

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.



Commercial Effectiveness Services IMS Primary Market Research



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COMMERCIAL EFFECTIVENESS SERVICES
IMS PRIMARY MARKET RESEARCH



MARKET ENVIRONMENT

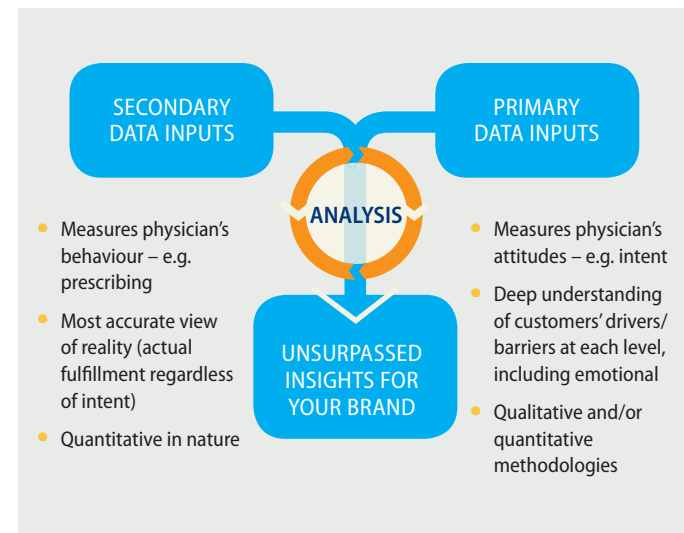
Optimizing brand performance requires more informed investment and operational decisions made on the basis of actual growth potential for brands, rather than the typical method of incrementally modifying the previous year’s budget. Therefore, the timeliness of consistent metrics and comprehensive insights is critical to diagnosing and improving brand performance from launch through product maturity.

OUR VALUE PROPOSITION

IMS Brogan’s primary market research consulting capabilities leverage the power of our proprietary methodologies resulting in insights and true business intelligence. We employ both qualitative and quantitative research techniques with a unique analytical process. It links primary market research results to physicians’ actual prescribing behaviors for unsurpassed insights into your customer’s needs.

While we remain committed to providing you solutions for all your business needs, our core primary research strengths include Attitudinal Segmentation, Fastrack, Influential Thought Leader Identification, Patient Chart Audits, Payer Research, ProMessage, and Radar Metrics.

THE IMS BROGAN DIFFERENCE - A HOLISTIC VIEW



ATTITUDINAL SEGMENTATION: Attitudinal segmentation is a needs-based segmentation approach which allows for development of effective promotional strategies and the tailoring of messages for each customer segment. This in turn optimizes sales force call frequency and messaging activities with physicians. The resulting physician segments provide a complete view of physicians’ medical and treatment preferences and attitudes, leading to more accurate, finely focused targeting and messaging strategies for your brand.

FASTRACK: Fastrack is a unique verbatim-based message recall study that captures in-depth communications with targeted physicians and measures the effectiveness of these field-based promotional and messaging communications on key metrics. Fastrack is specifically designed to provide an understanding of what your reps and competitors are saying to physicians during a call, who they are comparing their products to, and how physicians are responding. The study is one component of our comprehensive Message Recall offering and is complementary to the ProMessage study.

INFLUENTIAL THOUGHT LEADER IDENTIFICATION: This offering fully leverages both secondary data and primary market research for a comprehensive look into your Thought Leader Influence Network. Through the integration of our proprietary methodologies used in our Span of Influence and Key Opinion Leader mapping studies, the Influential Thought Leader Identification process identifies, measures and maps the impact that market Thought Leaders are having on other specialists, including the physicians on your target list. In the first phase (Span of Influence), the tracking of longitudinal patient records, as patients move from the initiating physician to the referred physician, allows for determining which physicians (and to what extent) influence the prescribing of other physicians. Phase two utilizes primary market research to interview and map international/national thought leaders for a complete picture of your Thought Leader Influence Network. The result allows your field force and office-based staff to quickly view the links between local/ regional/international Thought Leaders and GPs (or other

specialists) for more targeted and effective strategies with the physicians who are critical to your business.

PATIENT CHART AUDITS: Patient chart audit/profile research is the most effective means of understanding how physicians use your product or how to determine patient types of interest for your market. Patient chart audits provide a retrospective view of your product’s usage or specific treatment algorithms. They are captured via physicians’ review of their actual but anonymized patient charts/medical records. It is a cost-effective method to obtain detailed information on hundreds of patients and the insights gained are based on physician’s actual behaviours, rather than their perceptual recall of what they did or their anticipated future intentions. The results allow you to determine market niches, track usage over time, and understand untapped marketing opportunities.

PAYER RESEARCH: Payer Research addresses one of the most foreboding challenges facing a new product today; formulary listing. The Payer Research study uses a best-practice model, where former drug plan members are interviewed. The goal is to assess the issues facing a new product, including the likelihood of a product receiving coverage, barriers that will need to be overcome and what is required to successfully list a product in today’s complex market access environment. The insights provided will help determine how a company may position their product’s submission to successfully access funding and gain product listing approval.

PROMESSAGE: Message recall is at the heart of monitoring the successful execution of a product’s promotional messaging strategy. ProMessage is specifically designed to benchmark and measure what your target physicians are really learning from a sales call and what impact this is having on the perception of your product and its future growth. It is a quantifiable and measurable study that leverages both primary and secondary data insights for a comprehensive view of your product’s Message Recall and Retention in the marketplace. The study is one component of our comprehensive Message Recall offering and is complementary to the Fastrack Message Recall study.

RADAR METRICS: Radar Metrics is a unique syndicated primary research offering that provides unparalleled insights into the Rheumatoid Arthritis (RA) market. Through the measurement of five Key Performance Indicators, it provides a robust understanding of the dynamics of the RA market. Understanding the key influencers allows marketers to track changes over time, to adapt brand strategy and further improve marketing performance.

WHY IMS BROGAN?

The IMS Brogan consulting team understands your challenges and utilizes evidence-based consulting and innovative approaches to provide the optimal solution to meet your needs and identify opportunities for your product. Moreover, IMS Brogan is uniquely positioned to link primary market research to actual physicians’ prescribing, resulting in unsurpassed insights for your brand.

Our Primary Research team’s cutting edge analytics and innovative solutions deliver unique depth and value for our clients:

- Solution-focused methods
- Method design expertise
- Expansive market knowledge (both client and supplier backgrounds)
- Rapid turnaround with timely deliverables
- Comprehensive statistical analyses
- Project management expertise
- Efficient data collection
- Insightful and concise study reporting
- Actionable recommendations

By harnessing the power of evidence, clients can make confident decisions, secure in the knowledge that the strategies adopted leverage the best information, analytics and expertise in the business. The optimal solution that is adopted uses every relevant and available data point, incorporates local market dynamics, and considers the final impact on your brand’s success.