

IMS iMAM®

A comprehensive source of formulary listing information and timelines

In Canada, public drug plan costs are largely managed through limitations that may be placed on formulary listings and the price of drug products. Each province manages its own formulary and employs its own method of controlling drug costs, including preferential listings and conditions. Navigating multiple sources to better understand the dynamics of drug product listing changes could be an overwhelming and time-consuming task.

IMS iMAM monitors the listing activities of public drug plans and provides a detailed account of activities and milestones from Notice of Compliance (NOC) to listing, through to delisting from formularies. It is the most comprehensive one-stop web-based resource that provides answers to your drug listing inquiries.

ONE-STOP SOURCE OF FORMULARY INFORMATION

iMAM conveniently displays information collected from a multitude of formulary sources. It transforms time-consuming, tedious research into an effortless task to save hours of your valuable time. This essential tool offers a wealth of information on the current and historical status of drug products in Canada, as far back as 1989 and includes:

- Key regulatory lifecycle and go-to-market milestones
- Formulary listing activities including dates, status of listing, listing criteria and codes
- Time-to-listing (TTL) calculations between each milestone

IDEAL USES

As a convenient source of information, iMAM is the ideal source for market intelligence in activities such as Strategic Planning, Formulary Planning, Performance Benchmarking, Market Research, Competitive Environment Analysis, Formulary Trend Analysis, and Reimbursement Strategy Formulation.



Ease of Access and Use

Using IMS iMAM, you can design your query, simply and quickly, by selecting search criteria, then execute to view output charts and graphs online, or download findings into a spreadsheet for further examination.

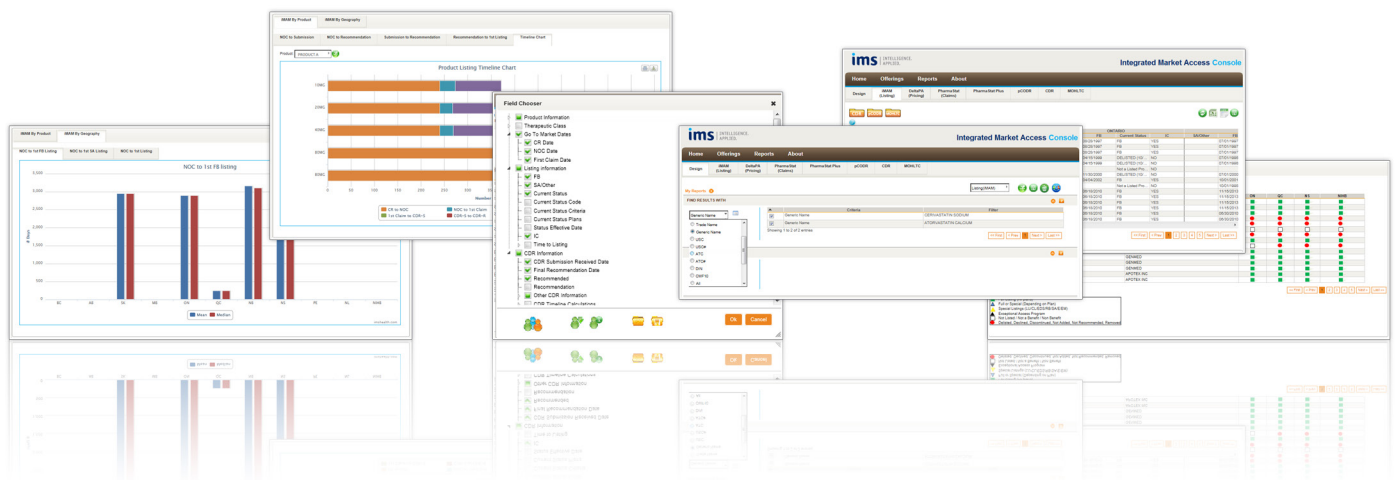
For additional information,
contact your IMS Brogan
representative or visit
www.imsbrogansolutions.com

INTEGRATED CONVENIENCE

As a module within the **Integrated Market Access (IMA) Console**, iMAM'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. Application available through the IMA Console include:

- **PharmaStat:** Reporting on actual payment activity of public and private drug plans
- **PharmaStat Plus:** A more comprehensive view of reimbursement activities
- **DeltaPA:** Canadian formulary and wholesale drug prices at your fingertips
- **CDR Monitor:** Monitoring Common Drug Review submissions and recommendations
- **pCODR Monitor:** Monitoring pan-Canadian Oncology Drug Review process monitoring
- **MOHLTC Monitor:** Tracking Ontario's Ministry of Health & Long-Term Care approval process

Subscribers to CDR Monitor, pCODR Monitor and MOHLTC can access submission and recommendation timelines along with the iMAM data output to view expanded lifecycle milestones and timelines.



iMAM® screenshots shown here for illustrative purposes only.

For additional information, contact your IMS Brogan representative

Visit www.imsbrogansolutions.com