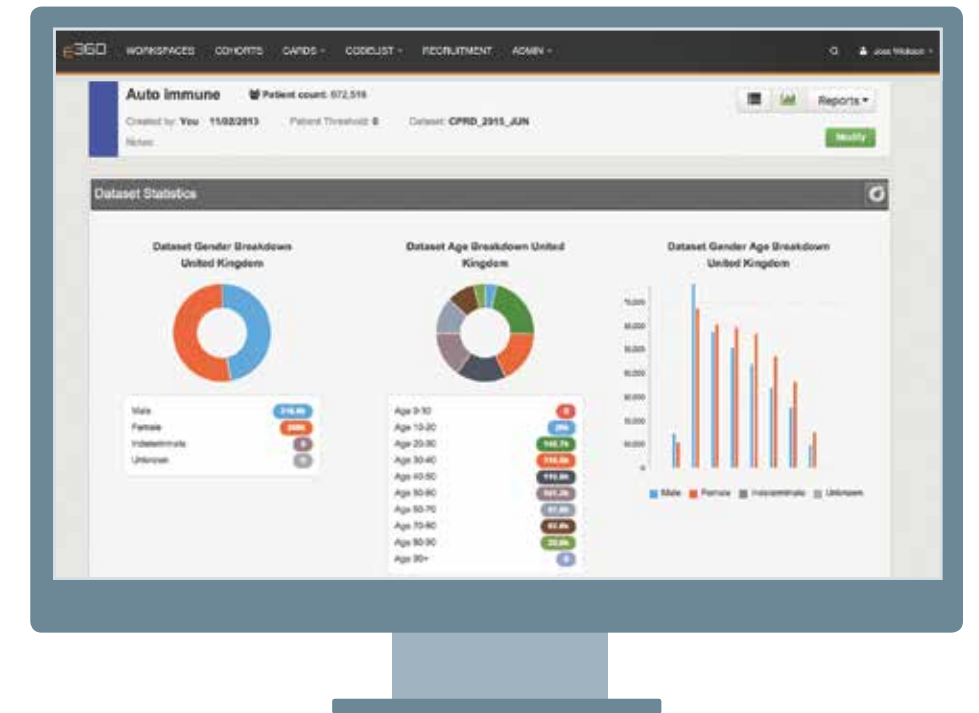
SOLUTION

Introducing E360™ by IMS Health

E360™ is a revolutionary technology suite that enables real-time analytics with even the largest datasets. And since E360™ is a browser-accessible SaaS-based platform, it avoids the burden of complex IT investments and infrastructure.

ANALYTICS TOOLS CREATED BY IMS HEALTH HAVE BEEN

- Used by almost every top 20 pharma company.
- Deployed across 14 countries, driving 100s of peer-reviewed publications each year.
- Built by 200+ dedicated professionals.



PLATFORM

Data Management

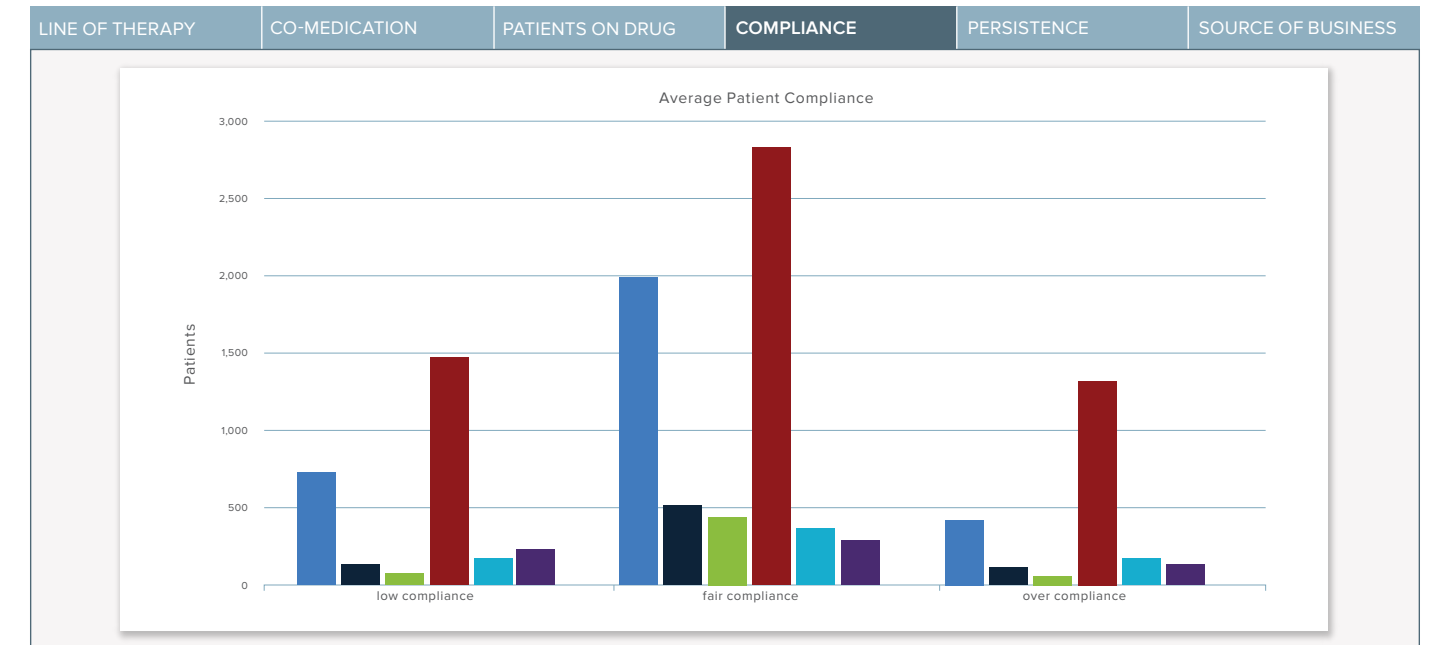
E360™ is a turnkey solution designed to work with IMS Health's Real-World Data and/or third party data. E360™ supports international privacy preservation standards and common open data standards including OMOP and CDISC.



REAL-TIME ACCESS AND ANALYTICS

Intuitive Self-Serve Tools

E360™ provides fast, easy access to databases across countries. It helps you understand market performance and dynamics for any therapy area. E360™ is a scientifically validated platform, built on a series of IMS Health patents and proprietary technologies.

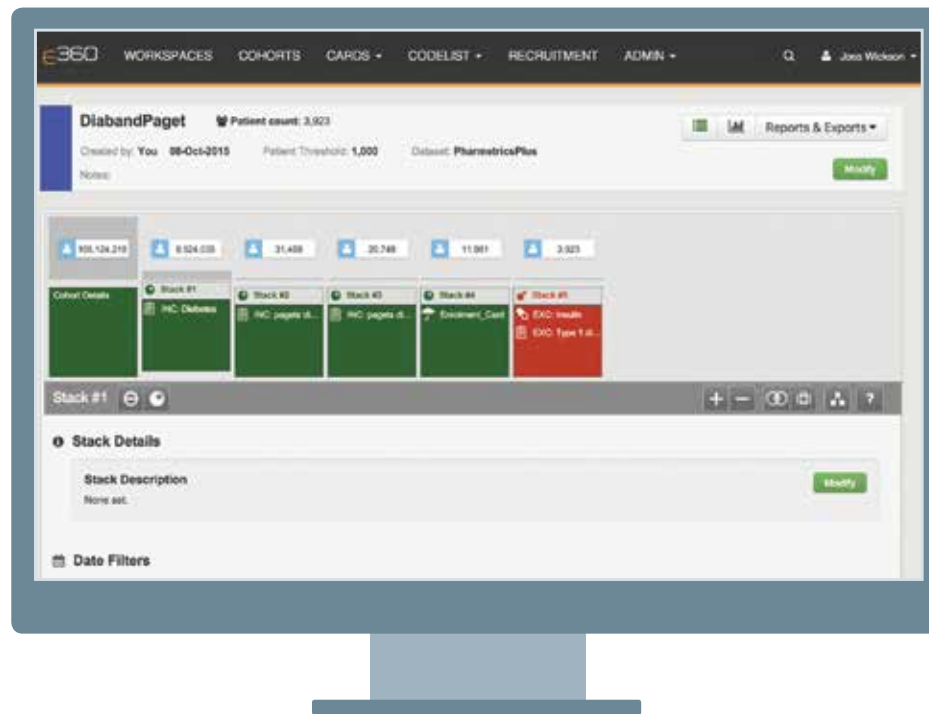


TOOL

E360™ Cohort Builder

E360™ Cohort Builder makes it easy to select the right patient groups to run your desired analysis. This allows you to confidently deliver breakthrough insights with robust, credible Real-World Evidence.

DYNAMIC WATERFALL PATIENT COUNTS



- 1 Define the cohort you want to analyze.
- 2 Pick the dataset with the most relevant data for the cohort.
- 3 Run your desired analysis.

TOOL

E360™ Cohort Builder Features



COHORT BUILDER

Cohort Definition Online interactive tool for defining a cohort using inclusion and exclusion criteria as simple or as complex as necessary.

Code List Management Clinical codes can be combined to define a single disease, drug market, etc.

Index-Based Dates Perform true longitudinal analysis by selecting filters relative to a defined index date.

Dynamic Waterfall Patient Counts View your patient count and the impact of each inclusion and exclusion criteria on the fly, so that you can iterate on your cohort criteria in real-time.

Cohort Descriptive Statistics Help refine your final cohort with easy-to-read age, gender, and geographic distribution charts.

CONTACT US FOR MORE INFORMATION

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A Real-Life Example

PROBLEM

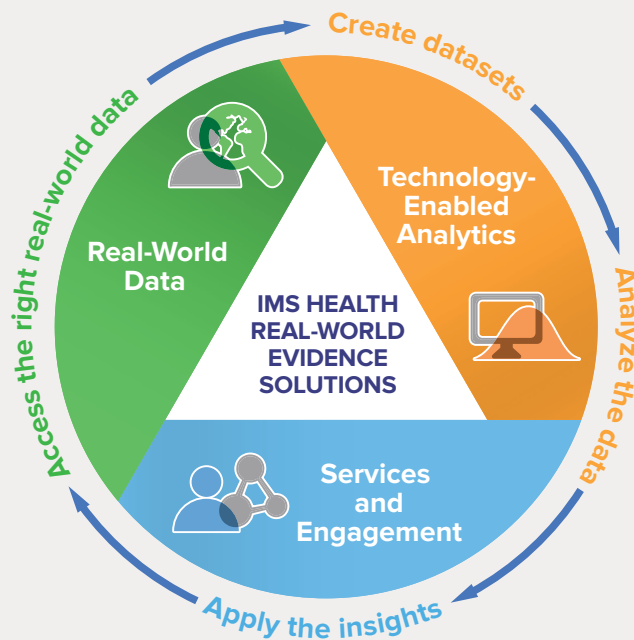
Top 5 pharma company needed to reduce the lifecycle on performing retrospective outcomes / epidemiological studies for 3 Therapeutic Areas.

IMS HEALTH'S SOLUTION

IMS Health teamed with the client to develop and implement E360™ Cohort Builder to conduct a feasibility study and extract the requested cohort to perform the study.

RESULTS

Feasibility analysis was reduced from 1-2 months to less than 2 hours and, on average, study time was reduced by 1-2 months. This led to faster response times to payers and allowed the client to perform more studies each year.



IMS Health Real-World Evidence Solutions

Uncovering insights from real-world data to improve decision making and patient outcomes