

# IMS Rx Ticker<sup>®</sup>

ACTIONABLE MARKET SHARE INTELLIGENCE

Get the jump on your competition with weekly market share reports:  
the fastest market feedback available

## WHY IMS RX TICKER<sup>®</sup>?

Access to timely actionable intelligence is key to making sound business decisions during the critical stages of a product's lifecycle.

IMS Rx Ticker<sup>®</sup> empowers you to make timely, proactive decisions to gain competitive advantage. With spot-on sensitivity to slightest market fluctuations, IMS Rx Ticker<sup>®</sup> online reports reveal emerging market events and illustrate early trend formations, as quickly as three business days after the week's end.

## ATTAIN GREATER INSIGHT

Evaluate your product's status within the ODB (Ontario Drug Benefit) and PDP (Private Drug Plans) markets and gain greater insight into:

- New and Total Patient Shares
  - Highly sensitive measure of new business by utilizing longitudinal analysis of patients' drug history
- Product or Program performance
  - Gauge market share fluctuations immediately following market events
- Potential Opportunities
- National, regional or provincial market shares

## MANAGE PROACTIVELY

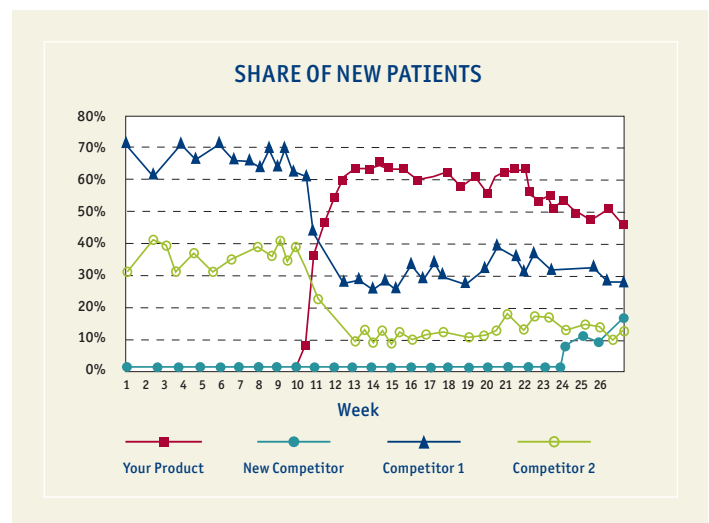
Use Rx Ticker for proactive management of your product and marketing activities during important events throughout your product's lifecycle:

- Initial product launch
- New formulary coverage (ODB)
- New indication assignments
- Sales initiatives and marketing campaigns

- Line extension introductions
- Competitive market activities
- Competitor inventory shortcomings

## TAILORED TO YOUR EVOLVING NEEDS

To meet your evolving needs, Rx Ticker "Views" are customized to your predefined market definitions. Rx Ticker provides visibility to all competitors in your market and delivers up to 65 weeks of data history.



## FOR MORE INFORMATION

Contact your IMS Brogan representative for more information on the advantages of Rx Ticker or for an online demonstration.