



IMS PERFORMANCE ANALYTICS

WEEKLY INSIGHTS EDITION

Actionable Intelligence On-The-Go

IMS Performance Analytics is a user-centric business intelligence solution designed to provide every stakeholder of your commercial analytics team with the ability to view and report key performance indicators (KPIs) to help you generate efficiency and effectiveness, as well as reduce the total cost of ownership of your business intelligence. All editions can be customized to provide maximum flexibility and scalability. As a SLaaS (“Solution as a Service”) offering, **IMS Performance Analytics** leverages multiple technologies to ensure each user’s needs are met using the best presentation platform available. A multitude of presentation options are available to ensure each user has the most appropriate visualizations to facilitate decision making, including exception reporting and alerts, adhoc queries, mobile device delivery, and mapping.

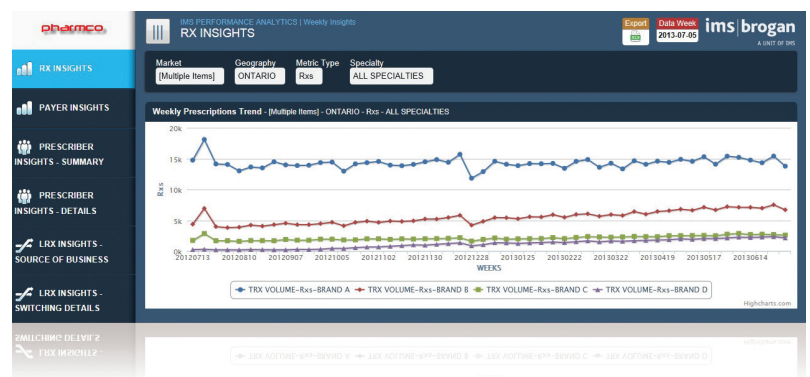
Integrated weekly market intelligence for improved brand and territory performance

Whether you are launching a new product, facing a new competitive entrant, monitoring the effects on loss of exclusivity of a brand, or measuring the effects of a market event, more robust and timely data points assure a better understanding of emerging trends so that you can take swift corrective action.

EARLY INDICATORS OF CUSTOMER AND PERFORMANCE UPTAKE

Delivered in best-practice dashboards that are easy to use and fully compatible with laptops, tablets, iPads and iPhones, **Performance Analytics – Weekly Insights Edition** offers robust and accurate weekly data insights via four web or mobile-delivery modules that can be tailored and combined to meet your exact business needs:

- **Rx Insights:** Maximizes sales productivity via quicker, more comprehensive views of Rx performance that lead to more frequent assessment against targets, and enable a quicker response to market events at both local and regional levels.
 - What is the weekly total and new/new-to-brand uptake of my product and my competitor’s product by region?
 - Are there differences in product uptake by region?



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Integrated Weekly Market Intelligence On-The-Go

- **Payer Insights:** Compares your product’s market share for all payer types: public, private and cash, either nationally, provincially or at the territory-level.
 - What is my product’s Total/New uptake by payer segment nationally, provincially or at the territory-level?
 - Are there specific regions in which the payer landscape is different for my product relative to my competitor?
- **Prescriber Insights:** Increases understanding of physician prescribing patterns for your own and competitive products to better tailor the right sales strategies to the right doctors.
 - How many New, Consistent (Loyal), Total and Unique physicians are prescribing my product and my competitors’ products this week? Which segment is growing the fastest?
 - Who are the Top Ranked and Top Movers this week?
- **Patient Longitudinal Rx Insights:** Integrates longitudinal information including new patient starts, switches, add-ons, etc. to improve insight into the dynamics driving your own and competitive products’ performance.
 - What is my product’s and my competitors’ primary Source of Business: New, Added-On, Switched, or Continued patients?
 - Which products are patients switching to or from my product?

MONITOR PROGRESS AND TAKE ACTION WITHIN THE CYCLE

Performance Analytics – Weekly Insights Edition provides actionable and reliable insights that meet the needs of key functions within your organization, including at Head Office (Marketing, Sales, Analytics, Market Access) and in the Field (sales representatives and management).

Any or all of the four modules can be combined and tailored to your specific business priorities. When all four modules are used in combination, **Performance Analytics - Weekly Insights Edition** allows you to track national, provincial, territory and physician-level KPIs for up to 52 weeks at a time.



To view the demo site and experience the ease-of-use and quality of insights available, visit:

[Weekly Insights Edition](#)

To find out more about our suite of IMS Performance Analytics solutions, please contact your IMS Brogan representative for a demo or visit www.imsperformanceanalytics.com