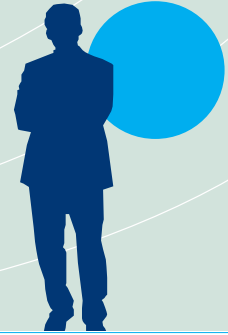


IMS Xponent™

CLARITY AND CONFIDENCE IN A COMPLEX WORLD

The industry's most comprehensive source of prescription intelligence just got better



BUSINESS INTELLIGENCE

Through IMS' perfected geospatial methodology and superior store coverage, companies gain unequalled insights into prescription demographics and prescribing choices. IMS Xponent ranks and aggregates Rx volumes for each doctor, market and product combination.

Xponent provides insight into prescribing demographics and customer behaviour. Its precision helps companies develop brand strategies based on unique customer attributes, identify and act on changes in behaviour, and measure market share trends within key customer segments. With coverage in six key markets (ON, QC, AB, NS, NB, and SK), Xponent identifies:

- Who is prescribing your product in each territory
- Key physicians based on new therapy starts, switching and retention
- Prescribing behaviour of physicians in each territory
- Messaging refinements based on practice demographics and drivers for therapy decisions
- Indications of change in physician prescribing (growth/erosion)

SALES FORCE EFFECTIVENESS

With the insight gained through Xponent, companies can segment the market and customize messaging – leading to increased revenues, sales force effectiveness and strong return on investments. Xponent insights help to:

- Improve sales call strategies through more precise segmentation
- Optimize territory structure based on key physician counts

- Prioritize customers and increase field force effectiveness by calling on high potential prescribers
- Increase customer loyalty and call value by delivering more relevant information
- Respond quickly to change in behaviour

In addition, Xponent can segment physician's* practice demographics from many different perspectives:

- **AGE AND GENDER** of anonymous patients. These insights enable companies to identify prescribers based on treatment patterns associated with age (i.e.: Juvenile Diabetes treatment, Asthma/COPD therapy or Osteoporosis).
- **PAYER INFORMATION** at the physician and product level, delivering intelligence on public and private prescription coverage. Ideal for companies launching new products not yet covered by provincial formularies.
- **INDICATION** at the physician and product level. This helps manufacturers with multiple-indication products understand competitive dynamics, market potential and implications for messaging. (eg. RA therapies which also treat Psoriasis and Chrone's)

SPECIALTY RETAIL

Xponent Specialty Retail uses a class specific methodology to significantly increase the precision of prescription volume estimates. Including:

- Customized projections for specialty markets based on niche market definitions
- Changes in Rx volume and share

NEW!

- More accurate delineation between high and low potential physicians
- Precise measures of change in Rx volumes and market shares for specialty markets

NEW METRICS

Now Xponent can further optimize sales performance with even more granular insights with the addition of new metrics:

- **UNITS/DAYS OF THERAPY:** to gain greater insight into volume prescribed and to remove volatility of differing script sizes
- **DOLLARS:** to help understand true measure and “total value” of a physician and ROI, in dollar terms, either at the product/class level or across therapies
- **CHANGE METRICS:** more precise tracking of change over time and impact of promotional efforts via change in volume for scripts, units, dollars and market share

Using a unique methodology, Xponent now calculates all metrics using groups of 30 to provide clients a more precise understanding of prescribing volume, product preferences by physician – and a new level of market share granularity.

XPONENT PRESCRIBING DYNAMICS (NEW-TO-BRAND RX)

Leveraging IMS' longitudinal patient-level database, Xponent provides insight into ongoing, evolving treatment decisions, enabling accurate segmentation and physician reach. Through a unique indicator, IMS New-to-Brand Rx (NBRx), there is visibility into the volume of true, first-time prescriptions for brands in chronic retail markets.

While classic segmentation by decile is important in determining physician value to a brand, patient-centric analytics combining the unparalleled strength of NBRx with Xponent highlights the fastest growing prescribers in a market and accurately predicts the key physicians of the future. Knowing this allows for refinements to resource deployment and call planning, ensuring the entire population of relevant doctors is covered and more focused field force messaging is achieved.

*In accordance with IMS confidentiality rules, average projected volumes are aggregated.

- Track how Rxs are prescribed and dispensed over time
- Understand dosing, adherence and compliance
- Zero in on audience segments that matter
- Identify prescribers based on therapy initiation/continuation
- Tailor messages to ensure relevancy and demonstrate product value
- Gauge promotional effectiveness
- Identify areas of risk and opportunity

Xponent Market dynamics is available in five provinces (ON, AB, NS, NB, and SK).

EARLYVIEW WEEKLY PHYSICIAN UPTAKE INSIGHTS

When launching a new product, measuring the impact of a competitive entry or tracking the impact of a market event, monthly or quarterly updates may not be timely enough to provide the insights required.

EarlyView leverages Xponent data collected weekly in all six provinces to provide actionable “up to the minute” weekly information:

- Have an early read on brand performance at an individual customer level
- Measure uptake by customer segment
- Monitor physician adoption and switching behaviours
- Get actionable and digestible weekly performance scorecards
- Track how many doctors are initiating new patients on your brand every week
- Measure how many of those MDs are repeat customers, and who they are

FIND OUT HOW IMS XPONENT CAN STRENGTHEN YOUR CUSTOMER REACH AND DEPLOYMENT STRATEGIES TODAY.

New Models, New Metrics encompasses the information-centered initiatives which are transforming the foundation of IMS data assets in response to dynamic market trends.

