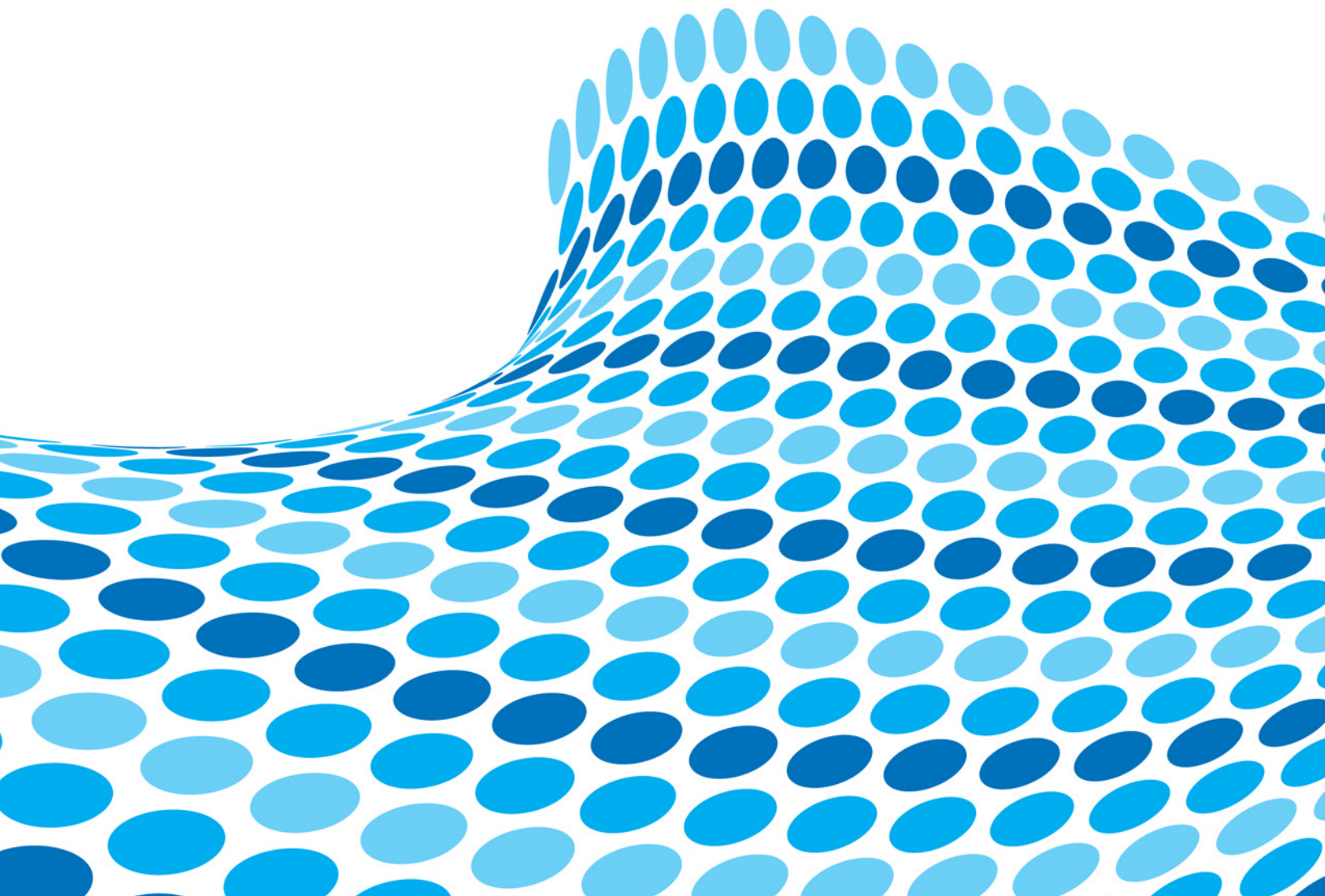


*inThought*<sup>™</sup>

Answers to  
Navigate Your  
Changing Landscape



Wolters Kluwer  
Pharma Solutions



# Your Changing Landscape

As a pharmaceutical professional, you face formidable challenges every day. Information is growing exponentially. Your landscape is constantly changing. Government regulation is escalating. Managed care involvement is growing. At the same time, competition for your brand is increasing.

inThought™ can help you navigate your changing landscape. Whether you're planning for the development of a new compound, maneuvering to assure a successful launch for a newly approved drug, or marketing an existing brand in a highly competitive environment – we can provide the answers you need to act on now.

## Answers that enable you to continually identify and monitor...

- New competitive threats
- Emerging market opportunities
- Current treatment paradigms
- Future catalysts

## Answers that enable you to assess the implications to...

- Your market
- Your competition
- Your drug portfolio

## Answers that enable you to optimize sales through...

- Drug pipeline strategies
- Lifecycle optimization strategies
- Marketing strategies
- Managed care strategies

# The Answers You Need – In Weeks – Not Months

The inThought™ team knows you need objective answers – with precise, meaningful implications to your business – and you need them now. We understand that reliable answers come from quality data and expert interpretation and analysis. We also recognize that the amount of information available today is overwhelming, making it more difficult to quickly and accurately assess the relevance and impact of the data on your business.

That's why the inThought™ team combines the power of Wolters Kluwer's premier pharmaceutical data with a global editorial staff with scientific expertise in their respective therapeutic area and an expert analysis team with a background in providing guidance to Wall Street. This unique pairing of data, editorial, and analysis allows us to quickly synthesize and extract the key insights and actionable answers to your specific questions.

**We Live the Data.** Not just any data, but that of Wolters Kluwer Pharma Solutions, a recognized global leader in providing scientific, medical and market healthcare data analysis and insights worldwide from trusted, renowned brands such as:

- *Adis® drug pipeline, clinical trials and reactions data assets*
- *Adis® journals*
- *Facts and Comparisons drug information*
- *IFI Patent Intelligence*
- *Lippincott Williams & Wilkins medical textbooks, drug guides, and journals*
- *Ovid® electronic medical, scientific, and academic research resources*
- *Price Rx analysis*
- *Source® payer, patient and provider prescription-level data assets*
- *Up to Date clinical database and decision support*

**We Immerse Ourselves in the Science.** With coverage of virtually all drugs, therapeutic areas and indications from trusted, respected sources including government databases, top conferences and leading publications digested by our expert, tenured staff with extensive year-over-year experience in their respective therapeutic areas we understand the scientific implications behind events in drug development. This perspective allows us to add context around the data and provide you with information relevant to your business.

**We Immerse Ourselves in the Medicine.** Our medical consultants continue to work in clinical practice at tertiary care centers to provide you with insight and focus from the physician's perspective.

**We Immerse Ourselves in the Market.** Combining extensive global drug pipeline, clinical trials and reactions data with highly granular, localized prescription-level data encompassing all influencers including prescriber, managed care and patient, the inThought™ team understands the market conditions impacting the answers to your strategic questions.

**We Keep Expert Company.** The inThought™ team regularly attends international conferences and maintains regular contact with leading medical experts, managed-care professionals and healthcare companies. The trust and rapport we've established provides you with invaluable access to industry experts for impartial insights into market acceptance, speed of adoption, and much more.

**We Objectively Assess the Market.** The inThought™ team applies its financial and medical expertise to deliver unbiased, real-world answers with precise implication to help you master your changing landscape in real time.

## We Tailor Our Services To You

Think of the inThought™ team as an extension of your department, providing as little or as much assistance as your current situation dictates. Our resources, services and expertise are broad enough and deep enough to address a new undertaking from start to finish, or to provide additional support to your efforts in a specific area. You set the objectives and parameters; we make the implications specific and impactful.



### Intelligence Gathering

Identify the clinical developments, competitive actions, and market shifts that will impact your business in the future.



### Competitive Monitoring & Assessment

Continuously watch and evaluate your competitor's pipelines, clinical studies, and market position.



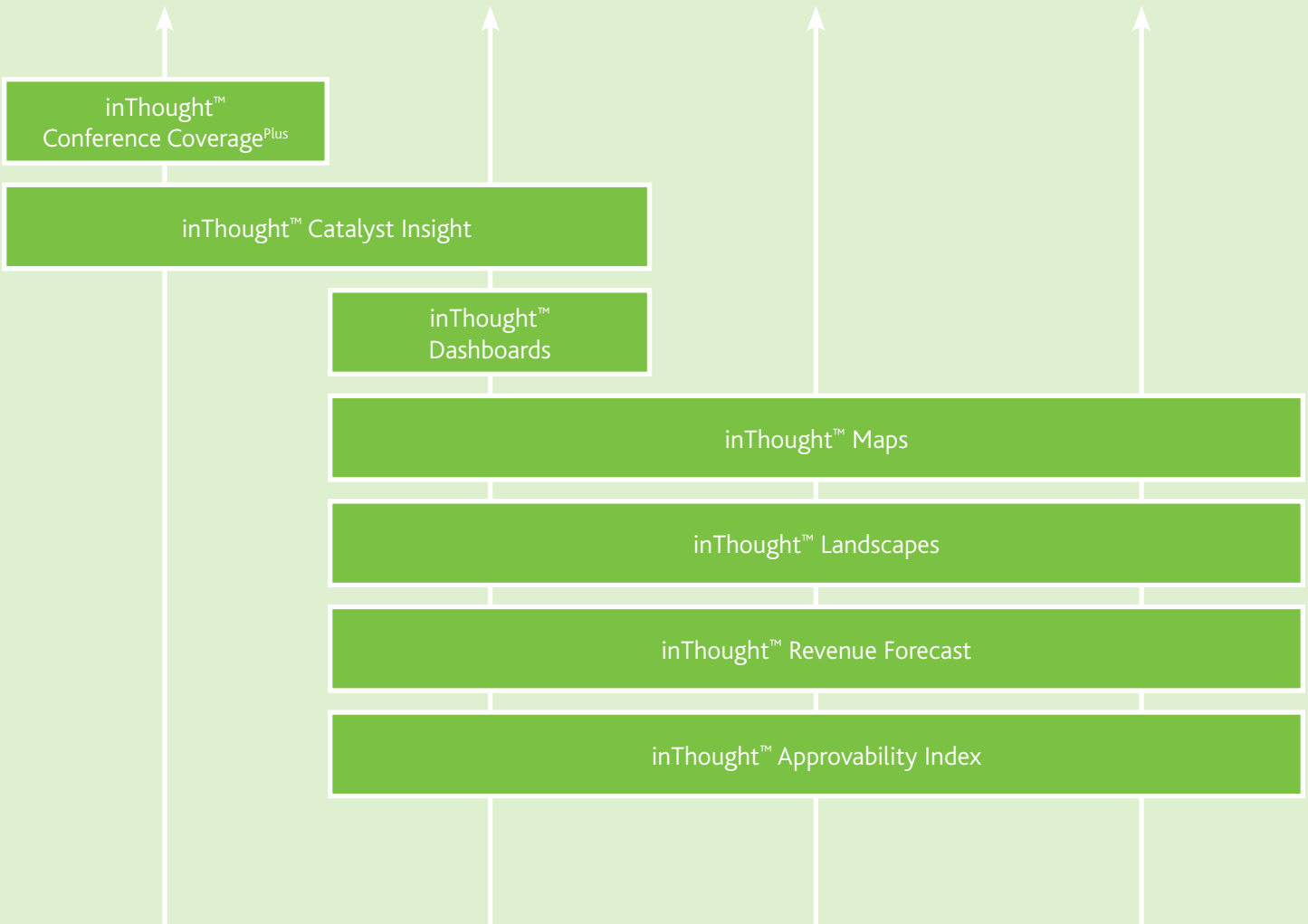
### Competitive Gaming & Scenario Assessment

Anticipate the impact of competitive actions and reactions to potential future changes in the market.



### Need Assessment & Optimization

Identify gaps in your pipeline strategy and opportunities to extend the life-cycle of your product.



## inThought™ Approvability Index

inThought™ Approvability Index provides unique insight into the likelihood a compound will eventually gain regulatory approval by applying a numeric probability and a letter grade to provide a measure of how this drug is progressing compared to historical compounds in the class.

*Allows you to easily assess the probability a compound will be approved for a specific indication.*

Whether using this forecast as a stand alone measurement or as a one of many assessments, you can be assured the inThought™ Approvability Index is accurate because it is based on a thorough evaluation of the clinical data, the trial designs, and benchmark historical information. All of this feeds into inThought™'s proprietary model that assigns points throughout the development process.

## inThought™ Catalyst Insight

Discover how catalyst events in drug and device development will impact your business, clinical development activity, competitive environment, and future market conditions. This unique subscription service is designed to provide you with context around the news through frequent delivery of independent research and participation in moderated discussions with medical experts.

You get access to our analysis of clinical data, examinations of FDA decisions, overviews of key indications, reports from scientific meetings, synopsis of discussions with medical experts, and assessments from Wolters Kluwer's prescription data through research reports published multiple times each week.

You also get to participate in moderated conference calls with well respected medical experts on a variety of topics including the impact of developmental treatments on the standard of care, the strengths and weaknesses of current treatment options, and the key information presented at recent conferences. Private conference calls with experts are also available and specific thought leaders can be requested.

*Presents the context around recent events, the opinions of medical experts, and the implication to your business.*

## inThought™ Revenue Forecast

inThought™ Revenue Forecast provides you with unbiased estimates of future sales of both launched and developmental drugs within a specific indication at both a global and regional level.

You benefit from greater accuracy resulting from our rigorous "top-down" approach that considers addressable patient population, estimates of disease incidence, prevalence, growth rates, and mortality rates along with a detailed assessment of the current and potential competitive landscape.

*Presents an objective, unbiased forecast of the commercial potential for drugs.*

## inThought™ Landscape

The inThought™ Landscape enables your entire team to pinpoint the pulse of a specific drug or therapeutic area by synthesizing, extracting and adding meaning to a broad view of your current and future landscape. Viewed through a therapeutic lens, the inThought™ Landscape provides you with a detailed understanding of the current standard of care, unmet clinical needs, and the developmental agents that have the potential to change treatment practice in the future. Viewed through a competitive lens, you can easily assess current and future products vying for market share at a drug, drug class, or company level.

Your needs determine the scope of the landscape from large, comprehensive projects that include revenue models, probability of approval models, and views from well known thought leaders in the medical community to smaller data pulls from Wolters Kluwer's respected products, all designed to provide valuable insights into your area of interest.

*Provides a deep and broad exploration of the state of the art treatments in your therapy area from a physician's point of view.*

## inThought™ Map

*Tells you how quickly drugs in development can get to market.*

inThought™ Map allows you to quickly assess the speed at which new treatments are coming to market using a graphical representation of the clinical development process that details progress of both launched, as well as pipeline drugs on a timeline. The strategic path for a compound is made clear through detailed reporting of the development history for each compound, as well as the available clinical trial data, patent expiry, and prescription sales data.

Clinical trial focused maps help you identify the key clinical studies impacting the progress of your competitor's developmental drug. Maps analyzing longitudinal pipelines allow you to isolate a group of compounds or mechanisms of action that have the best time to market and highest probability of success.

*We're ready to help tailor a research approach that synthesizes, extracts and adds meaning to your specific needs – in weeks, not months.*

## inThought™ Dashboard

inThought™ Dashboard allows you to quickly identify and assess competitive activity by providing a console to continually monitor the latest clinical and market developments for pipeline and marketed drugs.

You gain the insight needed to capitalize on market opportunities and react to competitive challenges that arise from subject recruitment for new clinical studies, announcement of key trial results, changes in phase of development, approval by regulatory agencies, shift in prescription sales, and expiration of patent exclusivity.

Empower your team to focus on making critical strategic decisions by providing them with current market conditions and clinical developments by sharing the inThought™ Dashboard with your entire organization with the confidence that comes from knowing that your knowledge is accurate, comprehensive, and backed by Wolters Kluwer's respected portfolio of data assets.

*Allows you to focus more on making critical strategic decisions, and less on monitoring competitive activities.*

## inThought™ Conference Coverage<sup>Plus</sup>

Maximize your resources and get the most out of key scientific meetings and conferences by allowing the inThought™ team to provide you with emerging insights coupled with opinions from recognized medical experts all synthesized to deliver the significant implications impacting your business.

inThought™ Conference Coverage Plus allows you to focus your team on the relevant parts of the meeting with a list of the key intelligence topics and questions provided in advance of the meeting. Once the conference begins, inThought™ experts monitor the event to identify the key findings and messages being presented at poster sessions, oral presentations, CME

satellite symposia, and company exhibits. Primed with your questions, inThought™ experts speak to presenters, thought leaders, and even competitors to get a unique perspective that might not be shared with your company personnel. This information is synthesized on site to allow same day delivery of how key results impact on your business. You also gain an understanding of how presented information effect the market potential for developmental drugs with real time updates to inThought™ Approvability Index and inThought™ Revenue Forecasts. As the conference progresses or post conference, you can participate in discussions with well respected medical experts to assess the impact of key results from a clinical perspective.

*Not just reporting on what presenters are saying at International Conferences – but access to what medical experts think about key results and how it all impacts you.*

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# The Powerful Data Assets in which the InThought™ Team Resides

**inThought™ Medical Expert network** – Adding the viewpoints from experts that are conducting ground breaking clinical trials, enacting legislation at regulatory agencies, creating guidelines for managed care, or treating disease in clinical practice provides you with valuable insight into how catalyst events in drug development will impact your business. Access to these medical experts is created through the peer to peer relationships developed by the practicing physicians on our staff.

**Adis™ R&D Insight** – Monitor drugs in development pipelines around the world with a powerful and intuitive database that is updated daily with information from company contacts, press releases, international conferences, company websites, and medical journals. Detailed drug profiles provide you with in-depth scientific summaries and commercial analysis of the drugs in your market space.

**Adis™ Clinical Trials Insight** – Quickly find, compare, and evaluate the precise clinical trial evidence required to make informed strategic decisions throughout the drug development process. The only database to capture on-going trials from internet trial registries as well as trial results presented at medical conferences and published in journal articles, Clinical Trials Insight provides a unique view of the past, present, and future of the clinical studies affecting the standard of care.

**Adis™ Reactions Pharmacovigilance Insight** – Drug safety surveillance on demand with this exhaustive database containing adverse drug reaction case reports as well as selected pharmacovigilance news, opinion, and drug safety studies compiled from full coverage of Medline and Embase indexed journals, proceedings from major scientific meetings, newsletters from national centers participating in the WHO International Drug Monitoring Programme, regulatory agency websites, and media releases.

**IFI Patent Intelligence** has been at the forefront of the patent industry, providing clients with trusted tools to access U.S. patents for more than 50 years. IFI has introduced and continues to develop a wide variety of proprietary systems to make the patent search faster, more productive, and more cost-effective.

**Payer Insights from Source®** is the most comprehensive and granular source of transaction based claims data in the industry for the broadest and deepest insights into payer influence and brand access. Our products leverage exclusive access to Relay Health's claims data, the largest electronic claims adjudicator who processes over 80% of submitted pharmacy claims in the U.S.

**Patient Insights from Source®** leverages Anonymized Patient Longitudinal Data (APLD) to deliver insights into patient treatment and medication consumption behavior over time

for all products within a market or by diagnosis. These insights include lifetime value of a patient; source of business; patient trends by diagnoses; compliance, persistency and adherence; product utilization across patient types; and length of therapy.

**Provider Insights from Source®** offer the industry's most reliable and robust prescriber level prescription, profiling, and non-retail sales data to best address our customers targeting and sales compensation needs. Our industry leading prescriber level insights will ensure you are targeting the highest-value prescribers.

**Price Rx®** is the professional's first choice for comprehensive, easy-to-use drug price analysis and reference information with access to Medi-Span's Master Drug Database (MDDDB®) for pricing and product information to meet drug pricing analysis needs.

**Lippincott Williams & Wilkins®** is a group of leading information companies offering specialized publications and software for physicians, nurses, and clinicians. Products include drug guides, medical journals, nursing journals, medical textbooks and medical pda software.

**Facts & Comparisons®** as a valued source of drug information for healthcare professionals has delivered trusted, unbiased drug information for more than half a century.

**Up to Date** is a popular and extensively used clinical database and decision support tool subscribed to by thousands of health care institutions and academic medical centers throughout the world.

**Adis® Journals** provide an unparalleled evaluation of all the available evidence on new and established pharmacological interventions covering clinical pharmacology, drug development, drug safety, medical biotechnology, pharmacoeconomics and disease management.

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**To learn how the inThought™ team can help you navigate your changing landscape please contact:**

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