

IMS Pan-Canadian Segmentation Services

Raising the bar of pharma sales force productivity

Customer knowledge and effective audience segmentation in both Xponent and non-Xponent provinces is critical in developing and implementing sales strategies, from evaluating territory potential, to finding the right customers and aligning sales force efforts.

RAISING THE BAR FOR PHARMA SALES FORCE PRODUCTIVITY IN BRITISH COLUMBIA, MANITOBA, NEWFOUNDLAND AND PEI

In provinces where physician-level data is not available, attitudinal and behavioral insights combined with rankings obtained via **IMS Prescriber Index** or **IMS Prescriber Index+** provide even greater knowledge into your customers' prescribing preferences.

IMS Prescriber Index uses IMS' proprietary analytical model that integrates FINDr, TSA, socio-demographics, and claims data, to deliver a proven accurate, highly-refined customer list of physicians classified by quartile (or quintile) rank and market potential for key therapeutic areas in the non-Xponent provinces of British Columbia, Manitoba, Newfoundland and PEI.

IMS Prescriber Index+ allows for even deeper customer knowledge in the non-Xponent provinces and provides a pan-Canadian solution for physician segmentation and targeting. It combines the traditional behavioural and/or attitudinal segmentation employed in Xponent provinces with an extensive database of 75+ independent predictor variables to project segment membership for physicians in non-Xponent provinces. This statistical approach allows for a common segmentation scheme across all 10 provinces. Physician Segment labels in non-Xponent provinces are consistent with Xponent provinces (ABCD, Gold/Silver/Bronze, etc.)



Knowing your customer is the first step towards success in today's market, but deciles alone are not sufficient to develop your go-to-market strategy.

Contact your IMS Brogan Representative today to make the most of your field force and marketing investments.

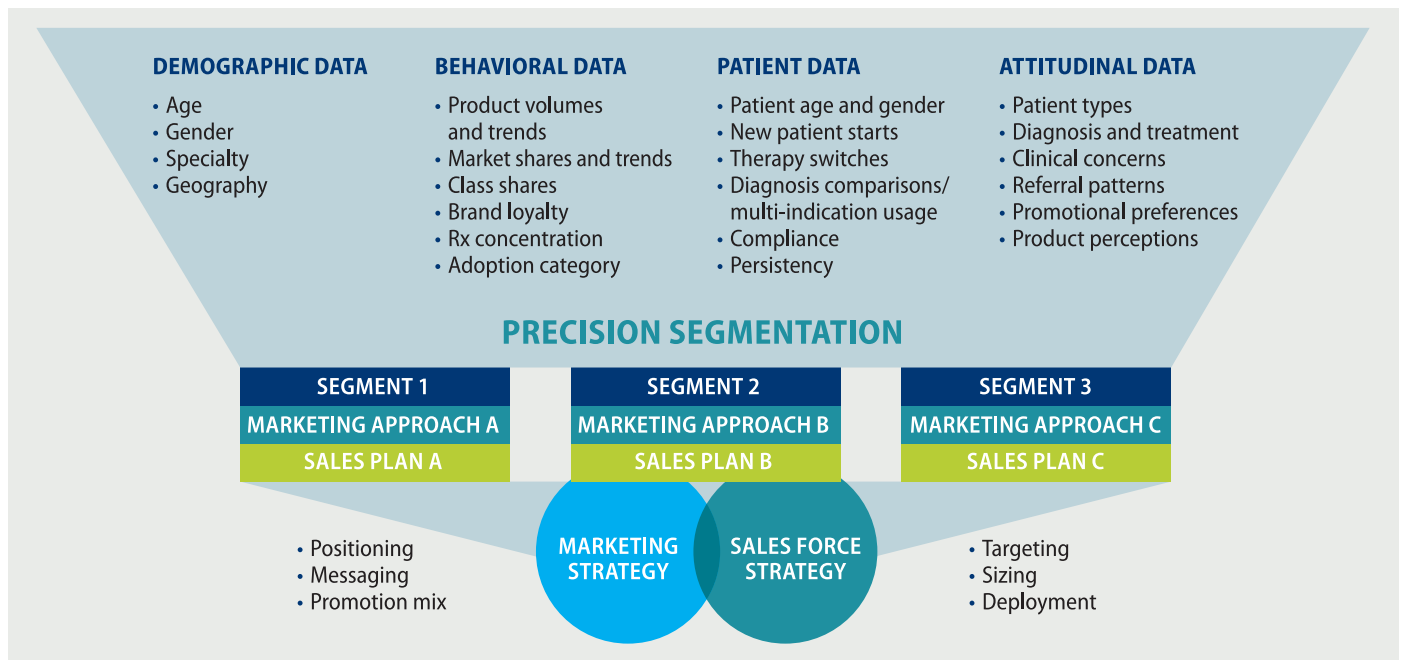
FULLY ACTIONABLE BEHAVIOURAL AND ATTITUDINAL SEGMENTATION : XPONENT PROVINCES

IMS Pan-Canadian Segmentation Services deliver the most actionable view of your customers by going beyond the decile. Our consultants work with your senior sales and marketing leadership to help you understand prescribers, their attitudes and influences, and formulate actionable sales and marketing strategies.

With a more granular understanding of your customers, downstream decisions (e.g., resource optimization, alignment, targeting, call planning) are improved and drive better results because they are based on a comprehensive and accurate foundation. A go-to-market strategy based on differentiated, customized messaging can be created from these insights.

The combination of both primary and secondary information sources, with strategic brand objectives shared through interactive workshops with your team, enable differentiated segments and fully actionable target lists. Prescribers can be segmented on multiple characteristics and rich segment profiles are provided to maximize implementation success. Our process includes sales force leadership and decision-making to further foster sales force buy-in to new strategies.

IMS HELPS YOU UNDERSTAND PRESCRIBERS' ATTITUDES AND INFLUENCES, AND FORMULATE SALES AND MARKETING STRATEGIES BASED ON DIFFERENTIATED, CUSTOMIZED MESSAGING



For additional information, contact your IMS Brogan representative.

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