



# Smart Business Solutions for Small and Mid-Size Customers

## **Cost-Effective Insights You Need. How and When You Need Them.**

To be competitive in today's environment, businesses of all sizes need the ability to transform business data into meaningful information. IMS Brogan can help with the right information, delivered through technology and services, to serve the unique needs of organizations just like yours. From business development to marketing to monitoring your business, we can provide the insights you need – quickly and affordably.

## SMART BUSINESS SOLUTIONS FOR SMALL AND MID-SIZE CUSTOMERS

You have a great business plan, promising products, and an experienced and motivated team. But your budget and information systems are limited, and your team must stretch their time across multiple functions — market research, strategic planning, and sales and brand management.

Priced exclusively for small and medium sized customers, IMS Brogan provides flexible choices ranging from quick insights, to full market analyses delivered in best practice dashboards, to full data access for technically savvy customers who may want to dig into the data themselves.

Based on IMS Health's industry-leading audits and information sources, the following is a sample of solutions that can help you enhance your business, strategic and portfolio planning, as well as inform your commercial position with sales, prescription, patient and competitor information.

**IMS Brogan has one-stop commercial operations' solutions for small and mid-size businesses that can be implemented quickly and efficiently.**

### ASK IMS BROGAN.

Contact a member of our specialized team today to schedule, at your convenience, a free assessment of your business needs, best-practice recommendations and solutions for the particular challenges you face.

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## Monitor Performance

### IMS PERFORMANCE ANALYTICS

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.

## Drive Efficiency

### NEXXUS SALES (CRM)

Puts Big Data to work across all channels, creating a 360 degree customer view that fosters stronger relationships and drives sales effectiveness. It includes Engage (CRM), Mobile Engage (mobile CRM), University, territory alignment, call planning and incentive compensation.

### NEXXUS PERFORMANCE

Delivers business intelligence and key performance indicator tools that enable everyone from senior executives to individual contributors to align around unified, near real-time performance metrics.

### NEXXUS MARKETING

Drives customer engagement with highly targeted, multi-channel campaigns supported by an integrated solution that combines a marketing database with campaign management and reporting and analytics tools.

### NEXXUS SOCIAL MEDIA

Analyzes and monitors unstructured data from social media, databases, web searches, app stores, and other sources, creating actionable insights and helping to manage risk. It includes AETracker, CoProtect, WikiCorrect, BrandAlert, Social Survey, Digital KOLs and OTC reviews.

## OUTSOURCE SERVICES

Fills a critical gap, provide critical expertise through peaks of demand, or optimize internal reporting, without adding to your headcount.

- In-sourcing of data extracts, analysis, interpretation and presentations
- On-site analyst support for secondary data analysis, extraction, formatting, report generation
- Outsourcing of dashboard and report generation, custom data deliveries as a once-off or ongoing deliverable
- Customized training to bolster skill sets

## Understand Competition and Identify Growth Drivers

### IMS PRESCRIBER INDEX

Increases customer knowledge and effective audience segmentation in non-Xponent provinces to develop and implement sales strategies, from evaluating territory potential, to finding the right customers and aligning your sales force efforts.

### IMS FASTRACK

Measures the effectiveness of field-based promotional and messaging communications on key metrics. Helps to understand what your reps and competitors are saying to physicians during a call, who they are comparing their products to, and how physicians are responding.

### REAL-WORLD EVIDENCE

Shows how treatments perform in the real world, beyond a clinical trial environment, to ensure optimal market access arguments. Key data products include longitudinal, prescriptions, claims, and GP patient electronic medical records.



A UNIT OF IMS

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## **ABOUT IMS HEALTH**

IMS Brogan is a unit of IMS Health, a leading worldwide provider of information, technology, and services dedicated to making healthcare perform better. With a global technology infrastructure and unique combination of real-world evidence, advanced analytics and proprietary software platforms, IMS Health connects knowledge across all aspects of healthcare to help clients improve patient outcomes and operate more efficiently. The company's expert resources draw on data from nearly 100,000 suppliers, and on insights from 39 billion healthcare transactions processed annually, to serve more than 5,000 healthcare clients globally. Customers include pharmaceutical, medical device and consumer health manufacturers and distributors, providers, payers, government agencies, policymakers, researchers and the financial community. Additional information is available at [www.imshealth.com](http://www.imshealth.com).

