

## QuintilesIMS™

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## About QuintilesIMS

### CREATING SOLUTIONS FOR YOU TO DRIVE HEALTHCARE FORWARD

QuintilesIMS (NYSE:Q) is a leading integrated information and technology-enabled healthcare service provider worldwide, dedicated to helping its clients improve their clinical, scientific and commercial results. Formed through the merger of Quintiles and IMS Health, QuintilesIMS's approximately 50,000 employees conduct operations in more than 100 countries. Companies seeking to improve real-world patient outcomes and enhanced clinical trial outsourcing through treatment innovations, care provision and access can leverage QuintilesIMS's broad range of healthcare information, technology and service solutions to drive new insights and approaches. QuintilesIMS provides solutions that span clinical to commercial bringing clients a unique opportunity to realize the full potential of innovations and advance healthcare outcomes.

As a global leader in protecting individual patient privacy, QuintilesIMS uses healthcare data to deliver critical, real-world disease and treatment insights. Through a wide variety of privacy-enhancing technologies and safeguards, QuintilesIMS protects individual privacy while managing information to drive healthcare forward. These insights and execution capabilities help biotech, medical device, and pharmaceutical companies, medical researchers, government agencies, payers and other healthcare stakeholders in the development and approval of new therapies, identify unmet treatment needs and understand the safety, effectiveness and value of pharmaceutical products in improving overall health outcomes. To learn more, visit [www.quintilesims.com](http://www.quintilesims.com).



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# Business Intelligence Tools Integrated Market Access Console

## Market Research Tool Set for Pharmaceutical Marketing Professionals

**BUSINESS INTELLIGENCE TOOLS**  
INTEGRATED MARKET ACCESS CONSOLE

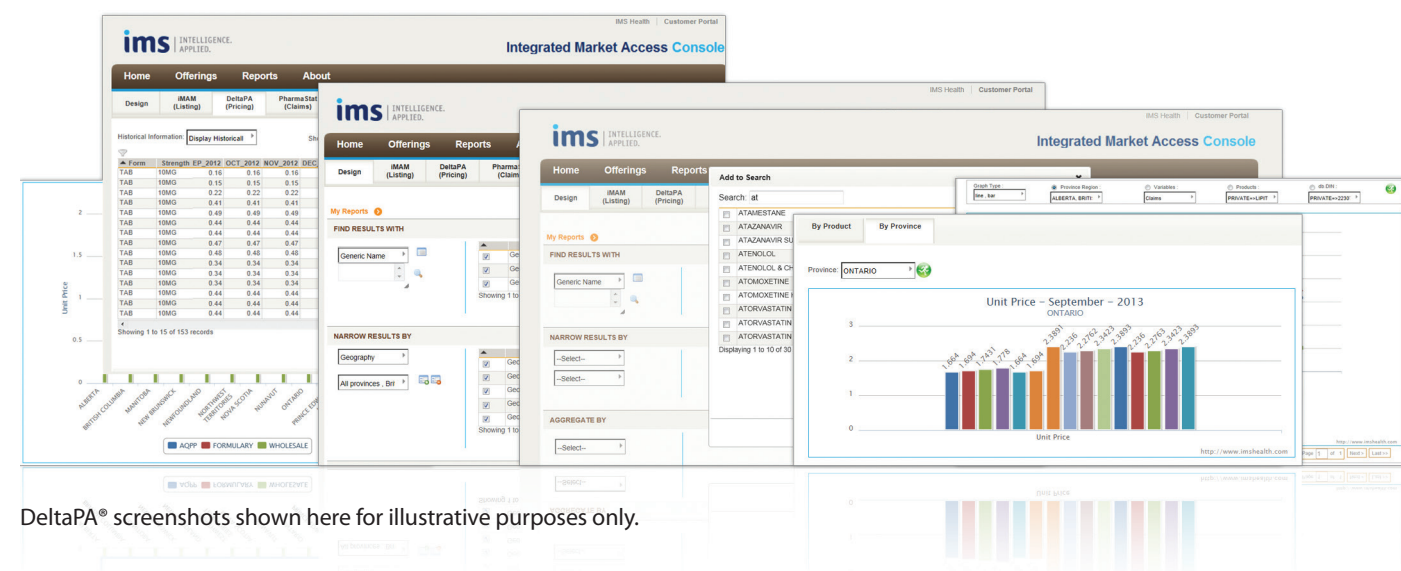


## Integrated Market Access Console (IMA Console) is a unique viewing and analysis platform, hosting existing and new offerings and business intelligence tools, intended for the pharmaceutical industry's information needs in market research and market access.

IMA Console brings together multiple syndicated analytics and data insights with added functionality and graphing capabilities. It provides easy access to PharmaStat®, DeltaPA®, iMAM® and other datasets, within a single environment through a consolidated search utility. This enables simultaneous data output from multiple datasets through a single query submission.

- Maximize analytical and report-generation performance with one-stop source of market access information, integrated convenience, and ease of access.
- Optional modules as stand-alone, or complementary to iMAM®, including CDR Monitor™, pCODR Monitor™, and MOHLTC Monitor™ to procure further insights into the drug listing recommendations and approval processes.
- New data interrogation, visualisation and reporting tools to empower users and save valuable time in managing information, including IMS Analysis Manager™ and IMA Alerts™.

### Data insights and reporting tools available within the Integrated Market Access Console via the IMS Customer Portal



DeltaPA® screenshots shown here for illustrative purposes only.

#### PharmaStat®

PharmaStat® provides convenient insight into the actual payment activities of public and private plans. It provides an accurate picture of drug plan utilization to help with market sizing, formulary reimbursement tracking, market share estimation and performance benchmarking, allowing the user to detect and monitor trends as they occur.

#### Rx Ticker®

Rx Ticker® allows you to spot trends in payer markets as they develop. Sensitive to the slightest change in the competitive environment, it offers insight into physician prescribing patterns, product or program success and reveals potential market opportunities essential to making sound business decisions during critical stages of your product lifecycle: product launch, regulatory environment changes, and emerging competitive activities within payer markets.

#### iMAM®

iMAM® is a comprehensive online resource for market access information needs. It displays up-to-date information on the current and historical formulary listing status of drug products across Canada, from understanding provincial trends to ad hoc queries on a product's formulary listing timelines and status.

#### DeltaPA®

DeltaPA® is a web-based reference tool for current and historical formulary, wholesale and AQP prescription drug pricing. It is designed to help you monitor prescription drug price fluctuations, track competitor price adjustments, detect and observe trends in provincial and wholesale prices, plan pricing strategies prior to product launch and run queries to answer every day pricing questions.

#### CDR Monitor™

CDR Monitor™ is a convenient online reference for all Common Drug Review (CDR) activities including submissions and their current status, as well as final recommendations and recommendation criteria. It allows you to examine the approval process from initial submission to recommendation decision for public drug plan reimbursement. The database includes all drugs that have gone through the process or are currently being evaluated by the CDR.

#### pCODR Monitor™

pCODR Monitor™ provides online access to a database of oncology drug submission records for the Pan-Canadian Oncology Drug Submission Review (pCODR). It allows you to examine the recommendation process from initial submission to recommendation decision for public drug plan reimbursement. The database includes all drugs that have gone through the process or are currently being evaluated by the pCODR.

#### MOHLTC Monitor™

MOHLTC Monitor™ is an online database that reports on drug submission approval process of the Ontario Ministry of Health and Long-term Care (MOHLTC) throughout various stages of the review cycle. The database includes status for single-source submissions and complete streamlined multiple-source submissions. It includes all drugs that have gone through the approval process or are currently being evaluated.

#### IMS Analysis Manager™

IMS Analysis Manager™ is a data management tool for data interrogation, visualization and reporting. It provides access to data cubes for subscribed offerings. Power users can benefit from a single data source to create multiple reports for data consumers within their respective organisations. Upon report creation, data is refreshed with no additional effort and data consumers (basic users) may access reports directly or through messaging tools that are integral to IMS Analysis Manager.

#### AVAILABLE IN 2014:

#### PharmaStat Plus™

PharmaStat Plus™ is an add-on module to PharmaStat® that helps subscribers more accurately delineate the total prescription business by payment type (Public, Private Direct, and Cash) for subscribed class of drugs. Subscription pre-requires purchase of PharmaStat and Rx Data for the subscribed classes.

#### Oncology Drug Monitor™

Oncology Drug Monitor™ is an online database of cancer related drugs administered in hospitals across the province of Ontario. It reports patient counts by drug and disease site offering a glance into Ontario's hospital oncology market.