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ABOUT IMS HEALTH

IMS Brogan is a unit of IMS Health, a leading worldwide provider of information, technology, and services dedicated to making healthcare perform better. With a global technology infrastructure and unique combination of real-world evidence, advanced analytics and proprietary software platforms, IMS Health connects knowledge across all aspects of healthcare to help clients improve patient outcomes and operate more efficiently. The company's expert resources draw on data from nearly 100,000 suppliers, and on insights from 39 billion healthcare transactions processed annually, to serve more than 5,000 healthcare clients globally. Customers include pharmaceutical, medical device and consumer health manufacturers and distributors, providers, payers, government agencies, policy makers, researchers and the financial community. Additional information is available at www.imshealth.com.



Lifelink™ LRx by Payer Insights

Understanding the Impact of Payers and Payer Changes on Patients is Critical to Maximizing Brand Performance

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In a world where only half of new medications get recommended for formulary listing, where uneven listing across the country is the norm, and where your competition in the public space differs from the private space, the imperative to monitor and track activity by payer becomes paramount.

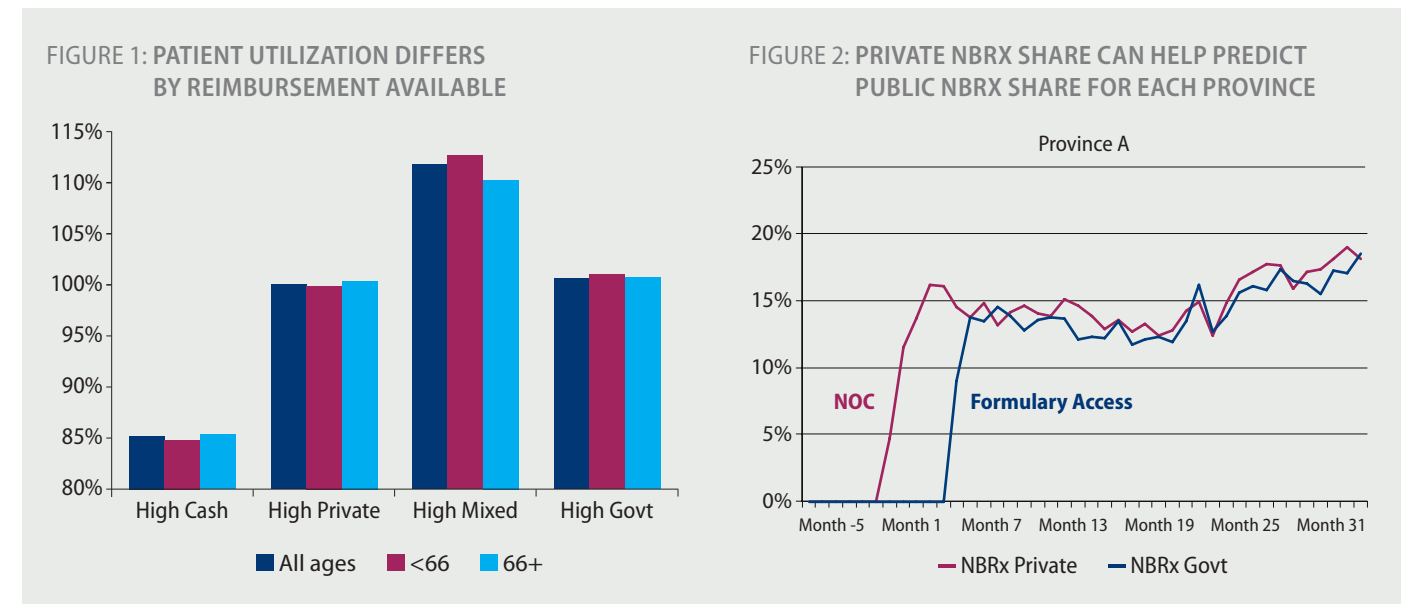
With the broad spectrum of IMS Payer Insights, you have the precision needed to accurately identify the sources and interplay of privately and publicly-paid prescriptions with ease, and capture untapped payer potential across the country.

NATIONAL PATIENT BY PAYER INSIGHTS

IMS Brogan now offers **National Patient by Payer Insights** to better equip sales and marketing professionals to help meet these evolving and challenging needs. National Payer by Patient Insights are available across the entire suite of IMS consulting and delivery solutions, at all levels of granularity (e.g. Xponent, GPM, etc.)

For Marketers, these patient-centric insights allow a better understanding of patient transitions that were difficult to understand previously, including:

- The ability to characterize patients separately from the prescription, for example what types of coverage does the patient have access to: Private, public, mixed, or none
- How access to reimbursement affects utilization (see figure 1)
- How many patients stop or switch medications when transitioning from private to public coverage, how many come back once listing is obtained, and how many stay on due to supplementary private coverage
- Better understanding of the lift you will achieve with formulary listing by province (see figure 2), your net market gain, or the impact of a competitive listing

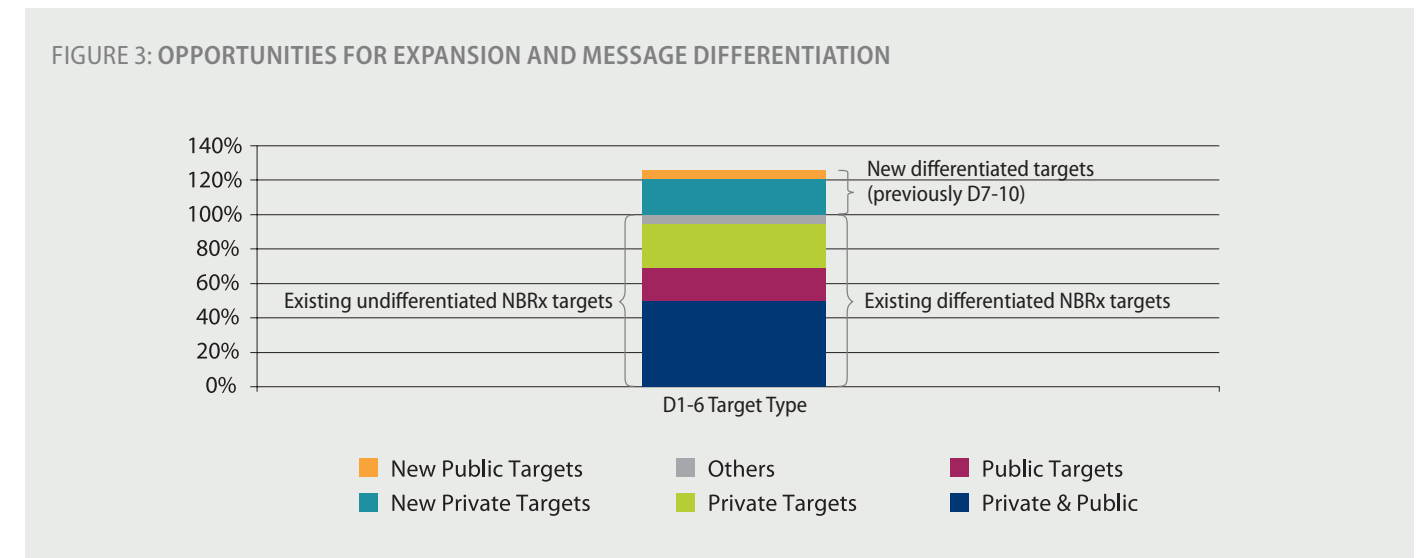


With the integration of **National Patient by Payer Insights** in our gold-standard databases, Marketers have another source of information that allows benchmarking, more accurate market sizing, and a deeper understanding of payer interactions across provincial idiosyncrasies. They are free to develop programs or market access strategies that leverage these insights and then directly monitor and track the impact of those programs.

Sales professionals have access to insights that will enhance their efficiency and effectiveness in an increasingly dynamic reimbursement environment. For sales, distinguishing between public and private dynamic activity (NBRx) leads to differentiated prescriber insights and the ability to focus on more relevant messaging.

The benefits include:

- The ability to differentiate high dynamic prescribers (NBRx) by their patients access to private, public, or mixed reimbursement
- The ability to focus on specific reimbursement segments (see figure 3) and/or differentially message each segment
- Expanding sales efforts to physicians whose patients have access to reimbursement
- Re-tuning of physician segmentations to help realize a successful product launch



For further information on the advantages of Lifelink™ LRx by Payer Insights or to request a capabilities presentation, please contact your IMS Brogan representative.