IMS MVP Solutions

User's Guide

Table of Contents

Please note: This document has been updated to include new data elements and functionality introduced with the Q3 2012 release. All of these updates will be written in GREEN font so that users can easily identify these sections. If you have any questions on these new features, please contact your customer service representative.

MVP Platform Overview

Our new MVP Platform provides a continuum of online solutions that provide insights into your key business activities. All solutions share a common underlying technology framework that provides a consistent user experience providing a quick, reliable and easy-to-use interface

Available MVP Offerings

- National Level Offerings

    o SMART MVP Solutions will provide insights to the core national-level data and insights

        ▪ NSP, NPA, IPS, NDTI

    o Launch MVP Solutions will provide launch analogs and historical quantitative and qualitative insights (replacement of current New Product Spectra offering) (late '12/early '13)

- Global Offerings

    o MIDAS MVP Solutions will include complete global coverage via our MIDAS data with both monthly and quarterly data refreshes available (only available for financial community)

    o Oncology Analyzer MVP Solutions – Global insights for 12 key countries in the oncology market (Q3 '12)

- Sub-National Offerings

    o NPA State/MSA data (IMS Regional SMART MVP Solutions)

    o Prescriber Profiler MVP Solutions (late '12/early '13)***

    o Managed Care/VOPA MVP (Q4 '12/Q1 '13)***

***Future release activities and implementation dates are subject to change at any time.

Accessing the applications

The applications are hosted and available via the IMS Customer Portal. A user's standard IMS Customer Portal Userid and Password will be used to access the application, allowing single sign-on across all hosted applications.

IMS SMART MVP Solutions

Audit and Data Element Overview

Currently, information is integrated from four sources

- National Sales Perspectives (NSP)

- National Prescription Audit (NPA)

  - Monthly and Weekly

  - State and MSA

- Integrated Promotional Services (IPS)

- National Disease & Therapeutic Index (NDTI)

Characteristic	NSP	NPA	IPS	NDTI
Audit Definition	National sales estimates of product packages into retail drugstores, hospitals, clinics, and other non-retail type outlets	National estimates of prescriptions, or the rate at which drugs move out of the pharmacy and into the hands of a consumer via formal dispensed prescriptions	IPS is a family of reports that contain data for analysis of what, how, when, and how much promotional activity is occurring for pharmaceutical products	The National Disease and Therapeutic Index (NDTI) is a continuing compilation of statistical information about the patterns and treatment of disease encountered in office-based practices in the continental United States. NDTI gives professionals the ability to segment physician treatment patterns by diagnosis profiles, drug regimens, patient characteristics, and physician demographics.
Distribution	Purchasing (Supply)	Dispensing (Demand)	Promotional Activity	Medical Activity
Source of the Data	Warehouse ship-to invoice data and manufacturer reported direct sales	Pharmacy terminal data	Panel members are recruited through a combination of personalized mailing and telephone contact	Panel members provide detailed medical journal entries each month
Channel Coverage	Retail (Chain, Food, Independent) Mail • No Specialty Mail Breakout currently • includes VA mail LTC (includes VA Nursing Home) Clinics Federal Facilities	Retail (Chain, Food, Independent) Mail • Includes Specialty Mail Breakout • Excludes VA mail LTC (excludes VA Nursing Home)	Contacts & Samples • Office and Hospitals DTC • Magazine Ads • Newspaper Ads • Outdoor Ads • Radio Ads • TV Ads	N/A

	HMO Home Healthcare Miscellaneous Non-Federal Hospital		Professional Journals Meetings & Events	
Projections	All channels projected except Mail	All channels projected	All Channels projected	Raw and Projected Values Available
Data Availability	Monthly	Monthly and Weekly	Monthly	Monthly
Physician Specialty	No	Yes	Yes	Yes
Reporting Timing	4-4-5 reporting	Calendar reporting	Calendar Reporting	Calendar Reporting

Availability of Data Elements & Measures

	IMS SMART Solutions							
	NSP Only	**NPA Only**	**Combined View**	**NPA Extended Insights**	**NPA Weekly**	**NPA Weekly Extended Insights**	**IPS**	**NDTI**
Data Elements								
Therapy Class								
USC3, USC5	x	x	x	x	x	x	x	
ATC3, ATC4	x	x	x	x	x	x	x	
Channel, Super-Channel	x	x	x	x	x	x	x	
Corporation	x	x	x	x	x	x	x	
Manufacturer	x	x	x	x	x	x	x	
Product	x	x	x	x	x	x	x	
Prod Sum	x	x	x	x	x	x	x	
Product Launch Date	x	x	x	x	x	x	x	
Loss of Exclusivity (Protection) Date	x	x	x	x	x	x	x	
Brand/Generic	x	x	x	x	x	x	x	
Product Form							x	
Form (TLC1, TLC2, TLC3)	x	x	x	x	x	x	x	
Form (Product Form1,2,3)	x	x	x	x	x	x	x	
Strength	x	x	x	x	x	x	x	
Rx Status	x	x	x	x	x	x		
Combined Molecule	x	x	x	x	x	x	x	
Pack	x							
NDC	x	x			x			
Pack Size	x	x			x			
Pack Quatity	x	x			x			
Prescriber Specialty		x			x		x	
Patient Age				x		x		
Patient Gender				x		x		
Patient Co-Pay				x		x		
Measures								
Sales Dollars	x		x					
Units	x		x					
Eaches	x		x					
Extended Units	x		x					
Kilograms, International Units	x							
Total Rx		x	x	x	x	x		
New Rx		x	x	x	x	x		
Refill Rx		x	x	x	x	x		
Extended Units Rx		x	x		x	x		
Extended Units New Rx		x	x		x	x		
Extended Units Refill Rx		x	x		x	x		
DACON		x						
Rx Days		x						
Avg Authorized Refills								

Method of Payment				x		x		
N2B: New to Brand RXs				x		x		
N2B: Continuation RXs				x		x		
Rx Dollars @ Pharm Acq Cost		x			x			
Rx Dollars @ Retail Price					x			
NPA Substitution Measures		**x**			**x**			
IPS								
Call Quality							X	
Call Type							X	
Company Type							X	
Delivery Type							X	
Formulary Status - Current							X	
Formulary Status - Future							X	
Initial Product Discussion							X	
Journal							X	
MD Employment Status							X	
Presentation Order							X	
Presentation with Samples							X	
Presentation with Video							X	
Product Comparison							X	
Product Current Use							X	
Product Future Use							X	
Product Knowledge							X	
Product Message							X	
Product Sample Type							X	
Site							X	
Type of Contact							X	
Value of Support Material							X	
Media Type							X	
Promo Type							X	
IPS Measures								
Hospital Contacts			X				X	
Office Contacts			X				X	
Hospital Promotion			X				X	
Office Promotion			X				X	
Journal Promotion			X				X	
Total Promotion			X				X	
Samples			X				X	
Retail Value of Samples			X				X	
DTC			X				X	
Meetings & Events							X	
Calls								
Contacts							X	
Contacts per Specialist							X	
Cost of Contacts							X	
Cost of Contacts per Specialist								
Cost per Contact								

Minutes						X	
Minutes per Specialist						X	
Extended Samples Units						X	
Extended Samples Units per Specialist						X	
Retail Value of Samples						X	
Samples						X	
Samples per Specialist						X	
Ad Circulated						X	
Ad Pages						X	
Ad Pages Circulated						X	
Ads						X	
Cost of Professional Advertising						X	
Cost per Ad Page Circulated							
Cost of Professional Promotion						X	
Total Promotion Dollars						X	
Total Promotion Dollars without RVOS							
NDTI - Specific Data Elements							X
City Size							
Concomitant USC 3 & 5							
Diagnosis Class (2 and 3)							
Underlying Diagnosis Class (2 and 3)							
Doctor							
MD Age Individual							X
MD Age Group							X
MD Gender							X
MD Region							X
MD Sub Region							
Patient							
Insurance Type							X
Patient Age Individual							X
Patient Age Group							X
Patient Gender							X
Patient Race							X
Patient Smoke							
Triglyceride Level							X
Systolic Blood Pressure							X
Diastolic Blood Pressure							X
Cholesterol Total							X
HDL Cholesterol							X
LDL Cholesterol							X
Underlying Condition							X
Visit							
Diagnosis (4 and 6)							X
Concomitant Diag 4 & 6							X
Concomitant Product							X
Referral (Visit)							X

Visit Sequence								X
Time Since Last Visit								X
Number of Times Seen								X
Severity of Condition								X
Surgery Performed								X
Post-Operative Visit								X
Desired Action Combination								X
Formulary Status								X
Product Issuance								X
Drug Quantity								X
Product Dosage								X
Product Therapy (New/Continuing)								X
Visit Location								X
Disease Allocation								x
Drug Uses								x
Drug Appearances								x
Patient Visits								x
Diagnosis Visits								x
Time Periods	x	x	x	x	x	x	x	x
Statistics	x	x	x	x	x	x	x	x

Definition of Data Elements & Measures

Data Elements	Definitions
Universal Data Elements	
USC3, USC5	Uniform System of Classification Levels 3 and 5. A system of Classifying Prescription Drugs sold in the US based on a hierarchy of diseases/ailments where level three represents a broad definition and level five represents a more defined disease/ailment classification.
ATC3,ATC4	Anatomical Therapeutic Classification is a hierarchical and standardized classification scheme regulated by the World Health Organization recognizing Disease/Ailments based on the areas of the body that are the primary locations for the disease state.
Corporation	A corporation has divisions or subsidiaries that manufacture pharmaceutical products. Selecting the corporation will total data on the parent corporation and each of its subsidiaries.
Manufacturer	This is the company that manufacturers or promotes a product. Choosing a manufacturer results in data for only the individual manufacturer specified.

Product	Product at IMS is the trademark name by which a drug is called and registered with the FDA for branded and branded generic drugs. For generic drugs, it is the molecule name of the main active ingredient.
Prod Sum	This data element enables you to print one-row summaries of products having exactly the same name, without having to manually group or redefine the products. With this element the tool automatically summarizes all identically named products in the market and prints one summary row for these products on the report, providing a more concise, easy-to-read report.
Product Launch Date	The month and year the drug is launched in the US.
Estimated Expiry Date	Estimated Patent Expiry represents the earliest date that a drug loses its patent exclusivity.
Brand/Generic Indicator	This data element classifies products by their status as brand, generic, branded generic, or other. It enables you to identify products by these distinctions and to report on totals and trends for brand and generic products in a particular market.
Form • **TLC1** • **TLC2** • **TLC3**	This is the physical dosage form, such as oral or injectable, for classifying a product. This system consists of three levels, with each successive level containing more detail about the product form. For example: Three-Letter Form Code 1 = D contains all systemic oral liquids Three-Letter Form Code 2 = DC contains oral drops Three-Letter Form Code 3 = DCB contains long-acting oral drops This is one of two classification systems for product dosage forms. The other system is Product Form. Like Product Form, Three-Letter Code consists of three levels. In general, Three-Letter Codes provide more specific information and a finer breakdown of form.
Product Form • **Prod Form1** • **Prod Form2** • **Prod Form3**	This data element refers to the physical dosage form of a drug, such as oral or injectable. This system consists of three levels, with each successive level containing more detail about the product form. For example: Product Form 1 = O contains all orals Product Form 2 = OL contains all oral liquids Product Form 3 = OLS contains all oral liquids in syrup form This is one of two classification systems for product dosage forms. The other system is Product Form. Like Product Form, Three-Letter Code consists of three levels. In general, Three-Letter Codes provide more specific information and a finer breakdown of form.
Strength	The strength of the product package, usually expressed in weight (mg) for solids, concentration (solutions) or volume (liquids). Most products are available in different potencies or strengths, which are measured in milligrams, milliliters, and so forth. For example, a product may be offered in both a 250 mg tablet and a 500 mg

	capsule.
Rx Status	Identifies whether the drug requires a prescription for distribution to consumers.
Combined Molecule	This data element enables you to select and examine products by their unique combinations of molecules.

NSP & NPA Data Elements

Channel	The dispensing or purchasing outlet associated with the metric of choice (ie, Rx or sales data drilled down to the outlet of dispensing or distribution).
Super Channel	This data element aggregates individual channels into Super Channel groupings as follows: Retail • Chain Stores • Food Stores • Independent Stores Non-Retail • Federal facilities • Non-federal hospitals • Long-term care facilities • Clinics • HMOs • Home Healthcare • Miscellaneous Mail • Standard Mail Channel • Specialty Mail Channel (for NPA audits)
Pack (Product Package)	This data element refers to the particular form, strength, and size of a product manufactured by a given company. Pack is displayed as a single field comprised of: Form Description + Strength Description + Pack Size
Product NDC	Product NDC is the national drug code (NDC) for a pharmaceutical product. NDCs are codes assigned by the FDA that serve as universal product identifiers for prescription drugs and a few over-the-counter (OTC) products. Each NDC code is a 10-digit, 3-segment number that identifies the labeler, the product, and the package. The labeler code identifies the firm that manufactures, repackages or distributes a drug product. The product code identifies the specific strength and form for a product.

	The package code identifies the trade package size.
	SMART displays Product NDC as a single field comprised of:
	NDC Code + Pack (Description)
	For example: 00409321705 VIAL FLIPTOP40MG 1X10
Package Quantity & **Package Size**	**Package Size** refers to the number of individual units contained in a package of a particular product type. For the IMS National Sales Perspectives measures, this is the selling package. The meaning of units varies, depending on the form of the product. • Tablets and capsules are shown as a single package unit. **Example:** A bottle containing 500 capsules has a package size of one. (The actual number of capsules in the bottle is measured by **Package Quantity**, rather than package size.) • Injectable products usually have package sizes greater than one. **Example:** A 10-pack of injectable vials has a package size of 10, and a dozen bottles of cough syrup has a package size of 12.

NPA Data Elements

Specialty	This is the medical specialty of the Prescriber (for example, pediatrician, ophthalmologist, or veterinarian). The physician's primary specialty is recorded by the American Medical Association (AMA) and confirmed by the physician. Hospital pharmacist is treated as a separate specialty. **This data element is available in the NPA view of the data only.**
Patient Age	This data element shows the age group to which the patient belongs. The groupings in selection lists and on reports are as follows: 00 – 02 03 – 09 10 – 19 20 – 39 40 – 59 60 – 64 65 – 74 75 – 84 85 + UNSPECIFIED This data element is only available in the NPA Extened Insights datasets.

Patient Gender	The data element shows the patient gender. FEMALE MALE UNSPECIFIED This data element is only available in the NPA Extended Insights datasets.
Patient Co-Pay	This is an NPA data element showing the dollar range in which the co-pay associated with the prescription falls. The groupings available are: CO-PAY $ 0.01 TO $ 5.00 CO-PAY $ 5.01 TO $10.00 CO-PAY $10.01 TO $15.00 CO-PAY $15.01 TO $20.00 CO-PAY $20.01 TO $25.00 CO-PAY $25.01 TO $30.00 CO-PAY $30.01 TO $35.00 CO-PAY $35.01 TO $40.00 CO-PAY $40.01 TO $50.00 CO-PAY $50.01 TO $75.00 CO-PAY OVER $75.00 CO-PAY UNSPECIFIED NO PATIENT CO-PAY This data element is only available in the NPA Extended Insights datasets.
NPA Measures	
Total Rx	Total amount of prescriptions written for a drug. This number is projected from the IMS US sample outlets to the US total. NRx+RRX=TRx
New Rx	Total number of New Prescriptions written for a drug. New prescriptions represent the first time an Rx shows up at the dispensing outlet or chain.
Refill Rx	Total number of Refill Prescriptions written for a drug. Refill Prescriptions are those where the dispensing outlet/chain provides a refill from the original Rx received by that outlet/chain.
Extended Units Rx	This measure represents the total number (new plus refill) of dispensed tablets, capsules, milliliters, and so forth. For solids, this is the number of tablets; for creams, grams; and liquids, mls.
Extended Units New Rx	Please see Extended Units Rx definition. This measure holds a consistent definition, but is based on NRx counts.
Extended Units Refill Rx	Please see Extended Units Rx definition. This measure holds a consistent definition, but is based on RRx counts.
DACON	This measure indicates how physicians, on the average, are writing prescriptions for a certain form and strength of a product. For example, they may typically prescribe three tablets a day for a

	certain product form/strength and two tablets a day for a different form/strength. This information is derived from the computerized panel of pharmacies. DACON is calculated with unprojected data as follows: Formula: New RX Quantity / Days Supply This measure is only available in the NPA view within the offering.
Rx Days	This measure gives the average number of days of therapy for prescriptions being written by physicians and filled at the pharmacy. Formula: Average Rx Size New Rx / Average Daily Consumption This value is applicable to Retail channels only.
Avg. Authorized Refills	This measure reports the average number of refills authorized by prescribing physicians for dispensed new prescriptions. In other words, it is the number of refills the physician writes on a new prescription for a patient, not the actual refills dispensed.
Method of Payment	Method of Payment provides insight into Managed Care's influence on prescription patterns in the United States. Total, New or Refill prescriptions can be shown for: Cash, Commercial Third Party, Medicaid and Medicare Part D Information is only available for the Retail Channels and in the NPA Extended Insights dataset
New to Brand	New to Brand measures are available for brand, generic, and branded generic products. A prescription for a branded or branded generic product is considered first use if it's the first time the product is prescribed to the patient within the previous 12 months. A prescription for a generic is considered first use if it is the first time the patient has been prescribed the molecule within the previous 12 months. If, within the past 12 months, the patient has filled a prescription for a generic from one manufacturer and then switches to a different manufacturer under a subsequent prescription, the subsequent prescription is considered a continuation rather than a new prescription. N2B: New to Brand RXs This New to Brand measure shows the volume of NPA prescriptions that are associated with first-time use of a product. It reports prescriptions for patients who are starting therapy with a product for the first time within the previous 12 months (the *look-back period*).

	This measure includes prescriptions for patients who are:
	
	• **New to therapy**. This is the first prescription dispensed for the patient during the look-back period. The patient has not filled any other prescriptions for this product during this period.
	• **Adding on to therapy or switching to products**. .
	    • Adding on: The patient has been dispensed a product in the therapy class and receives a second prescription that will be active during the same time as the existing prescription.
	    • Switching: The patient is new to the product but has previously taken at least one other product in the therapy class during the look-back period.
	
	   N2B: Continuation RXs
	
	This New to Brand measure represents the volume of NPA prescriptions that are associated with continued use of a product within the previous 12 months (the l*ook-back period*). It measures the number of repeat customers and the amount of retained business. It includes continuation new and continuation refill prescriptions, which are defined as follows:
	
	• **Continuation new.** The patient receives a new prescription from the physician, but the same product is identified for the patient during the look-back period, indicating the patient is continuing the same drug therapy. This often occurs when refills run out and the patient must ask the physician to write a new prescription in order to continue the therapy.
	• **Continuation refill.** A refill is authorized by the original prescription. The same product is identified for the patient during the look-back period.
	
	Information is only available in NPA Extended Insights datasets.

Pharmacy Acquisition Cost of TRx, NRx, and RRx	These NPA Weekly and NPA Monthly measures are the sum of the costs to the pharmacy for total, new or refill dispensed prescriptions. This measure is available in the chain store, food store, independent pharmacy, and long-term care channels only.
Retail Price of TRx, NRx, and RRx	These NPA Weekly and NPA Monthly measures are the sum of the costs to the consumer for total, new or refill dispensed prescriptions. This measure is available in the chain store, food store, independent pharmacy, and long-term care channels only.

NSP Measures

Sales Dollars	Total amount of the sales into the dispensing outlets, chain, and health care providers from the manufacturers and distribution centers expressed in US dollars.
Units	Total amount of packages sold of a particular drug to the dispensing outlet/chain/hospital.

Eaches	Represented by multiplying the pack size by the number of units.
Extended Units Total Count	Extended units are the number of tablets, capsules, milliliters, ounces, etc. of a product shipped in each unit. This number is calculated by multiplying the number of units by the product size. Extended often are not meaningful above the package level, because a product may have different forms and strengths and therefore a different type of unit for each presentation.
Kilograms and International Units	This measure reports the weight in kilograms of a drug's active chemical for quantities purchased. Since the measure calculates only the active chemical, it provides a basis for more accurate comparisons and meaningful analyses of products. Kilogram data are reported in kilograms (KG) or international units (IUs). Kilograms are computed as follows: $$\textbf{KG} = \text{Sales Units } \textbf{x} \text{ (Package Size } \textbf{x} \text{ Package Volume) } \textbf{x} \text{ Salt Weight}$$ $$\textbf{x} \text{ Unit of Measure Scaling Factor } / \text{ } 1{,}000{,}000{,}000$$ International Units are computed as follows: $$\textbf{IU} = \text{Sales Units } \textbf{x} \text{ (Package Size } \textbf{x} \text{ Package Volume Units) } \textbf{x} \text{ Salt}$$ $$\text{Weight } \textbf{x} \text{ Unit of Measure Scaling Factor } / \text{ } 1{,}000$$
**IPS Data Elements**
Call Quality	This is the physician's or pharmacist's overall impression of the representative's professionalism, knowledge, persuasiveness, and consideration of the physician's particular interests or requirements. CALLQ-UNKNOWN CALLQ-UNSPECIFIED QUALITY-AVERAGE QUALITY-EXCELLENT QUALITY-FAIR QUALITY-GOOD QUALITY-POOR
Type of Contact	This is the type of interaction reported by the medical professional: • Brief Mention • Drug Fair • Educational Presentation • Full Product Discussion • Other • Service Visit • Telephone **Brief Mention** - A representative did not have the opportunity to fully discuss the product, but either stated the product name and indication while passing in the hallway or reminded the physician or pharmacist about the product while he signed for samples.

	Drug Fair - Information tables were set up at the hospital for hospital physicians and pharmacists. **Educational Presentation -** This type of contact can take a variety of forms, including a lunch-hour presentation, a discussion group with physicians or pharmacists, and a full-day seminar where products are discussed in one of these locations: office, hospital, separate clinic, nursing home, or other medical facility. **Full Product Discussion -** The representative and physician had a full discussion regarding the uses and benefits of the product. A full discussion covers more content than a brief mention and is likely to take a few minutes longer. (IMS has placed what was historically reported as office details in this new category.) **Other -** This category includes product promotion contacts that do not fit into any of the other contact type categories. **Service Visit -** The representative left samples, but the physician did not report a product discussion. This contact type applies to office visits only. (IMS has placed what was historically reported as sample drop details in this new category.) **Telephone -** A representative talked to the physician or pharmacist on the telephone regarding the uses and benefits of the product.
Delivery Type	This IPS element shows how the product sample was delivered to the medical professional. Possible values are: *In-person*, *Service Call*, *Mail,* or *Unspecified*. - **In-person:** The representative met with the physician to discuss product uses and benefits and provided samples of the product. - **Service Call:** The representative was unable to meet with the physician but left product samples. - **Mail:** The product sample was sent to the physician through the postal service. - **Unspecified:** The sampling method was not specified.
Product – Current Use	This element indicates the general frequency with which the physician prescribed the product prior to the contact. Possible values are: *Use Now - Often*, *Use Now - Sometimes*, or *Use Now - Never*.
Product – Future Use	This element shows the extent to which the physician expects to use the product, based on what the physician learned from the contact. Possible values are: *Future Use - Increase*, *Future Use - Stay Same*, or *Future Use - Decrease*.
Formulary Status - Current	This element indicates the current formulary status of the product discussed. Possible values are: *On*, *On Reserve*, *Not On*, and *Don't Know*.
Formulary Status - Future	If a product is not on formulary, this element indicates whether or not the pharmacist recommends that it be added to a formulary. Possible values are: *Yes* (recommend)*, No* (won't recommend), or *Undecided*.
Initial Product Discussion	This element indicates the number of contacts made with the physician or pharmacist that were either first-time discussions or subsequent discussions. Possible values are: First Time or Subsequent Time.

Journal	This element enables you to select the journal(s) you want to exclude from the market definition or to which you want to limit the market definition. You can also report on various aspects of advertising in journals by using it as a level in the report row hierarchy.
Presentation Order	This is the product's place in the order of presentation of all the products discussed in a call. The product may be presented first, second, third, fourth, fifth, and so forth in a call.
Presentation with Samples	This element shows the number of product contacts where a sample was left, sample coupons were left, or a sample would be mailed. This data is captured for physicians but not for pharmacists. Possible values are: *Presented with Samples* or *Presented Without Samples.*
Presentation with Video	Some companies use special technology to help them deliver a product message. This element indicates if video or computer was used for the contact type *Full Discussion* or *Educational Onsite*. Possible values are: *Presented with Video* and *Presented without Video*
Product Comparison	This element indicates whether or not the representative compared the product discussed with another product during the contact. Possible values are: *Compared* or *No Compare*.
Product Current Use	This element indicates the general frequency with which the physician prescribed the product prior to the contact. Possible values are: *Use Now - Often*, *Use Now - Sometimes*, or *Use Now - Never*.
Product Future Use	This element shows the extent to which the physician expects to use the product, based on what the physician learned from the contact. Possible values are: *Future Use - Increase*, *Future Use - Stay Same*, or *Future Use - Decrease*.
Product Knowledge	This element indicates how much the physician or pharmacist learned from the product contact. Possible values are: *Knowledge Increase - Very Much*, *Knowledge Increase - Some*, or *Knowledge Increase - None*.
Product Message	This element identifies the number of times a message or topic was mentioned by the representative during the product discussion. Possible messages are the following: • Cost Effectiveness • Dosing • Efficacy • Formulary Status • Indication • Interactions • Mechanism of Action • New Form • Other • Patient Profile • Price • Safety • Side Effects
Product Sample Type	This element indicates whether or not the physician receives samples and, if so, how they are received. Possible values are: *Sample Left*, *Sample Will Mail*, *Sample Coupons*, or *No Sample*. Use this element to qualify Contacts, not the number of samples or extended units.

Site	This is the location where promotional activity occurred. The site may be one of the following: • Clinic • Hospital • Hospital Clinic • Hospital Lounge • Hospital Meeting Room • Hospital Office • Non-Hospital Office • Nursing Home • Office • Offsite Clinic • Other • Other Hospital-Based MDs • Other Hospital Site • Other Non-Medical • Pharmacy • Separate Clinic • Site-Unspecified
Support Material Value	This element reflects the degree to which physicians or pharmacists found the product literature or other reminder items used in the contact valuable in helping to recall and understand the product. Possible values are: *High*, *Medium*, *Low*, or *No Support Materials*.
Media Type	This element enables you to break out Cost of DTC Advertising to see the direct-to-consumer advertising expenditures for pharmaceutical prescription products by the following media types: • **Television**. Includes network, cable, local, and syndicated television. • **Radio**. Includes network, national spot, and local spot radio. • **Newspaper**. Includes national and local newspapers. • **Magazine**. Includes national and Sunday newspaper magazines. • **Outdoor**. Includes leading companies creating paint and poster billboards.
Who Initiated	This element indicates how the product discussion was initiated. Possible values are: *Rep Initiated* or *Doctor Initiated*. • In *Rep Initiated* discussions, representatives discuss products and topics as directed by their company; this is the most common way in which discussions are initiated. • In *Doctor Initiated* discussions, the physician or pharmacist asks the representative for information on products or subjects of particular interest.
	IPS Measures
Contacts	A contact is a product-level report of promotional actions. Contact information is provided by a physician, pharmacist, or physician's office personnel. A contact can be a full discussion with a doctor, a drug fair attended by a director of pharmacy, a delivery of a product sample, or another type of contact. Contacts can be summarized to the hospital or office level. Contacts are always counted at the product level. It is also meaningful at the product, company, USC, and specialty levels. It is not valid at the

	form/strength level.
Cost of Contacts	This IPS measure estimates the cost, in dollars, for a particular contact. The dollar estimates provided are derived by apportioning the "cost for ..."
Minutes	This IPS measure is the projected sum of what the physician or pharmacist reports as time spent during each Brief Mention, Drug Fair, Educational Presentation, Full Product Discussion, Other or Telephone contact type. Service Visit time is calculated as two minutes per product sampled.
Ad Pages	This IPS measure represents the total number of pages for a particular product, manufacturer, and so on. The figure is derived by multiplying the number of journal ads (Ads) by the number of pages per ad. Because the audit is a census, these numbers are unprojected.
Ads	This measure represents the number of product advertisements in medical journals. If the same ad appears in two journals, it is counted twice. The numbers are not projected since the audit is a census. This measure has meaning only at the product level; therefore, Product must be in your database contents or report row hierarchy.
Journal $	This measure is an estimate of the cost of product advertising in medical journals. This figure is tabulated by relating observable advertising characteristics (for example, position, color, circulation) to rates and charges published in *Standard Rates and Data*.
Samples	This IPS measure shows the projected package volume of a product provided as samples to office-based physicians through various delivery methods. This volume is reported by a separate panel of front-office personnel. The delivery methods include the following: • Samples left during a product discussion with the physician. • Samples left during a service visit when a full product message was not possible. • Samples sent through the mail following a visit or order by the physician. • Unspecified delivery method.
Retail Value of Samples	Retail Value of Samples (RVOS) is the retail value of the product sampling activities of pharmaceutical representatives that are directed to office-based physicians. A panel of front-office personnel reports the quantity of product samples provided to office-based physicians through in-person discussions, service visits, and the mail. RVOS is available on Dataview at and above the form/strength level by USC, Corporation, Manufacturer, and Product. Special Considerations • RVOS is available at the following levels: product/form/strength, total market, corporation, manufacturer, USC, and ATC. It is not available for product pack-level attributes. It is not available for specialty or channel breakouts. • RVOS is calculated at the form/strength level over the requested period. At levels above form/strength, RVOS is the sum of the RVOS calculated for each subordinate product/form/strength (i.e., RVOS is not re-calculated at each higher reporting level specified in a Dataview query). • RVOS is calculated using the dollar and quantity sales information IMS Health gathers in NPA for prescription products and in IMS National Sales Perspectives: Retail for the OTC products. This information is then applied to the sample volume reported in the

	Total Sampling Report, as follows: **Prescription Products Algorithm:** Retail Price Per Extended Unit = $$\frac{\text{NPS Patient Paid Dollars}}{\text{NPA Dispensed Total Extended Units}}$$ Retail Value of Samples = Retail Price Per Extended Unit **x** Sample Extended Unit Quantity **OTC Products Algorithm:** Retail Acquired Total Extended Unit Quantity = Retail Acquired Quantity **x** Package Volume **x** Package Size Acquisition Price Per Extended Unit = $$\frac{\text{Retail Acquisition Total Dollars}}{\text{Retail Acquired Total Extended Unit Quantity}}$$ Retail Price Per Extended Unit = Acquisition Price Per Extended Unit + Annual Retail Mark-Up Fac Retail Value of Samples = Retail Price Per Extended Unit **x** Sample Extended Unit Quantity
DTC $	This DTC measure represents the total expenditures for direct-to-consumer advertising for prescribed pharmaceutical products across television, radio, newspaper, magazine, and outdoor media. To see the individual totals for each type of media, use this measure in conjunction with the Media Type data element. IMS Health reports prescription products using DTC promotion in the following five categories: • **Television advertising** from 6 broadcast networks, 52 cable networks, 200+ syndicated programs, and 624 spot television stations measured in the top 100 DMAs • **Radio advertising**, which includes network radio for 5 radio sales networks and national spot radio service representing approximately 4,000 stations in more than 225 markets • **Newspaper advertising** from 155 newspapers (over 250 daily editions) within the top 60 markets • **Magazine advertising** from 390 consumer magazines and 6 Sunday magazines • **Outdoor advertising** from the leading plant operators creating paint and poster billboards for 400+ markets. Outdoor data collection also includes 30x8-sheet billboards, stadium advertising, in-store displays, taxi displays, rail and bus transit displays, street furniture, convenience stores and shopping mall

	displays.

NDTI Data Elements	
Doctor related data elements	
MD Age Individual	This NDTI data element shows the physician's age.
MD Age Group	This NDTI data element provides the age group to which the physician belongs (for example, ages 40 to 49).
MD Gender	This NDTI data element provides the gender of the physician.
MD Region	This NDTI data element identifies the regional location of the physician's office, which can fall into one of four regional groups: • East • Midwest • South • West
MD Sub Region	This NDTI data element identifies the individual regional location of the physician's office, which can fall into one of nine U.S. census regions: • New England • Mid-Atlantic • E. North Central • W. North Central • South Atlantic • E. South Central • W. South Central • Mountain • Pacific Each census region belongs to a region group
Patient related data elements	
Insurance Type	This NDTI data element shows the patient's type of insurance coverage. Possible values are as follows: • **HMO/IPA - Capitation.** The doctor is reimbursed according to the total number of patients. • **HMO/IPA - Fee for Service.** The doctor is reimbursed for each patient visit. • **PPO - Preferred Provider.** The patient belongs to an association of physicians or a group practice providing discount rates for healthcare. • **Third-Party Insurance.** The patient is covered by worker's compensation or a company insurance plan, such as Blue Cross/Blue Shield. • **Medicare.** The doctor is reimbursed from federal funds. • **Medicaid/Welfare.** The doctor is reimbursed from state funds. • **Unknown/No Insurance.** The patient pays for the visit. Either the physician does not know the patient's reimbursement plan or the patient has no insurance.

Patient Age Individual	This NDTI data element shows the patient's age.
Patient Age Group	This data element shows the age group to which the patient belongs. The groupings in selection lists and on reports are as follows: 00 – 02 03 – 09 10 – 19 20 – 39 40 – 59 60 – 64 65 – 74 75 – 84 85 + UNSPECIFIED
Patient Gender	This is an NPA and NDTI data element showing the patient's gender.
Patient Race	This is an NPA and NDTI data element showing the patient's race. The available elements for report selection are as follows: - African American - Asian - Caucasian - Hispanic - Other
Patient Smoke	This data element shows whether or not a patient is a smoker.
Systolic Blood Pressure	This NDTI data element shows the systolic blood pressure recorded for the patient.
Diastolic Blood Pressure	This NDTI data element shows the diastolic blood pressure recorded for the patient.
Triglyceride Level	This NDTI data element shows the patient's triglyceride level.
Cholesterol Total	This NDTI data element shows the patient's total cholesterol level.
HDL Cholesterol	This NDTI data element shows the patient's high-density lipoprotein (HDL) level.
LDL Cholesterol	This NDTI data element shows the patient's low-density lipoprotein (LDL) cholesterol level.
Underlying Condition	This is the diagnosis code for an underlying condition that was reported by the physician in conjunction with the primary condition for which the patient is being treated. Underlying conditions can include chronic conditions and concurrent conditions that may affect the way in which the physician treats the patient's primary condition. This is an NDTI-specific data element. Underlying Diagnosis 4 and 6 codes mirror the Diagnosis 4 and 6 codes. As with Diagnosis 4, Underlying Diagnosis 4 codes come from the World Health Organization's International Classification of Disease, 9th revision (ICD-9). For the Underlying Diagnosis 6 codes, IMS Health breaks down the Underlying Diagnosis 4 classification scheme into further detail. Underlying Diagnosis 4 is a 4-digit scheme. Underlying Diagnosis 6 is a 6-digit scheme.

Visit related data elements	
Diagnosis (4 and 6)	This is the diagnosis code that was reported by the physician for a patient's condition. You can use Diagnosis in a market definition and in a report row hierarchy. Diagnosis 4 codes come from the World Health Organization's International Classification of Disease, 9th revision (ICD-9). With the Diagnosis 6 codes, IMS Health breaks down the Diagnosis 4 classification scheme into further detail, as shown in the example below. Diagnosis 4 is a 4-digit scheme. **Example: Otitis Media** **Class** **Code** **Description** Diagnosis 4 3829 Unspecified Otitis Media Diagnosis 6 382901 Otitis Media NOS Diagnosis 6 382902 Acute Otitis Media NOS Diagnosis 6 382903 Chronic Otitis Media NOS
Concomitant Diag (4 and 6)	This NDTI data element includes the diagnosis or groups of diagnoses that are reported together for the same patient at the 4 or 6-digit diagnosis level.
Referral	This NDTI indicator specifies whether or not the patient was referred by another physician for this diagnosis.
Visit Sequence	This NDTI data element specifies if the patient was seen previously by the same physician for the diagnosis.
Time Since Last Visit	This NDTI data element shows the number of days since the last visit for this diagnosis.
Number of Times Seen	This NDTI data element shows the number of patient visits during the last 12 months for the diagnosis.
Severity of Condition	This NDTI data element specifies the severity of the patient's condition during this episode--whether it is mild, moderate, or severe.
Surgery Performed	This NDTI data element indicates if an operation or surgical procedure was performed during the visit.
Post-Operative Visit	This NDTI data element specifies whether or not the visit is post-operative.
Desired Action Combination	This is the combination of desired actions the physician wants the therapy to accomplish for the patient for a diagnosis. A desired action is the therapeutic benefit the doctor intends to achieve with the treatment prescribed.
Formulary Status	This data element indicates impact of formulary of treatment.
Product Issuance	Product Issuance is the administration of a drug or vitamin to a patient. Possible values are: • **Administered.** The medication was taken by the patient during the visit. • **Hospital Order.** All drugs given in the hospital. • **Not Issued this Visit.** No formal prescription given, no sample dispensed, and no medication sold this visit. • **Prescription.** A formal prescription. • **Recommended.** Any drug recommended without a signed prescription. These drugs are generally over-the-counter medications.

	• **Sample.** Any drug sample supplied by a pharmaceutical manufacturer. • **Sample and Rx.** The physician indicated both sample and prescription. • **Stock Dispensed.** Any medication from the physician's office supply that is given (not sold) to the patient. This includes injectables. However, manufacturer samples are not included. • **Stock Sold to Patient.** Any medication purchased by the physician and sold to the patient.
Drug Quantity	This NDTI data element provides the size of the prescription and the unit of measure (for example, 25 tabs, 500 ml).
Product Dosage	This NDTI data element shows the maintenance dosage of an issued drug therapy.
Product Therapy	This NDTI data element indicates whether a drug therapy was started this visit or previously ordered or continued.
Visit Location	This is where the patient contact occurred. Possible values are: • Home • Hospital • Nursing Home • Office • Other • Telephone • Unspecified

NDTI Measures

Drug Uses	This is the mention of a drug in association with a diagnosis during a patient visit. The drug uses are duplicated by the number of diagnoses for which the drug is mentioned
Drug Appearances	This is the mention of a drug in a single patient visit. If a doctor treats two conditions in one patient with the same product, this counts as two drug uses but only one drug appearance. Therefore, drug appearances may be equal to or less than drug uses
Patient Visits	A patient visit is recorded each time a different patient is treated by the physician in a reporting day.
Diagnosis Visits	A diagnosis visit is the total number of treated and untreated diagnoses for each Patient Visit.

Time Periods

Months	This time element represents one of any 72 months available.
Quarters	This time element represents standard calendar quarters.
Calendar Year	This time element represents all months as a single data point, based upon calendar year. This value will build for the current calendar year as additional months are made available.
MAT	This time element represents a rolling 12 months as a single data point. Example: MAT June 2010 represents months July 2009 - June 2010

	as a single data point.
3-Month Rolling Avg.	This time period represents a 3-month average for a selected metric. There will be 12 data points in a year for this time element.
Rolling Quarter	This is a rolling three-month period that rolls back from the most recent month and is the sum of three consecutive months. **Example:** If the update status of the data is July 2011: Rolling Quarter 1 = May to July 2011 Rolling Quarter 2 = February to April 2011 Rolling Quarter 3 = November 2010 to January 2011
Weeks	This time element represents a standard calendar week.
Rolling 4-Week	This is a rolling 4-week time period that rolls back from the most recent week and is the sum of four consecutive weeks.

Statistics	
Growth	**Calculation:** $((\text{Measure Value}_{T0} - \text{Measure Value}_{T-1})/\text{Measure Value}_{T0}) * 100$ **Format:** (+/-)99.99% **Notes:** Based upon current period vs. previous period, regardless of time period selected
Yr/Yr Growth	**Calculation:** $((\text{Measure Value}_{T0} - \text{Measure Value}_{T-1})/\text{Measure Value}_{T0}) * 100$ **Format:** (+/-)99.99% **Notes:** Percentage change from the current period to the same period a year ago.
Market Share	**Calculation:** $(\text{Element Value}_{T0}/(\text{Market or Hierarchy Sum Value}_{T0})) * 100$ **Format:** 99.99% **Notes:** Based upon total market unless more than 1 row is in the hierarchy. If more than 1 row is in the Datagrid, the market share is based upon the next level in the hierarchy.
Change in Value	**Calculation:** $\text{Measure Value}_{T0} - \text{Measure Value}_{T-1}$ **Format:** Consistent with underlying measure **Notes:** Based upon current period vs. previous period, regardless of time period selected
Change in Market Share	**Calculation:** $((\text{Market Share \%}_{T0} - \text{Market Share \%}_{T-1})$ **Format:** (+/-)99.99%

	Notes: Based upon current period vs. previous period, regardless of time period selected
Average Compound Growth	**Calculation:** ((Measure ValueT(BEGINNING DATA POINT)/Measure ValueT(ENDING DATA POINT))/^(1/(# of Data Points - 1)) -1 **Format:** (+/-)99.99% **Notes:** Summary Value
Total Change in Value	**Calculation:** Measure ValueT(BEGINNING DATA POINT) - Measure ValueT(ENDING DATA POINT) **Format:** Consistent with underlying measure **Notes:** Summary Value
Total Change in Market Share	**Calculation:** (Market Share %T(BEGINNING DATA POINT) - Market Share %T(ENDING DATA POINT)) **Format:** (+/-)99.99% **Notes:** Summary Value