

PharmaFocus

Gain strategic insights and stay informed year-round about critical developments shaping health care and the pharmaceutical industry

Successful strategic planning begins with in-depth knowledge of the health care landscape. An annual *PharmaFocus* subscription is designed to provide pharmaceutical management at all levels with the support required to maintain knowledge of the relevant trends and developments within the Canadian pharmaceutical marketplace.

Through a series of related strategic information offerings, your *PharmaFocus* subscription brings you ongoing, comprehensive, independent reviews exclusive to and relevant for the Canadian environment.

LEVERAGING KNOWLEDGE FOR FUTURE SUCCESS

The cornerstone of a *PharmaFocus* subscription is the annual compendium, a comprehensive independent review of the Canadian pharmaceutical industry within the larger health care environment. The compendium provides qualitative and quantitative analysis of and insights into:

- Economic trends
- Government policy and payer initiatives
- Regulatory, business and pharmaceutical marketing issues
- Market performance commentary

The essential information contained in this publication is analyzed and distilled to provide you and your teams with:

- Concise management recommendations
- Outlook scenarios
- A five-year Canadian market forecast



For more information, contact your IMS Brogan representative or email sis@ca.imshealth.com.

The main report is published in the spring and updated in the fall, with Monthly Market Monitor and The Weekly Capsule providing timely updates directly to your inbox throughout the year.

AN INVALUABLE RESOURCE

In the business planning continuum – either long-term or short-term – clients can leverage the wealth of comprehensive knowledge in *PharmaFocus* to produce more successful business plans.

Use IMS Brogan's *PharmaFocus* for:

- Strategic planning
- Product development
- Performance benchmarking
- Market research
- Competitive environment analysis
- Sales forecasting

With a single annual *PharmaFocus* subscription, your whole company has access to:

- The annual ***PharmaFocus*** publication, a comprehensive, independent review of the Canadian pharmaceutical industry.
- A semi-annual ***Update Report*** published in the fall, noting major changes since the release of the spring *PharmaFocus* publication.
- ***The Weekly Capsule***, an e-mail newsletter providing an overview of key Canadian pharmaceutical policy and marketplace issues distributed every Friday.
- ***Monthly Market Monitor***, a monthly e-newsletter that provides the most current statistics and intelligence on Canadian pharma market performance, quantitative and qualitative analysis of the most important market trends, and strategic insights that will add to your decision-making toolkit.
- ***Industry Briefing Conferences*** (April and October) – with unlimited attendance at no extra cost – showcasing some of the top names in the industry, panel discussions with stakeholders representing the full sphere of influence, and more.
- ***In-house Briefings*** for your senior management team, offered twice a year.
- A ***PowerPoint slide deck*** featuring key *PharmaFocus* graphs and illustrations, which you can use to build your own presentations.
- Unlimited ***Customer Portal*** access to all current and archived *PharmaFocus* material.

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