

Custom Research

Let Our Custom Research and Analytics Open Your Eyes

In today's ultra-competitive pharmaceutical arena, meeting your biggest sales and marketing challenges from preclinical phase through product expiration requires unparalleled insight into the market. The global custom research capabilities of ImpactRx offer the clear and penetrating vision you need to solve today's toughest challenges among today's toughest target respondents, including health care professionals, patients, and caregivers. Our virtually limitless methodological and analytical services, including ImpactRx's proprietary POPLink™ product suite, can help you understand your brand's performance and potential so that you can meet—and exceed—your marketing and sales goals.

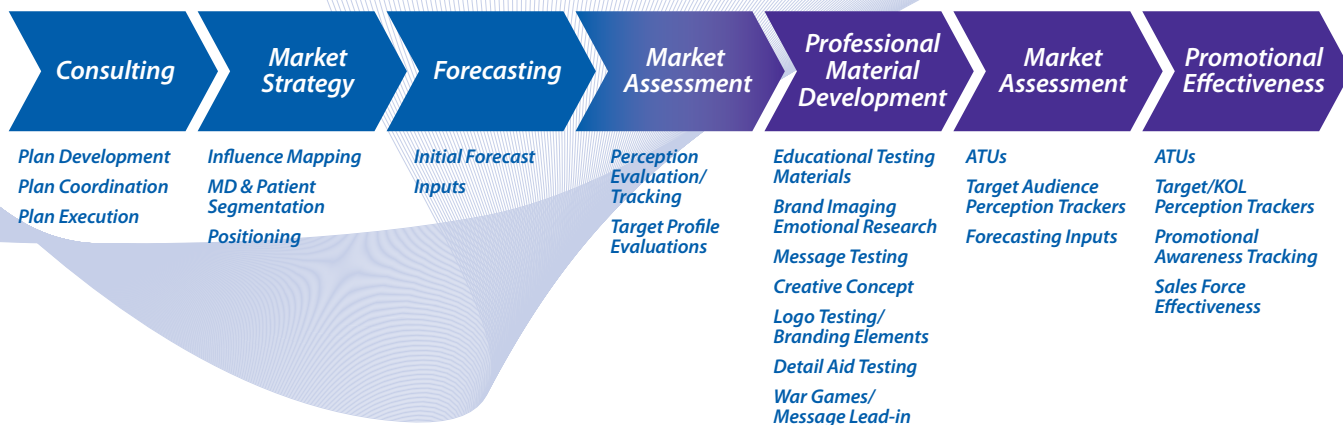
Our unique expertise and experience enable us to offer extensive quantitative and qualitative pharmaceutical marketing research and analytic solutions. Our comprehensive reports provide detailed analysis and interpretation to support informed decision making—whatever your decisions require. We don't need to make your challenges match our methods because we can design research methods to match any challenge. And we do it with integrity, creativity, responsiveness, and respect.

Our Approach

Whether your needs mandate an integrated approach utilizing our ImpactRx syndicated resources or a more traditional approach, ImpactRx provides actionable insights for your marketing decisions by incorporating state-of-the-art design, execution, and analysis. Coupled with our technological prowess, we can tackle your most difficult issues from early molecule evaluation to post-patent expiration, qualitatively or quantitatively.

Our expertise has helped our clients address the following, although not all-inclusive, types of projects:

- > Market Landscape/New Product Opportunity Assessment
- > Market Segmentation
- > Customer Satisfaction Modeling
- > Secondary Data Analysis for Forecasting and Promotional Response Modeling
- > Positioning Development/Refinement
- > Product Line Evaluation
- > Sales Force Effectiveness
- > Target Product Profiling
- > Knowledge, Attitude, Practices (KAP) Studies
- > Promotional Message/Concept Development/Execution
- > Sales Simulation Exercises
- > Awareness, Trial, Usage (ATU)/Tracking Studies



Expand Your Research Solutions with ImpactData™

We know that every company’s marketing challenges are unique. That’s why our commitment to providing one-of-a-kind solutions reaches beyond our high-quality custom research and analytics capabilities. We also empower our clients to devise timely, accurate and actionable marketing solutions by leveraging the unprecedented power and intelligence of ImpactData.

ImpactData is the industry’s only source of continuously captured promotion and treatment data from a longitudinal panel of high-value, smartphone-connected physicians. Integrated with custom market research and analytics, ImpactData gives our clients extraordinary insight into the complex pharmaceutical marketplace—and a decided edge over the competition.

ImpactData integrates several unique features to capture 1 million details and 3 million treatment decisions each year:

CONTINUOUS, REAL-TIME DATA CAPTURE

We capture promotional and prescribing activities from high-value physicians continuously and in real time, as close as possible to the event. This unique approach enables us to provide the earliest feedback on market dynamics and ensures that data are not degraded by physician recall errors.

WRITTEN Rx’s We capture prescriptions that are actually written in doctors’ offices—before managed care, patient behaviors, and other factors can exert their influence.

COMPLETE COMPETITIVE CONTEXT We provide a comprehensive read of promotion and prescribing activities across brands in a competitive setting, so you understand the true standing of your product.

LONGITUDINAL PHYSICIAN PANEL We study physician behaviors across a single data set of high-value sample physicians with specialty-specific benchmarks and analogs for the full lifecycle. This allows us to measure promotion and treatment metrics over time, yielding an unbiased assessment of the interdependencies and link between marketing strategy, sales and promotion activity, and physician prescribing behaviors.

You can’t manage what you don’t measure. Our job is not just to gather data but to help our clients succeed. Are you ready to put our vast research capabilities to work for you?



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