



# IMS Knowledge Link

The definitive source of integrated  
pharmaceutical market intelligence

# Unparalleled access to powerful data sources

IMS Knowledge Link draws upon a wealth of IMS proprietary information, news and opinion, establishing it as one of the most powerful sources of pharmaceutical market intelligence on the market.

Its intuitive search facility ensures all areas of the global pharmaceutical market – from product sales to generic potential, company profiles to national forecasts – are instantly accessible, downloadable and tailored to suit your search requirements.

## COUNTRIES

Evaluate future market entry opportunities in 50 established and developing countries

- Review therapy, product and key players sales performances
- Monitor pricing and market access regulations
- Review 5-year market sales forecasts

## COMPANIES

Understand the positioning and influence of companies worldwide

- Read about R&D activity, therapy focus, overall strategic direction
- Analyse global and national sales performance, complemented by analysts' forecasts

## INDUSTRY NEWS

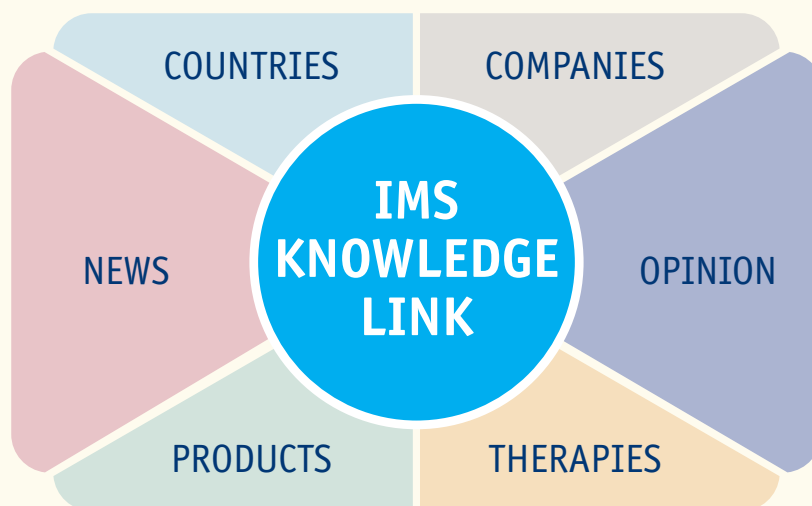
Stay informed - daily, monthly

- Track daily R&D news including licensing/partnering opportunities, regulatory approvals & launches, phase changes and clinical trials progress
- Monitor pricing & reimbursement news for regulations changes in 31 countries
- Review key company news, monthly

## IMS OPINION

Take advantage of the IMS expertise

- Keep on top of the latest insights and topical issues, through the review of thought leadership papers or editorial articles, based on hot issues including launch excellence, generics and pharmerging markets.



## PRODUCTS

Evaluate product life cycles from R&D to loss of exclusivity

- Monitor R&D progress daily
- Track licensing opportunities and product launches
- Review global and national products sales performance
- Understand patent expiry and IP protection status

## THERAPY AREA & INDICATIONS

Identify the growth drivers and the relevant performing companies

- Track R&D activity within therapy areas or indications of interest
- Analyse national and global sales performance of competing products

## ACCESS DETAILED INSIGHTS AND GOLD STANDARD DATA IN ONE PLACE

- **Global, regional and national sales data** for the top 15 products in 330 therapy areas, 2,000+ companies and 50 countries
- **Five year country sales forecasts** covering 42 countries, including top-level therapy forecasts
- **R&D activity** for over 8,800 products in active development. 35,000+ R&D news stories from daily IMS Drug News with built-in RSS Feed subscription functionality
- **Company and product profiles**, including analysts' forecasts, summary of significant events that will impact the company, regional strategy
- **Product launches history** for the top 15 products in ALL therapy areas in up to 70 countries
- **Drug protection data**, including over 45,000 patent records covering over 3,000 molecules
- **Pricing & Reimbursement News** covering 31 countries from IMS, with 12-month historical news
- **Access to bespoke articles** and news covering the latest therapeutic and drug developments, key country issues as well as IMS thought leadership viewpoints

## TAKE ADVANTAGE OF BUSINESS-CRITICAL BENEFITS OFFERED BY THIS ONLINE TOOL

- **Full integration** of company and product qualitative reports, linked to IMS national, regional and global sales data, allowing for fast retrieval of key information
- **Data format standardization** throughout the site, designed for optimal ease of use and allowing for a broad reach of global information to all users around a global organization
- **Info files** for every single report displayed within Knowledge Link detail data sources and update frequency
- **E-learning tool**, service helpdesk and monthly syndicated training support to ensure all new users maximize the IMS Knowledge Link experience
- **Direct access** to underlying searchable tools to tailor and refine searches, such as IMS LifeCycle or IMS World Review
- **Export and printing** functionality, allowing users to create tailored reports by selecting and printing multiple sections of content from Knowledge Link

## FREE TRIAL

The IMS team of experts are on hand to help you decide the best combination of features for your requirements and budget.

We offer a free trial before you purchase – contact us on +44 203 075 5888, or email [service@imshealth.com](mailto:service@imshealth.com) with your request.

The screenshot displays the IMS Knowledge Link web application. At the top, there is a navigation bar with 'ims' logo, 'IMS KNOWLEDGE LINK', and user options like 'IMS Customer Portal', 'About this service', 'Contact us', 'Help', and 'New Feeds'. Below the navigation, there are tabs for 'HOME', 'COMPANIES', 'THERAPIES', 'PRODUCTS', and 'COUNTRIES'. A search bar is located on the right side of the header.

The main content area is divided into several sections:

- IMS Knowledge Link**: A brief description of the tool as a unique web-based system that integrates data from various sources to provide instant insights into a specific pharmaceutical sub-area.
- Companies**: A section with a search box and a 'Find' button, stating 'Choose from over 2000 of the world's pharmaceutical companies. Go >'.
- Therapeutic Categories**: A section with a search box and a 'Find' button, stating 'Browse through the full range of hierarchical classifications or search by indication. Go >'.
- Products**: A section with a search box and a 'Find' button, stating 'Select from over 10,000 ethical drugs on the market and in active research and development. Go >'.
- Countries**: A section with a search box and a 'Find' button, stating 'View information on the leading and strategically important markets and around the globe. Go >'.
- Recent Key R&D Developments**: A list of news items, including:
  - Ceftaroline fosamil**: Registered in EU (bacterial infection, CAP). FDA/EMA announced on 28 August 2012 that ceftaroline fosamil (ZINFORO) has been approved by the European Commission for the treatment of adult patients with complicated skin and soft tissue infections (cSSTIs) or community-acquired pneumonia (CAP). The decision was based on data from four studies. More >
  - Eltigraevir + emtricitabine + tenofovir disoproxil fumarate + cobicistat**: Registered - USA (HIV infection). Global Sciences announced on 27 August 2012 that the US FDA has approved a single-tablet regimen combining tenofovir disoproxil fumarate, elvitegravir, cobicistat and emtricitabine (STRIBILD) for the treatment of HIV-1 infection in adults who have not received prior antiretroviral therapy. The approval... More >
  - Ruxofitinib**: Registered - EU (myelofibrosis). Novartis and Roche announced on 28 August 2012 that ruxofitinib (IMUVEI) has been approved by the European Commission for the treatment of disease-related splenomegaly in symptomatic adult patients with primary myelofibrosis, post-polycythemia vera myelofibrosis or post-essential thrombocythemia. More >
- IMS Editorial Insights**: A section with a search box and a 'Find' button, featuring articles like 'Vascular disrupting agents: targeting tumor vasculature' and 'ASCO 2012 Highlights: IMS Analysts' Digest'.
- Launches**: A section with a search box and a 'Find' button, listing products like 'Ciclesonide', 'ROTATEQ', 'NEUPRO', and 'Trastuzumab emtansine'.

**IMS HEALTH®**

EUROPE & WORLDWIDE  
210 Pentonville Road  
London N1 6JY  
United Kingdom  
Tel: +44 (0)20 3075 5888

THE AMERICAS  
IMS Health  
200 Campus Drive  
Collegeville, PA 19426  
USA  
Tel: +1 610 244-200

ASIA-PACIFIC  
10 Hoe Chiang Road  
Keppel Towers # 23-01/02  
Singapore 089315  
Tel: 65-6227-3006

JAPAN  
Toranomon Towers Office 4-1-28  
Toranomon, Minato-ku  
Tokyo 105-0001  
Japan  
Tel: 81-3-5425-9000

IMS is present in over 100 markets. For our office locations, visit: [www.imshealth.com/locations](http://www.imshealth.com/locations)

**ABOUT IMS**

IMS Health is the leading provider of information services for the healthcare industry around the world. The company draws on its global technology infrastructure and unique combination of in-depth, sophisticated analytics, on-shore and off-shore commercial services, and consulting platforms to help clients better understand the performance and value of medicines. With a presence in 100+ countries and more than 55 years of industry experience, IMS Health serves leading decision makers in healthcare, including pharmaceutical manufacturers and distributors, providers, payers, government agencies, policymakers, researchers and the financial community. Additional information is available at [www.imshealth.com](http://www.imshealth.com)