



BrandImpact™

Know how well your brand competes in the market.

- > *How does your detailing activity compare with competitors in driving brand choice?*
- > *Which of your core messages are most effective?*
- > *How are regional differences affecting market variances?*
- > *Do physician segments differ in their receptivity to your promotional efforts?*

Maximize Brand Performance

The BrandImpact™ solution suite offers unprecedented insight into the factors that influence physician brand choices within a complete competitive context. From solutions built using longitudinal, syndicated data designed to measure the effects of your promotional activities—and those of your competitors—to proprietary custom research that addresses questions specific to your product or specialty area, our broad capabilities empower you to confidently craft your best strategies for success.

BrandImpact™ offers robust data interpretation that reaches well beyond the scope of rival research companies. Our successful engagements with pharmaceutical companies number in the thousands and span virtually every medical specialty and therapeutic area. Whatever your specific marketing challenges, our team has the knowledge, experience, and resources to meet your needs.

The BrandImpact™ solution suite supports your efforts throughout the complete product lifecycle:

- > Understand the competitive landscape prior to launch
- > Maximize the impact of product launch tactics
- > Quantify real-time share-of-attention within the context of the complete competitive landscape
- > Gain insight into treatment choice in the physician's office
- > Evaluate which messages and promotional tactics have the greatest potential to drive brand choice
- > Measure the effectiveness of detailing activity
- > Determine how competitors' messaging affects brand usage
- > Gauge whether sampling volumes are driving share or supplanting written prescriptions
- > Assess the impact of meeting and event activity

The ImpactData™ Difference

ImpactData™ is the industry's only source of continuously captured market promotion and treatment data from a longitudinal panel of smartphone-connected physicians. With data recorded immediately after the promotional event or patient visit, our unique methodology eliminates physician recall error.

- > ImpactData™ captures 1 million details and 3 million treatment decisions annually across a single data set of high-value physicians
- > ImpactData™ provides a full read of detailing and prescribing activities across brands and in a complete competitive setting
- > ImpactData™ captures new written prescriptions—the best measure of physician behavior—before outside factors can influence dispensed prescriptions

Custom Research Digs Deeper and Wider

Our custom research solutions encompass extensive quantitative and qualitative research and analytics capabilities, including message development and evaluation, brand positioning, ATUs, and promotion response modeling. We also maintain one of the most robust online physician panels in the industry, offering access to physicians representing all AMA specialties.

Whether you employ ImpactData™ as a launch point for your custom research and analytics or engage BrandImpact™ for answers outside the realm of ImpactData™, our solution suite can help you increase the effectiveness of your marketing strategies—and ultimately the effectiveness of your brand.

This comprehensive product line includes solutions for all major therapeutic areas. Our network of high-value PCPs and specialists offers longitudinal promotion and treatment data specifically for those specialties.

About ImpactRx

ImpactRx is the leading provider of consultative and analytically-based commercial effectiveness solutions to the healthcare industry. Powered by its longitudinal and normative data assets, ImpactRx's consulting analytics and AlphaDetail Custom Research capabilities provide unparalleled insight into the dynamics of the biopharmaceutical marketplace. Through its i-enabled network of more than 4,000 targeted physicians and its proprietary, state-of-the-art research technology, ImpactRx captures not only physician treatment decisions in response to promotion, but also the attitudes, perceptions and beliefs underlying those decisions. The integration of its comprehensive behavioral and attitudinal data with its innovative consulting analytics, global research expertise and therapeutic knowledge enables ImpactRx to deliver breakthrough solutions to its clients. These solutions empower clients to improve brand performance by making more informed and effective decisions around marketing strategy, field and channel execution and pre-launch and launch planning. ImpactRx is a Symphony Technology Group company.

Maximize your sales performance with the BrandImpact™ solution suite.

Contact us today, and we'll show you how.

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