

Healthcare's Most Comprehensive Nominative Prescription Database

The Challenge

In order to develop a precise targeting strategy and maximise the marketing and sales force effectiveness, pharmaceutical companies' marketing and sales divisions need a better understanding of prescribers' habits and therapeutic attitude.

The Response

With Icomed™, Cegedim Customer Information has developed the largest database providing nominative information on doctor's prescription for targeting, profiling and sales force activity.

Icomed™ measures physicians' preferential attachment to the products that they prescribe while evaluating the size and profile of their clientele.

Icomed™ surveys:

- Leverage the comprehensive OneKey database (more than 8 million healthcare professionals)
- Cover a wide range of specialties and pathologies (30 specialties per year in France)
- Deal with Hospital and Private medical practice

The doctor is at the heart of our approach. By pathology physicians provide key sets of information concerning:

- **their prescribing potential** based on patient loads (both on new and existing patients)
- **their therapeutic attitude** towards treatment options
- **their prescribing habits** at the individual product level

These personal prescribing data allow pharmaceutical companies to:

- define physician profiles and adapt information strategies,
- measure the effectiveness of their information,
- perform general interest studies on the markets in which they are present or that they wish to develop.

OneKey Code	First Name	Last Name	Patients AH per week	A II A class	Cozaar	Diovan	Target Priority
M1234567	Allan	SMITH	60	High	High	Medium	1
M9876543	John	MARTIN	25	Medium	Low	High	2
M1564963	Sam	WOOD	80	High	Low	High	1
M8521479	Joyce	GARDNER	35	High	High	Medium	1
M6549852	Walter	BLUM	10	Low	Low	Low	3
M9513574	William	Mc EWAN	100	High	Low	High	2

Target list

Doctor profile

Dr. Alan Smith
Cardiologist
68 Main Street
MANCHESTER
OneKey Code : M1234567

Attitude

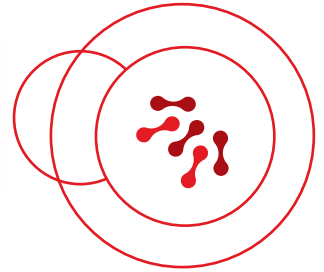
- 25% of time in NHS hospital
- 75% in private hospital
- Participates in clinical trials after launch
- Early adopter
- Never leads education symposium

Potential

- 60 patients in AH / month

Prescription

- High prescriber of A II A
- High prescriber Cozaar
- Aprovel
- Medium prescriber Diovan
- Kenzen



Icomed™ allows various analysis totally dedicated to your needs:

- Utilisation of data to optimise call frequency, personalise doctors calls and allocate sales force
- Assistance to the development of the marketing plans (strategy, product launches...)
- Analysis of market trends and market evolution over time of both products and pathologies
- Assessment of commercial efficiency (promotional actions, impact of reps visits...)
- Development of targeted promotional activities based on doctor's potential and current prescribing activity

Our Method

- Syndicated annual studies
- Questionnaires sent to the whole universe
- Wide coverage of specialists' total activity
- Data collection via web, paper and telephone
- Specialty specific questions for niche pathologies

Response rates per study can reach up to 50% of the total population of the surveyed physician specialty allowing Icomed™ to extrapolate the results in order to qualify the non respondents.

Icomed™ is compliant with the local data privacy laws. We make all necessary declarations with required organisations and refer to the corresponding law on the questionnaire.

Experience

Icomed™ has been active for over 20 years and, across Europe, is working with more than 90 clients.

Since 2003, Icomed™ has been conducting syndicated Pan-European studies on cardiology and dermatology.

Icomed™ data are an integral element for many of the pharmaceutical companies in determining their strategy and is the nominative reference for the industry within Europe.

We work as partners with the pharmaceutical companies and are constantly adapting to the changes within the healthcare market.

What Makes Icomed™ Unique

Thanks to Cegedim's in-depth knowledge of doctors and a permanent enrichment of our database, Icomed™ is able to offer you the unique ability to create, monitor and enhance your sales / targeting strategy.

- Integration of data into CRM systems
- Hotline for advice on data usage and project development
- A team dedicated to your needs
- Customised software to analyse data

Icomed™ is present in Belgium, France, Germany, Italy, Poland, Romania, Russia, Spain, and UK

For More Information

Visit www.cegedim.com/cci or contact our office near you.