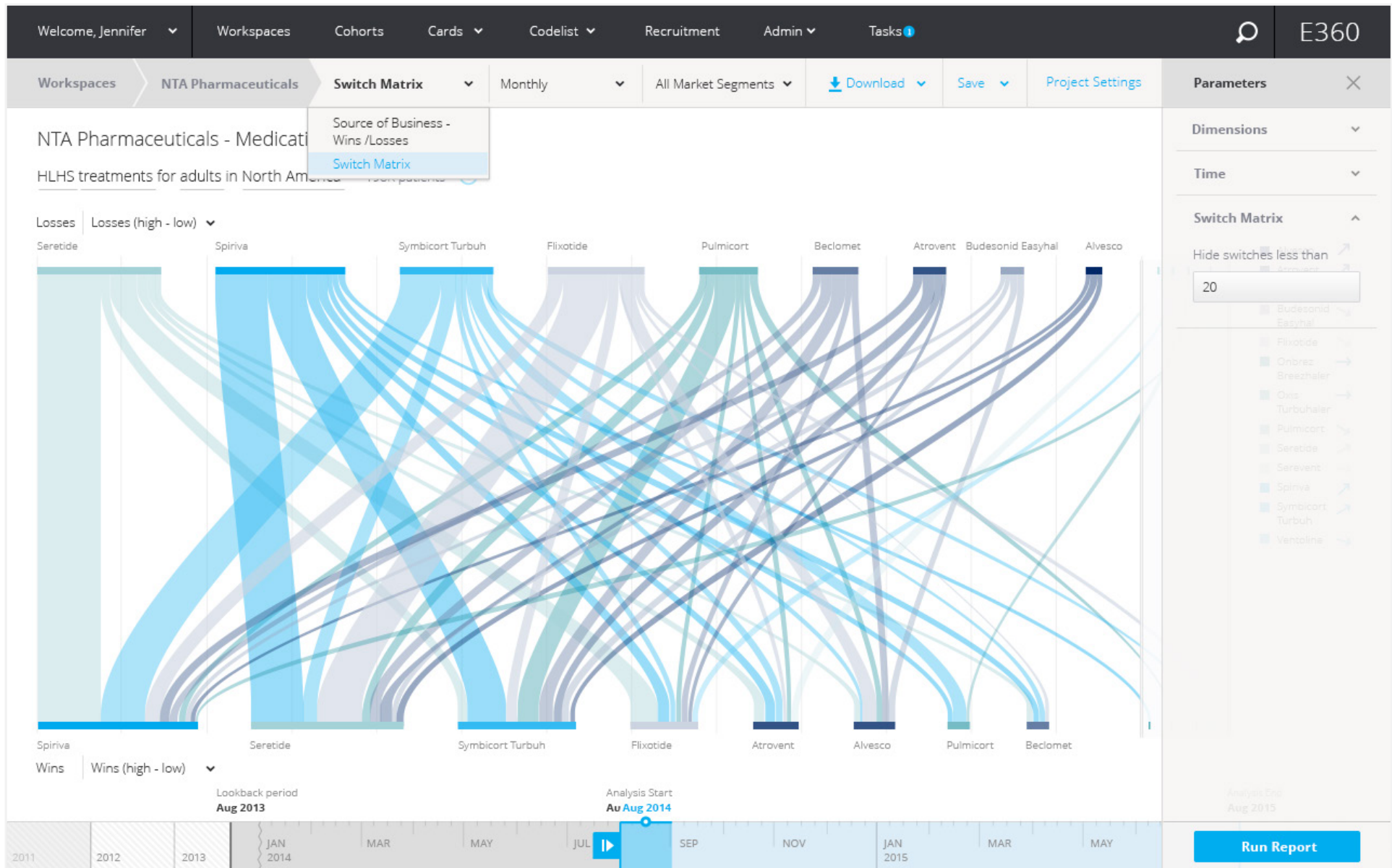


IMS Health Source of Business

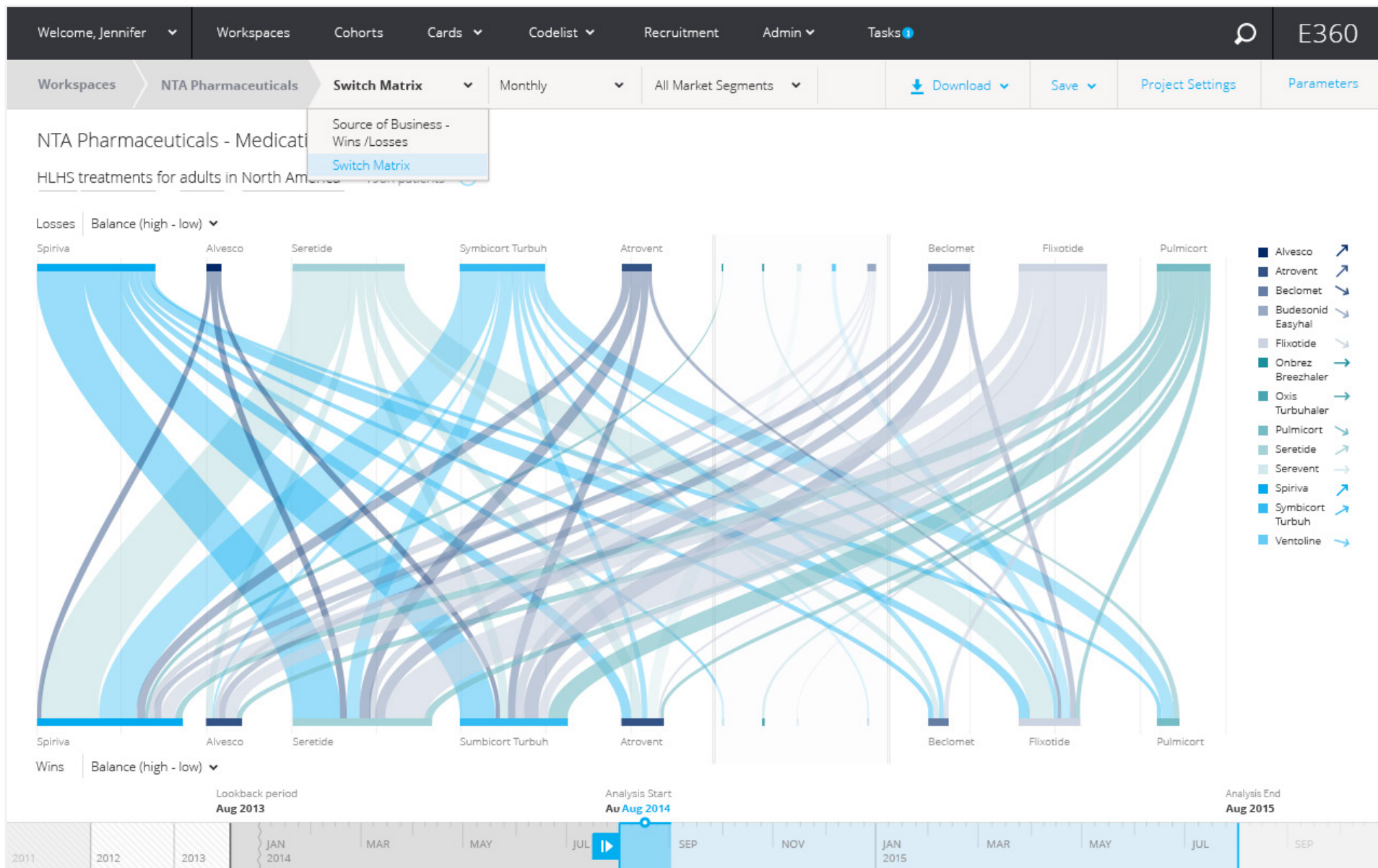
2 SOURCE OF BUSINESS: *Switch matrix*



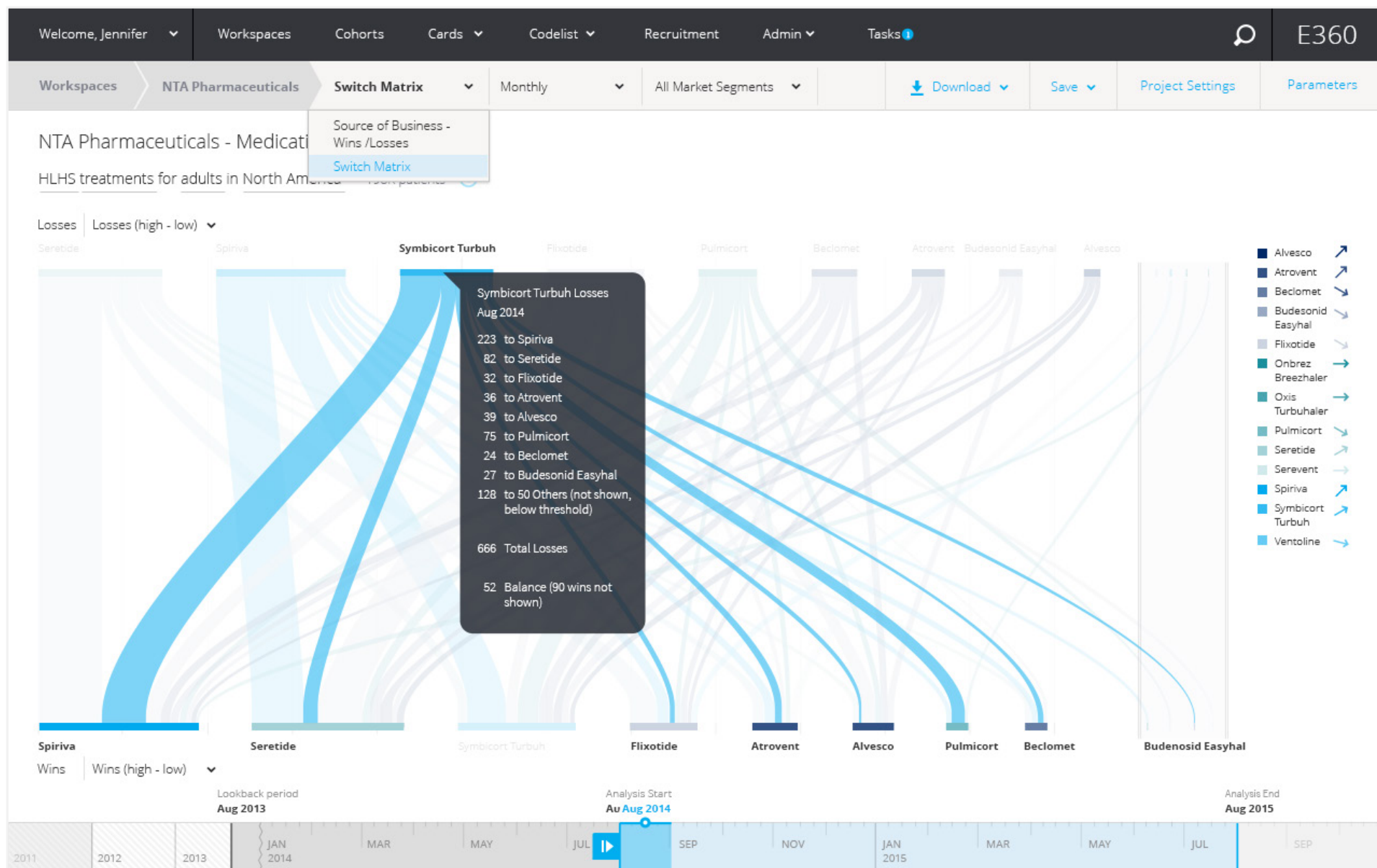
3 SOURCE OF BUSINESS: Switch matrix parameters



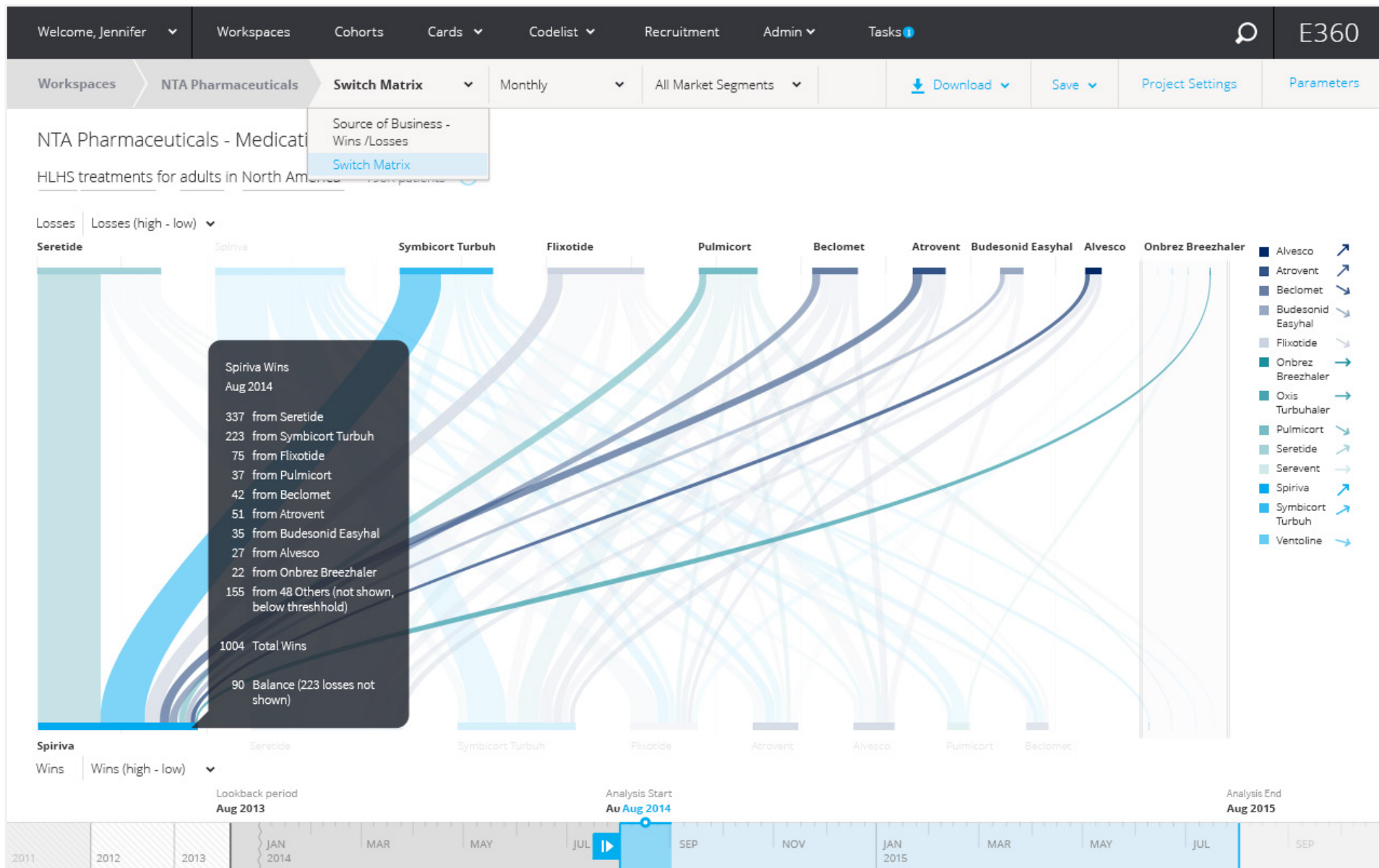
4 SOURCE OF BUSINESS: Switch matrix ordered from high to low balance



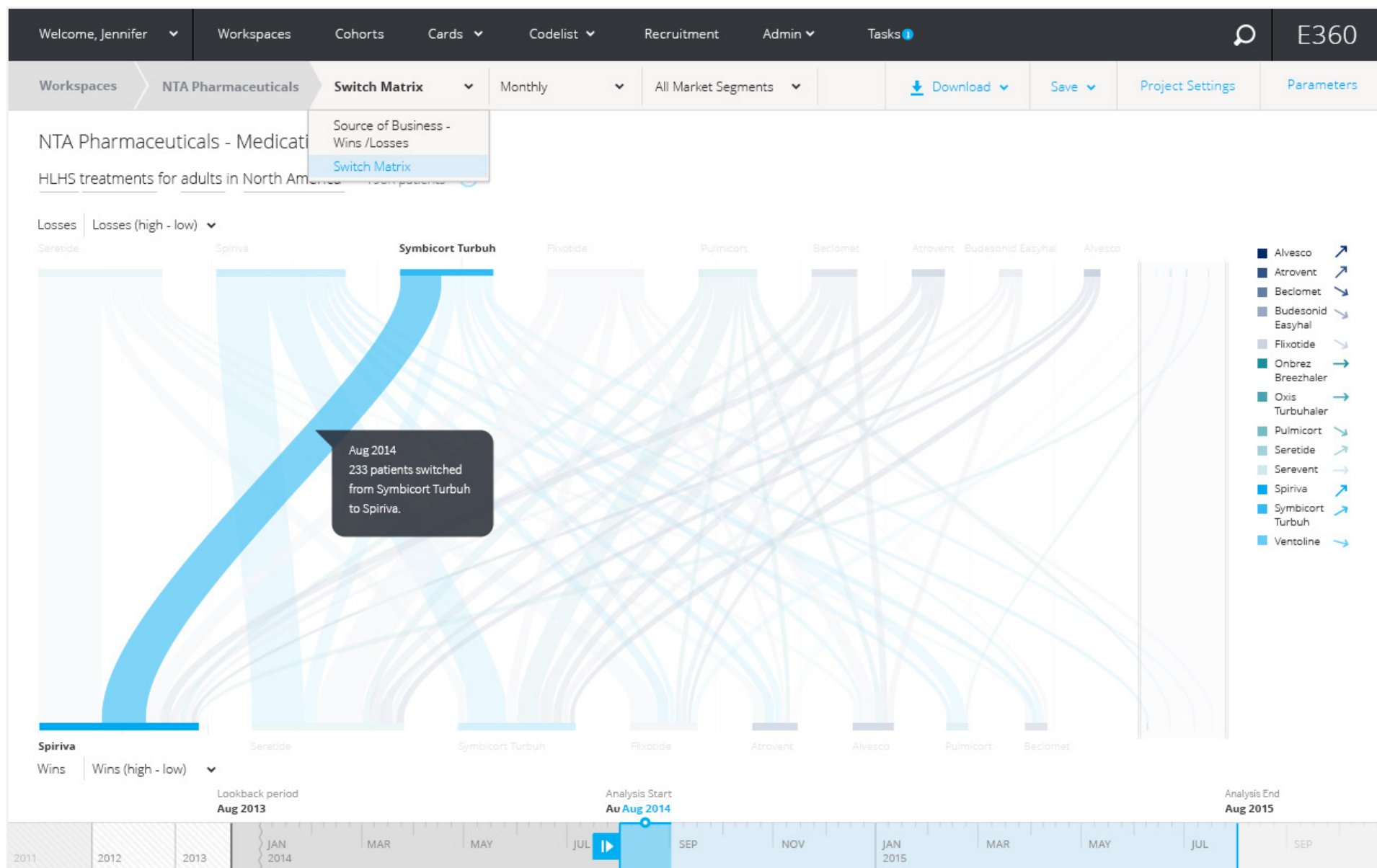
5 SOURCE OF BUSINESS: Switch matrix 'Losses' tip



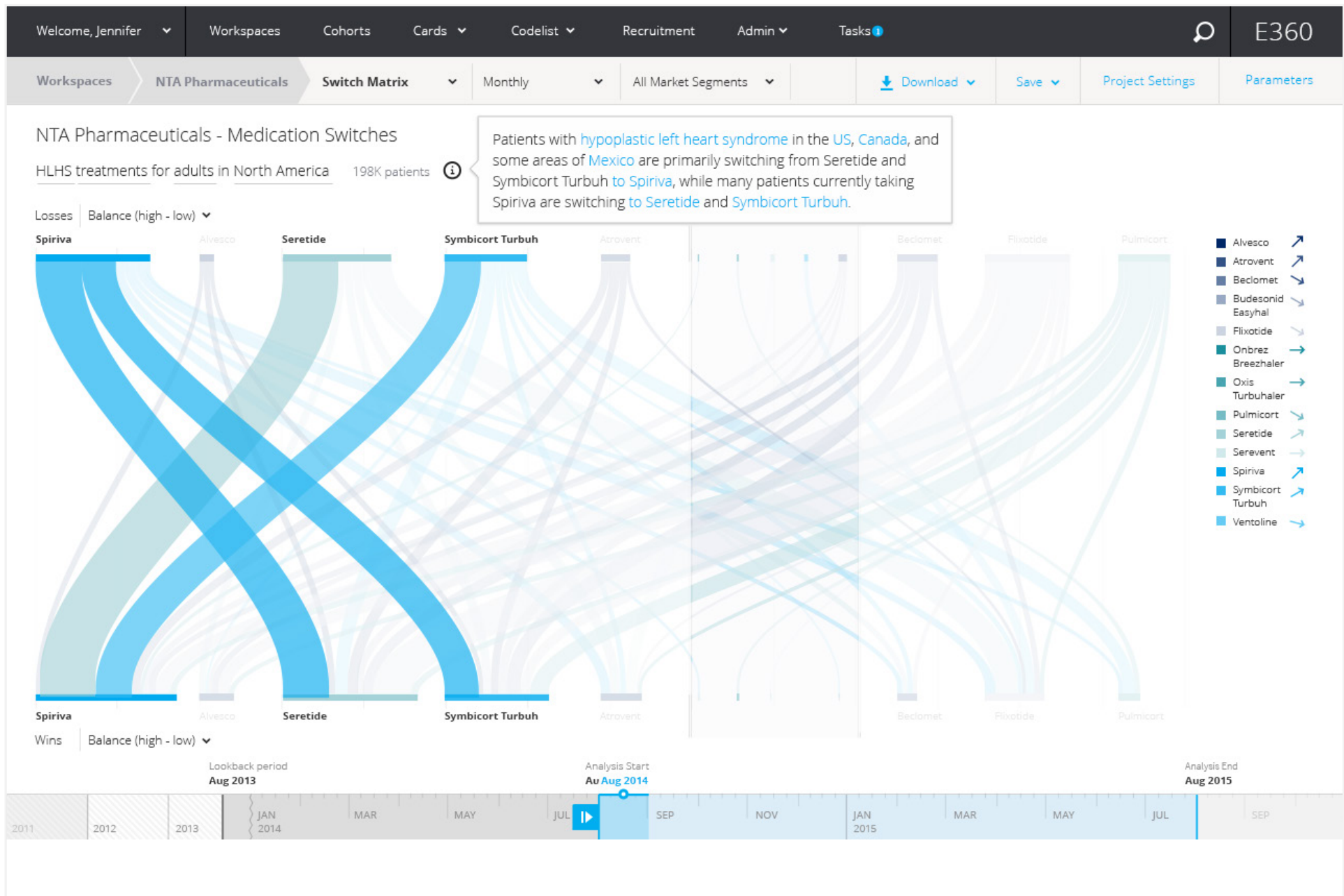
6 SOURCE OF BUSINESS: Switch matrix 'Wins' tip



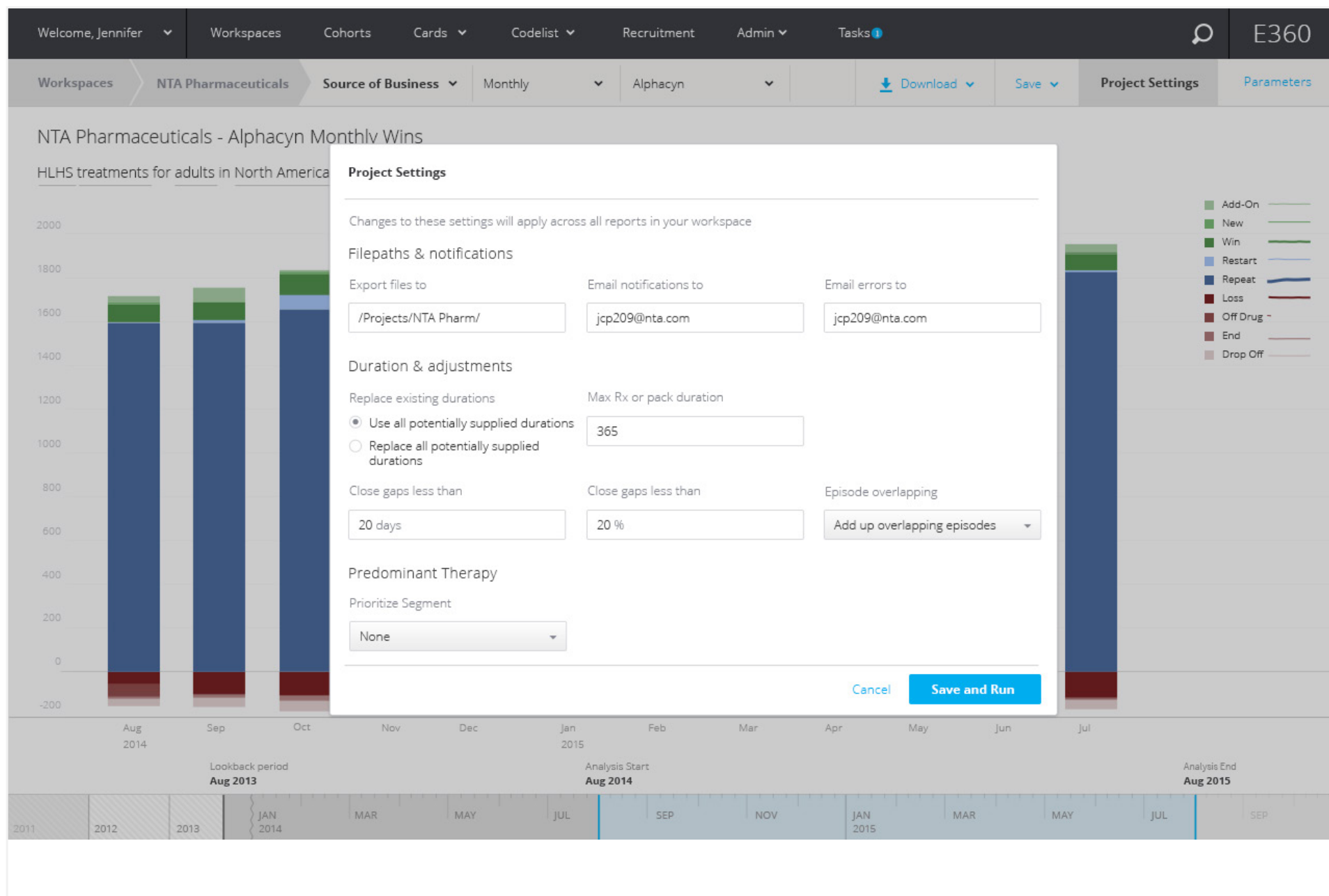
7 SOURCE OF BUSINESS: Switch matrix individual connection tip



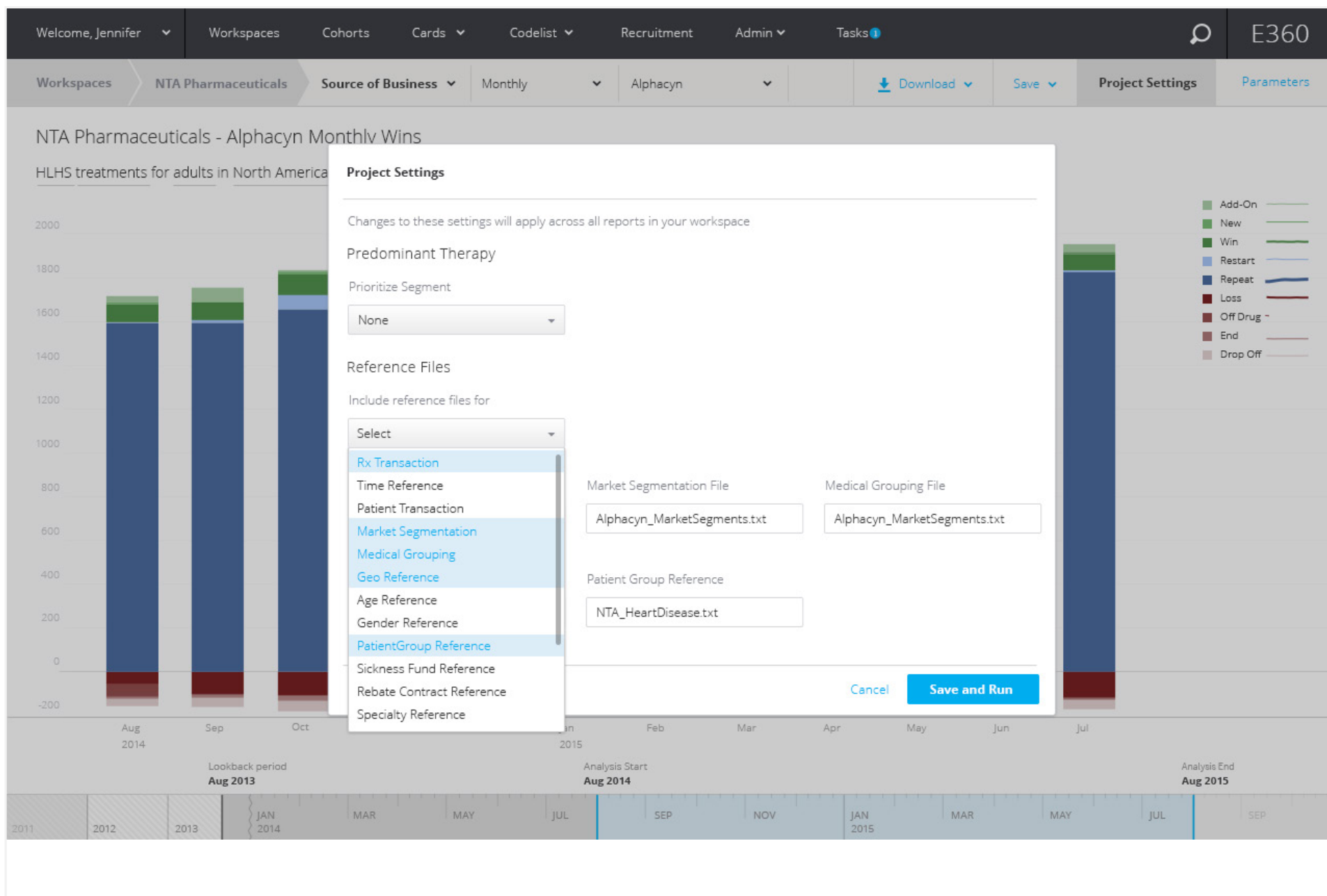
8 SOURCE OF BUSINESS: *More information*



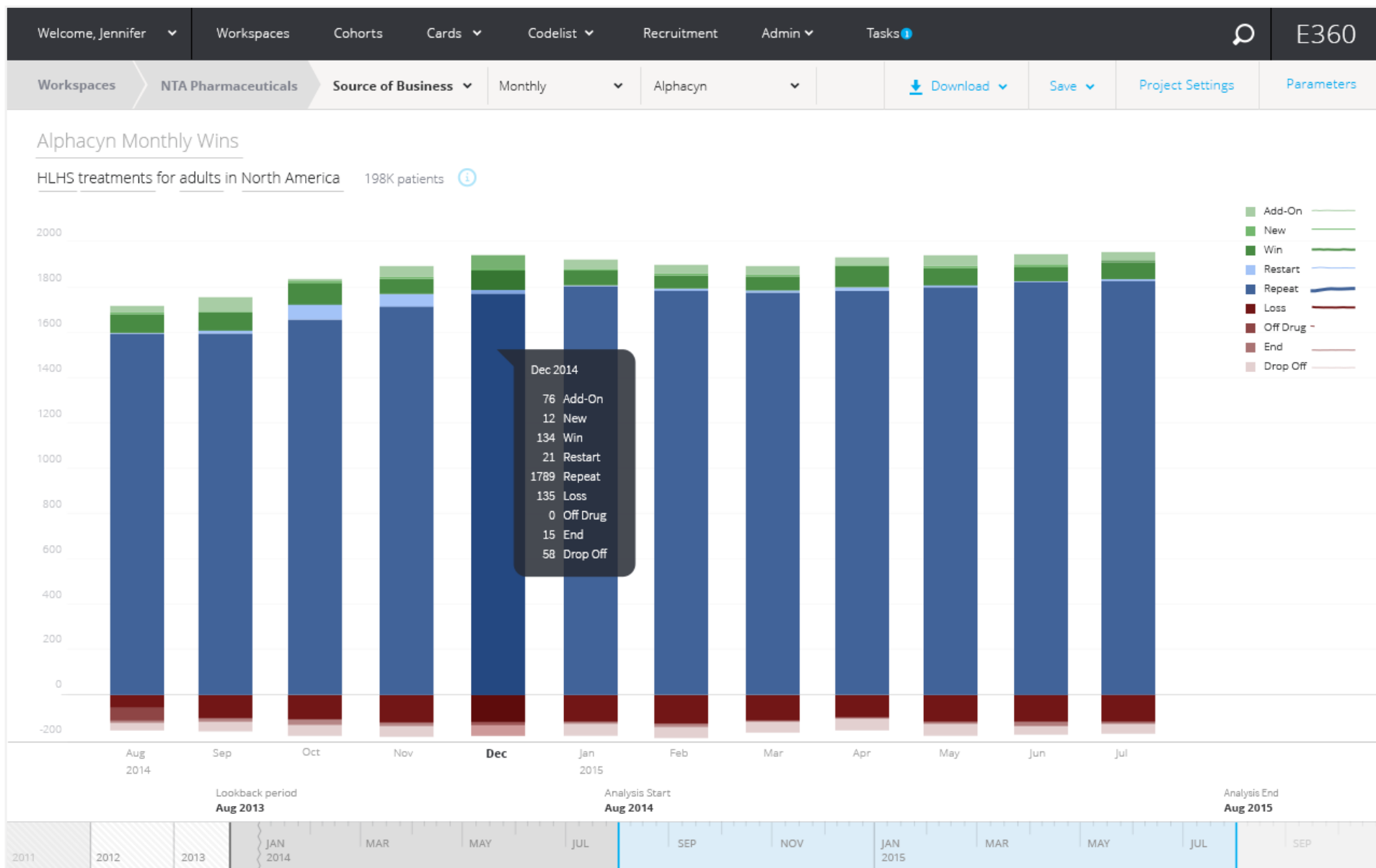
9 SOURCE OF BUSINESS: *Project settings*



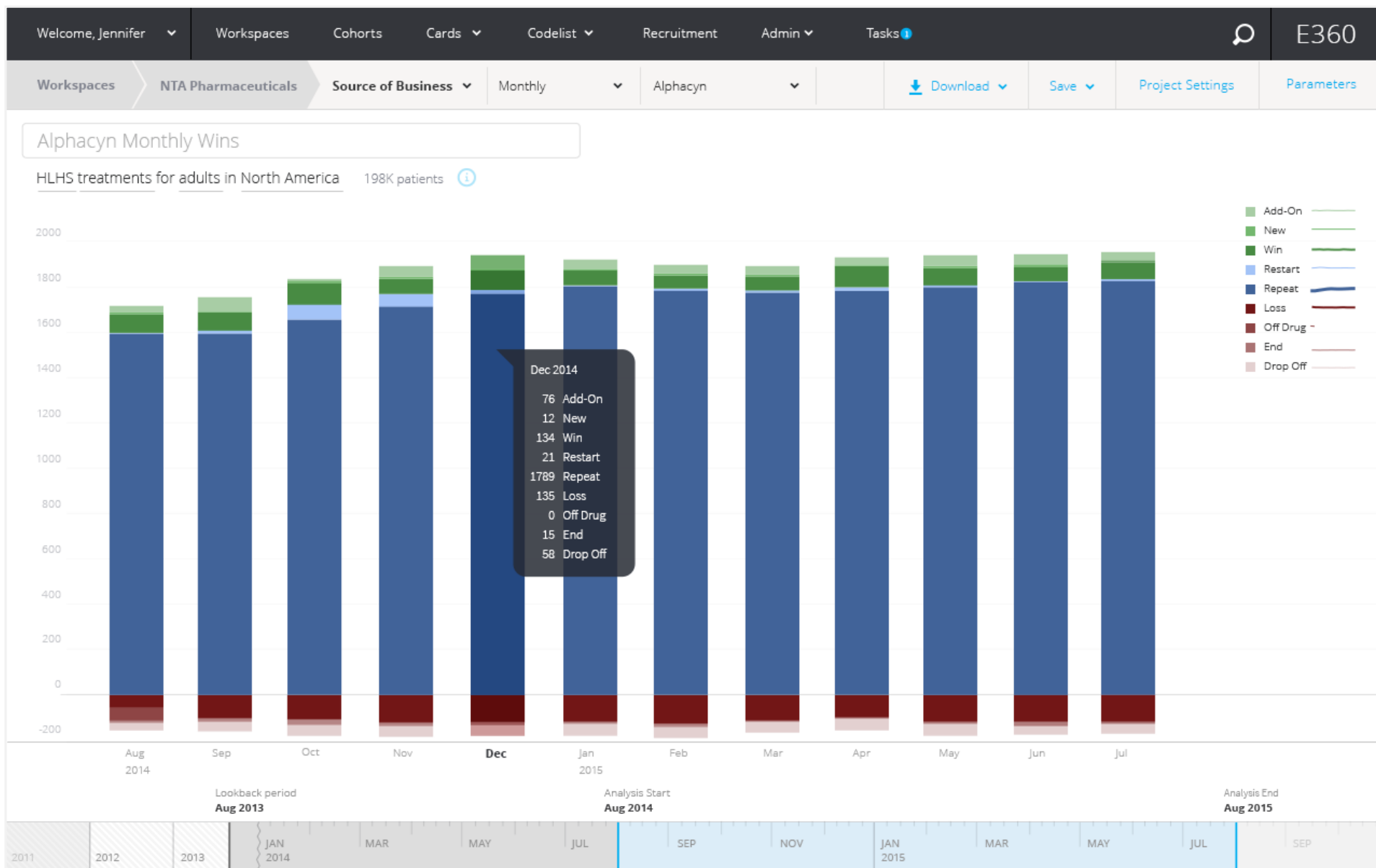
10 SOURCE OF BUSINESS: *Internal project settings*



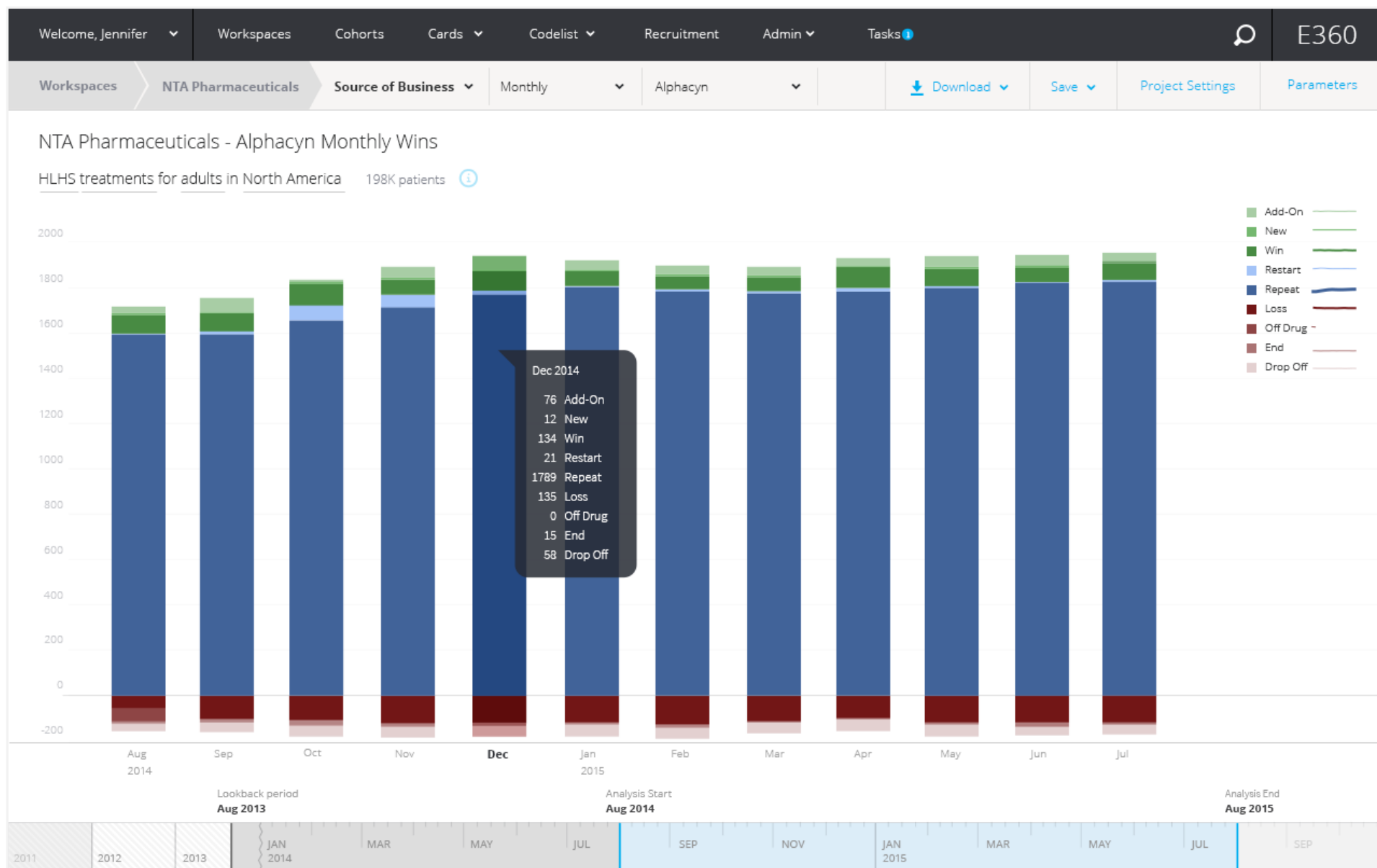
11 SOURCE OF BUSINESS: *Alphacyn monthly*



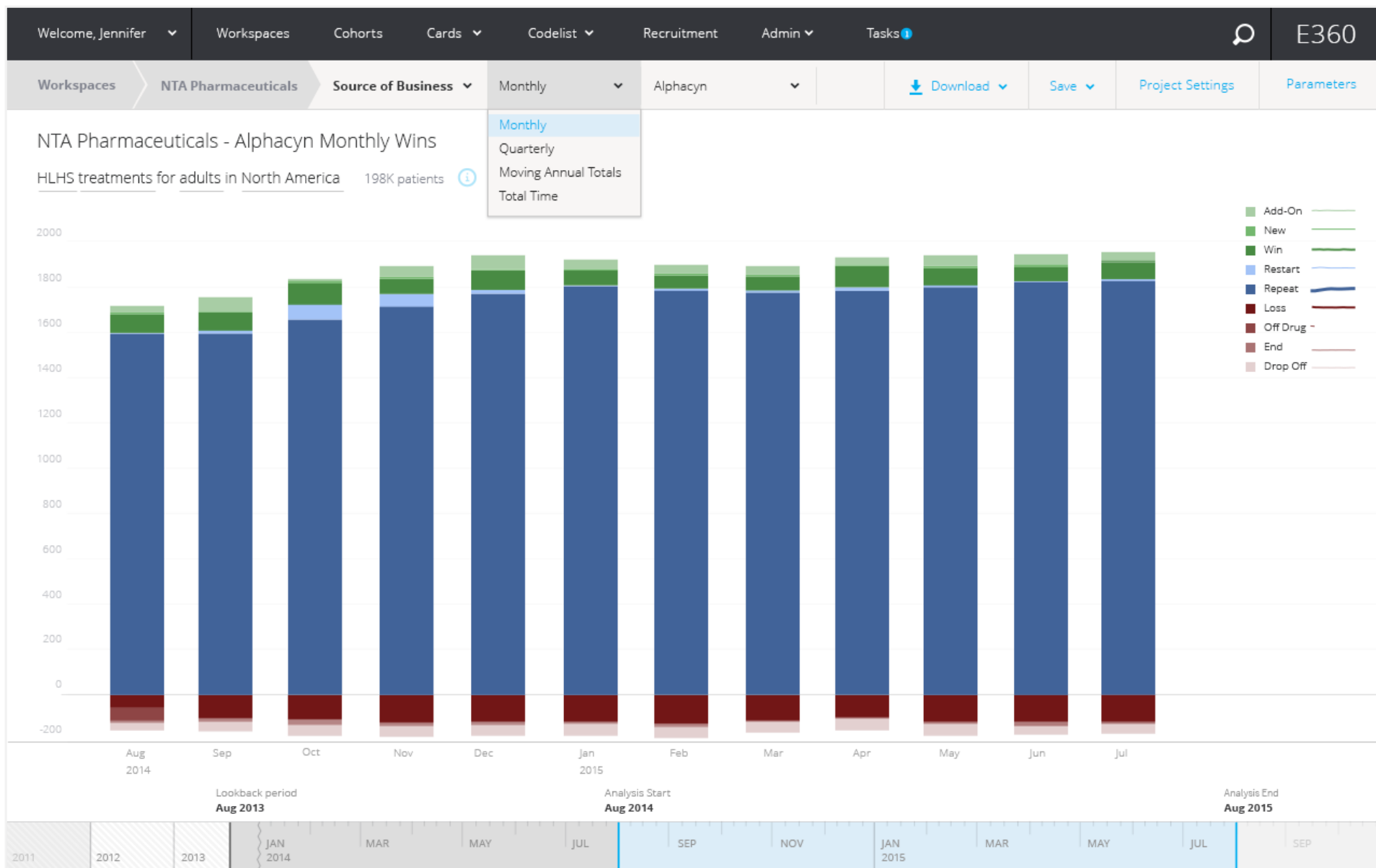
12 SOURCE OF BUSINESS: *Enter a title*



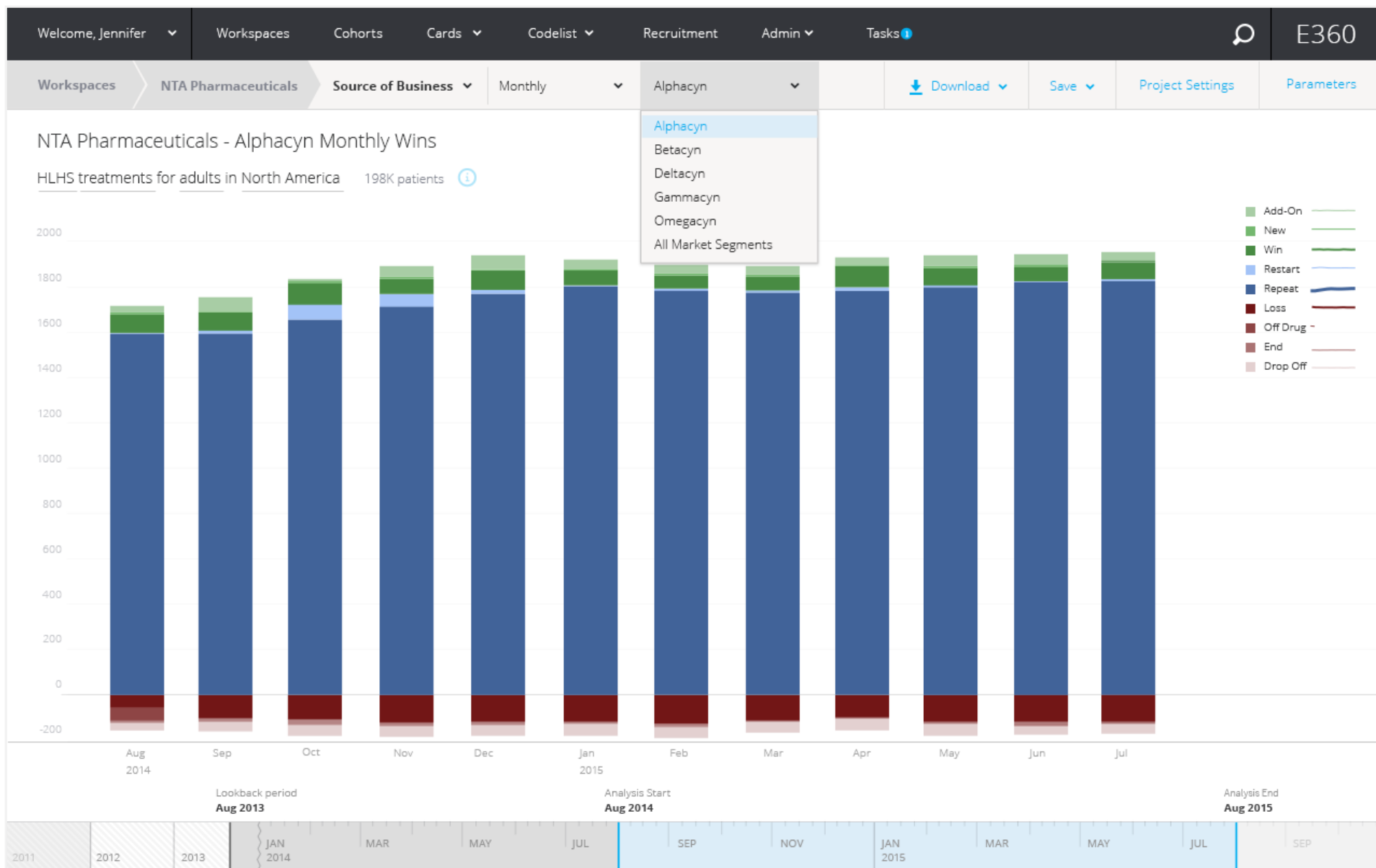
13 SOURCE OF BUSINESS: *Title entered*



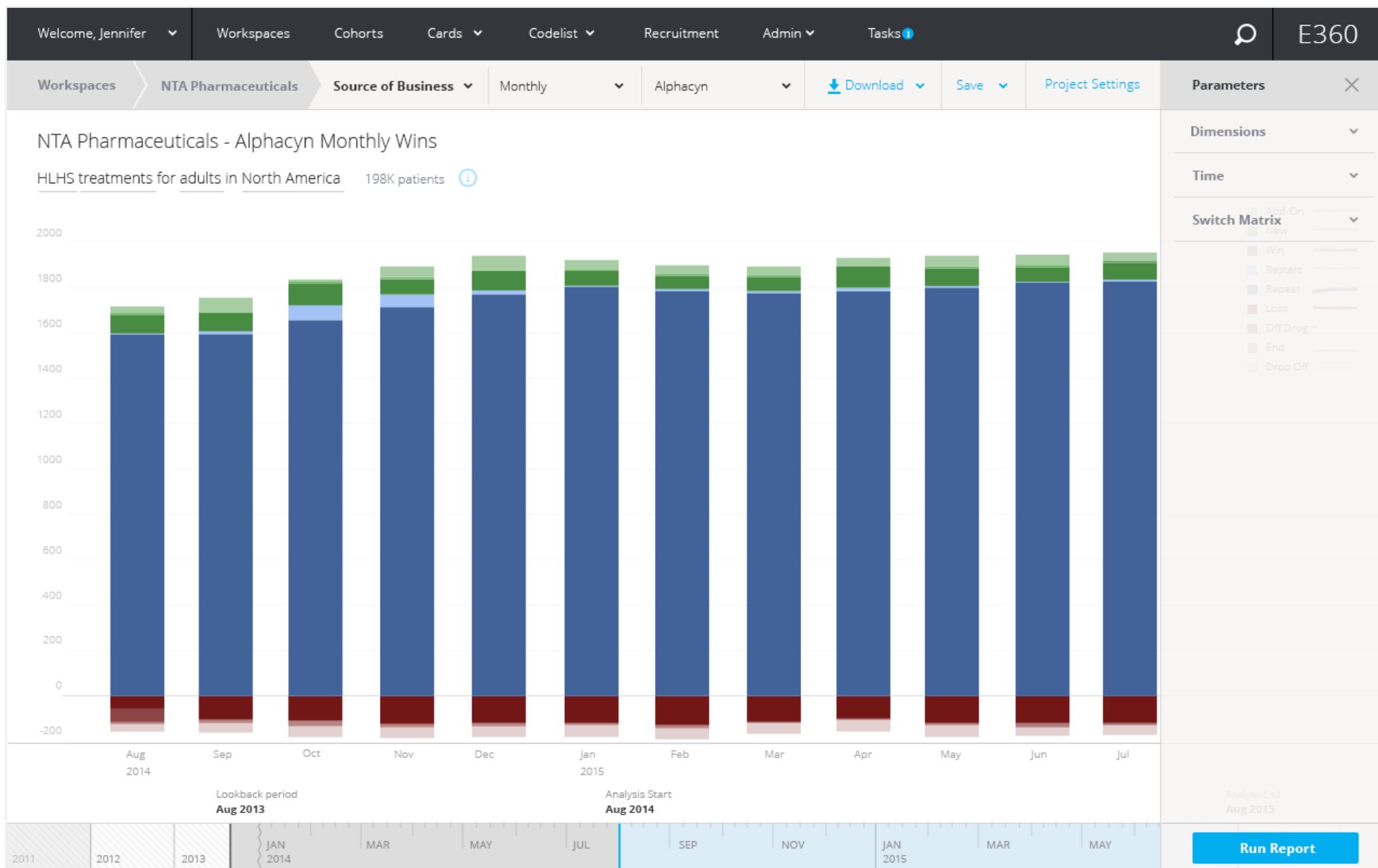
14 SOURCE OF BUSINESS: Switch report and, below, switch time preset



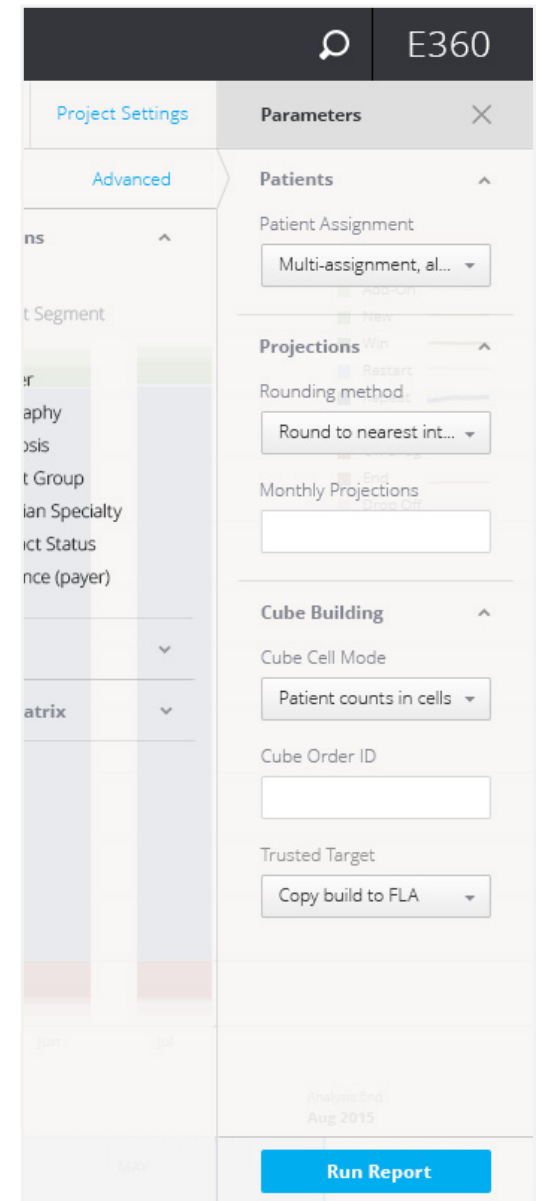
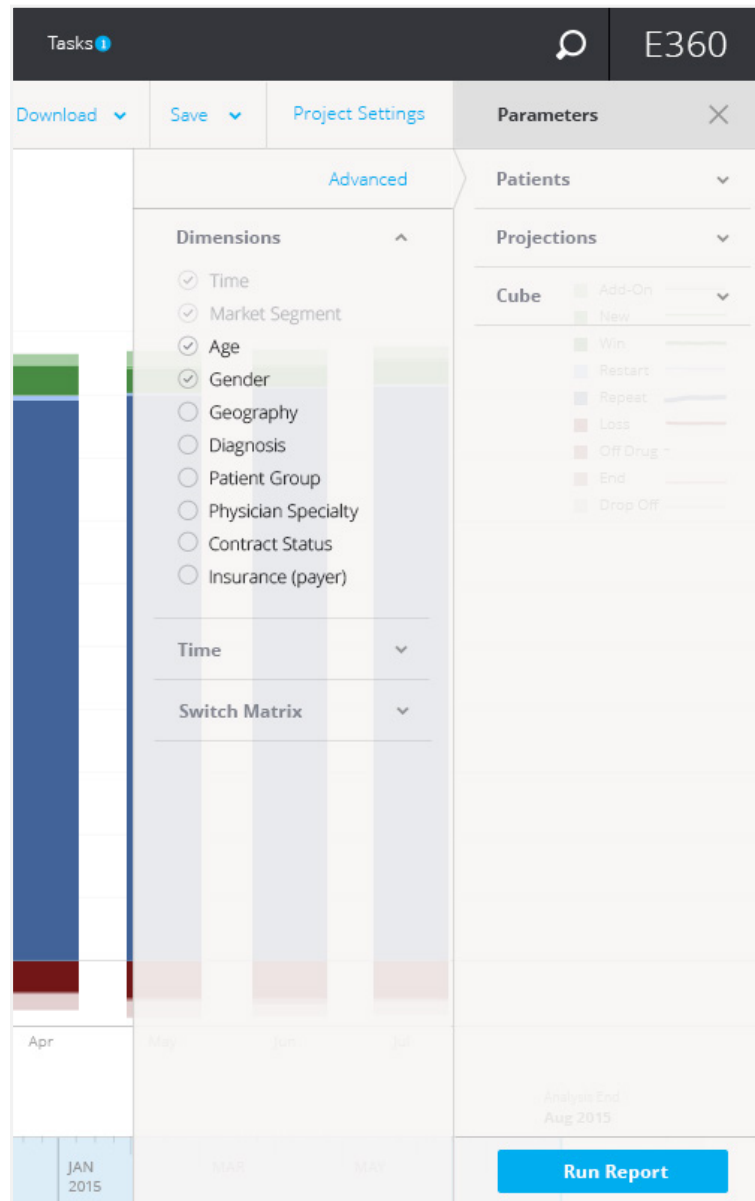
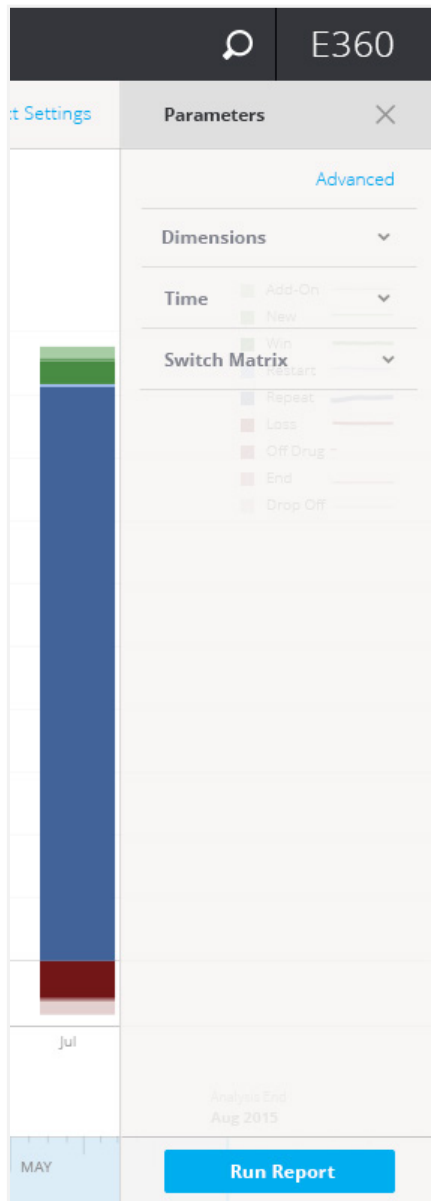
15 SOURCE OF BUSINESS: *Switch drug*



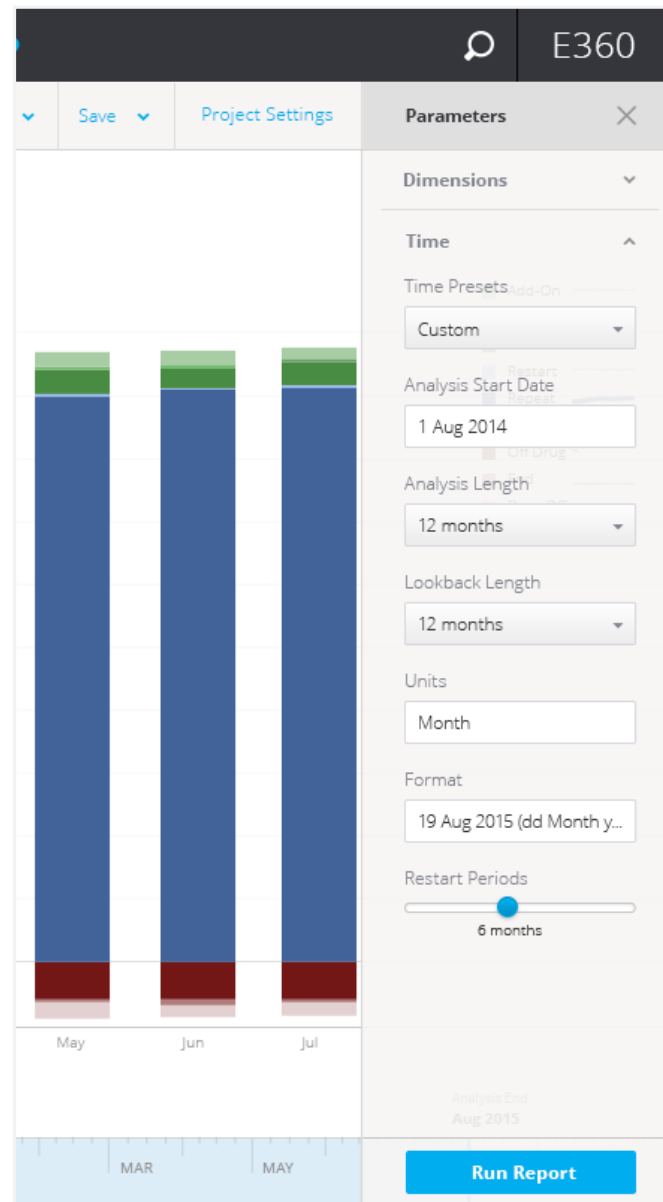
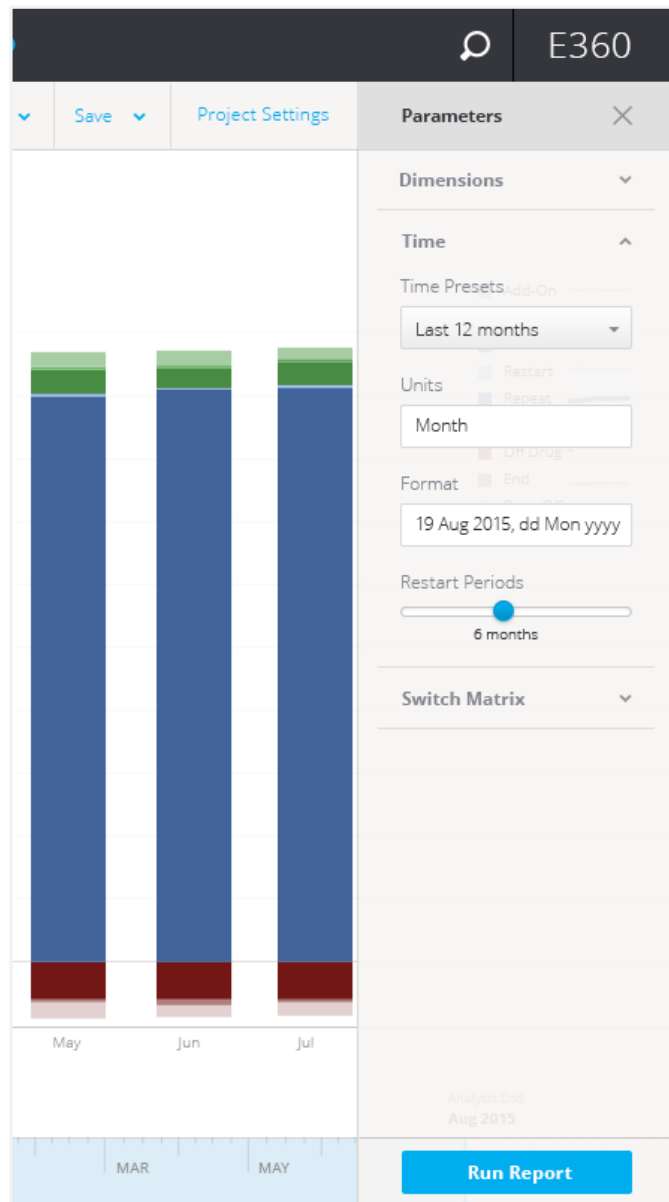
16 SOURCE OF BUSINESS: *External standard parameters*



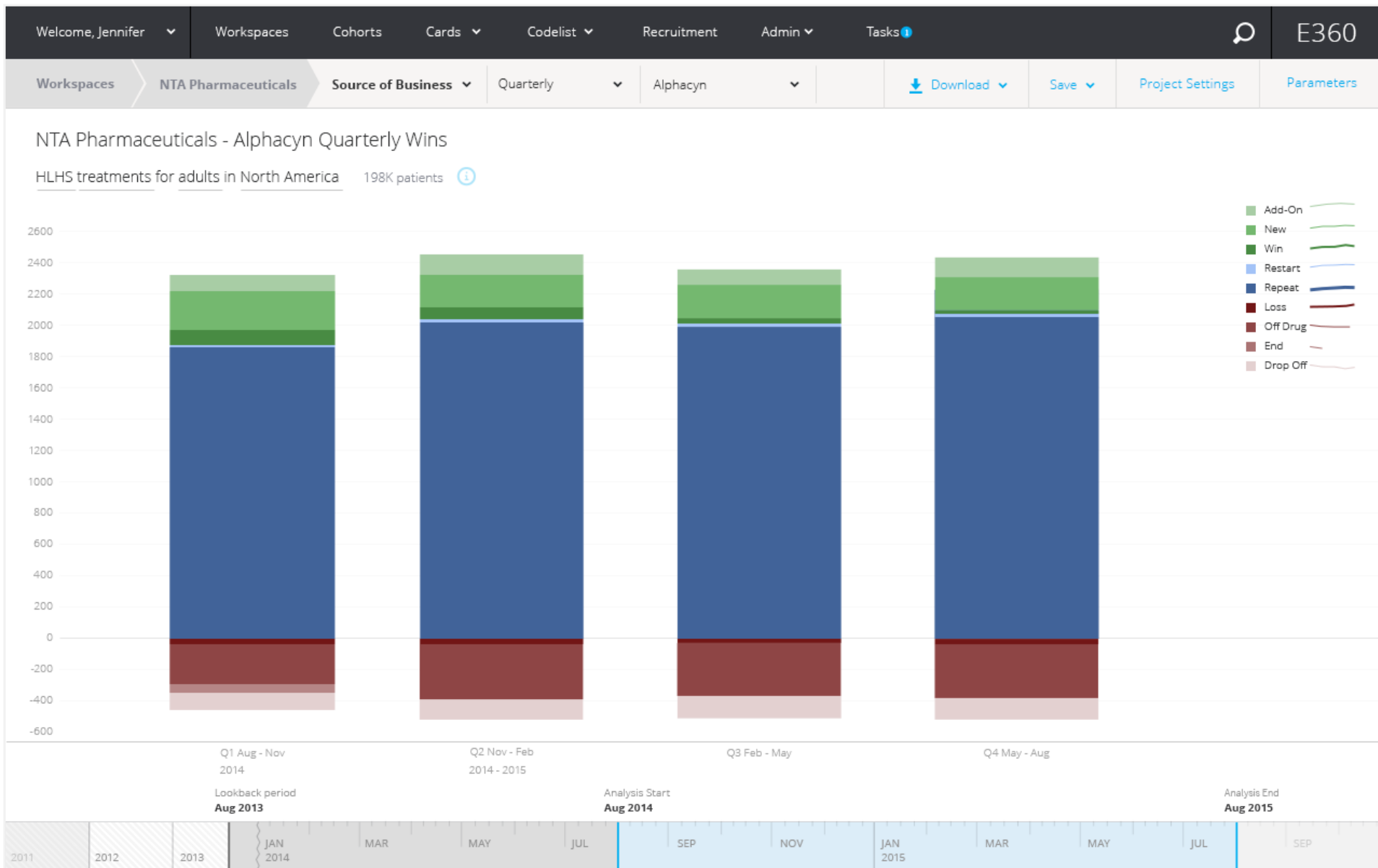
17 SOURCE OF BUSINESS: *Internal parameters*



18 SOURCE OF BUSINESS: *Time settings*



19 SOURCE OF BUSINESS: Quarterly





21 SOURCE OF BUSINESS: *All time*



22 COMPANY WORKSPACE: *Select report*

Welcome, Jennifer
Workspaces
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Recruitment
Admin
Tasks
E360

Workspaces
NTA Pharmaceuticals
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Project Settings

NTA Pharmaceuticals

Shared by NTA Pharmaceuticals (Read only)
Created on 1 Jul 2015 | Last updated 17 Aug 2015

NTA_NorthAmerica
Cohort

AHA dataset (239.18M)
HFSC dataset (8.79M)

247.97M sample

Includes codes for hypertension and heart failure as well as congenital heart diseases.

Last Updated 14 Aug 2015

Heart disease parent (49)
Codelist

AHA dataset (239.18M)

89 segments

Last Updated 9 Jun 2015

Source of Business
Monthly
Quarterly
Moving Annual Totals
Total Time
Switch Matrix

Last updated 17 Aug 2015

Persistence

Competitive analysis of persistence of treatment among patients

Last updated 17 Aug 2015

Line of Therapy

Path of treatment for patients in top competitive segments

Last updated 17 Aug 2015

Patient Demographics

Detailed grid on groups of patients per individual market segments

Market Segments	Rx Date	Patient ID
Coumadin	20 Mar 2015	6993
Digicor	8 Aug 2014	0992
Digoxin	29 Sep 2014	2302

Last updated 17 Aug 2015

Co-medication

Treatments for patients with high blood pressure across all market segments

Last updated 17 Aug 2015

Compliance

Comparative market segments for patients by range

Last updated 17 Aug 2015

Patients on Drug

Number of patients on treatments for competitive market segments

Matrix Report

Detailed grid on target and competitor market segments

Market Segments	Rx Date	Patient ID
Coumadin	20 Mar 2015	6993

23 COMPANY WORKSPACE: Report options

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NTA Pharmaceuticals

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Created on 1 Jul 2015 | Last updated 17 Aug 2015

NTA_NorthAmerica
Cohort

AHA dataset (239.18M)
HFSC dataset (8.79M)

247.97M sample

Includes codes for hypertension and heart failure as well as congenital heart diseases.

Last Updated 14 Aug 2015

Heart disease parent (49)
Codelist

AHA dataset (239.18M)

89 segments

Last Updated 9 Jun 2015

Source of Business

Wins/Losses for Alphacyn ma by month

Last updated 17 Aug 2015

Persistence

Competitive analysis of persistence of treatment among patients

Last updated 17 Aug 2015

Line of Therapy

Path of treatment for patients in top competitive segments

Last updated 17 Aug 2015

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Detailed grid on groups of patients per individual market segments

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Treatments for patients with high blood pressure across all market segments

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Patients on Drug

Number of patients on treatments for competitive market segments

Matrix Report

Detailed grid on target and competitor market segments

Market Segments	Rx Date	Patient ID
Coumadin	20 Mar 2015	8993

24 COMPANY WORKSPACE: Project settings

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NTA Pharmaceuticals

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 NTA Pharmaceuticals

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Created on 1 Jul 2015 | Last updated 17 Aug 2015

NTA_NorthAmerica

Cohort

AHA dataset (239.18M)

HFSC dataset (8.79M)

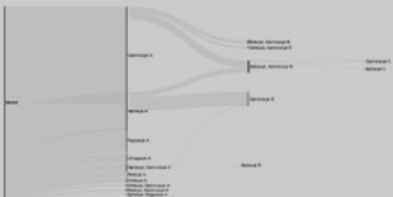
247.97M sample

Includes codes for hypertension and heart failure as well as congenital heart diseases.

Last Updated 14 Aug 2015

Line of Therapy


Path of treatment for patients in top competitive segments



Last updated 17 Aug 2015

Patients on Drug

Number of patients on treatments for competitive market segments



Project Settings

Filepaths & notifications

Export files to
/Projects/NTA Pharm/

Email notifications to
jcp209@nta.com

Email errors to
jcp209@nta.com

Duration & adjustments

Replace existing durations

☒ Use all potentially supplied durations

☐ Replace all potentially supplied durations

Max Rx or pack duration in days
365

Close gaps less than number of days
20 days

Close gaps less than percentage
20 %

Episode overlapping
Add up overlapping episodes

Predominant Therapy


Prioritize Segment
None

Cancel

Save and Run

Persistence

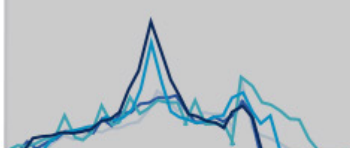
Competitive analysis of persistence of treatment among patients



updated 17 Aug 2015

Compliance

Comparative market segments for patients by



updated 17 Aug 2015

Matrix Report

Detailed grid on target and competitor market segments

Market Segments	Rx Date	Patient ID
Coumadin	20 Mar 2015	8992

25 COMPANY WORKSPACE: *Internal project settings*

Welcome, Jennifer

Workspaces

Cohorts

Cards

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Recruitment

Admin

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NTA Pharmaceuticals

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Project Settings

 NTA Pharmaceuticals

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NTA_NorthAmerica

Cohort

AHA dataset (239.18M)

HFSC dataset (8.79M)

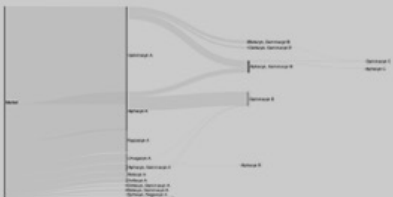
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Last Updated 14 Aug 2015

Line of Therapy


Path of treatment for patients in top competitive segments



Last updated 17 Aug 2015

Patients on Drug

Number of patients on treatments for competitive market segments



Matrix Report

Detailed grid on target and competitor market segments

Market Segments	Rx Date	Patient ID
Coumadin	20 Mar 2015	8992

Project Settings

Predominant Therapy

Prioritize Segment

None

Reference Files

Include reference files for

Select

Rx Transaction

Time Reference

Patient Transaction

Market Segmentation

Medical Grouping

Geo Reference

Age Reference

Gender Reference

PatientGroup Reference

Sickness Fund Reference

Rebate Contract Reference

Specialty Reference

Market Segmentation File

Alphacyn_MarketSegments.txt

Medical Grouping File

Alphacyn_MarketSegments.txt

Patient Group Reference


NTA_HeartDisease.txt

Cancel

Save and Run

Persistence

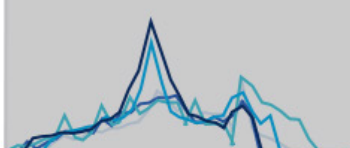
Competitive analysis of persistence of treatment among patients



updated 17 Aug 2015

Compliance

Comparative market segments for patients by



updated 17 Aug 2015

26 COMPANY WORKSPACE: *Internal project settings*

Welcome, Jennifer ▾

Workspaces

Cohorts

Cards ▾

Codelist ▾

Recruitment

Admin ▾

Tasks +

🔍


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NTA_NorthAmerica

Cohort

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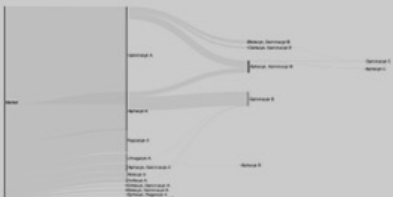
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Last Updated 14 Aug 2015

Line of Therapy


Path of treatment for patients in top competitive segments



Last updated 17 Aug 2015

Patients on Drug ▾

Number of patients on treatments for competitive market segments



Project Settings

Predominant Therapy

Prioritize Segment

None ▾

Reference Files

Include reference files for

Select ▾

Rx Transaction File

Alphacyn_MarketSegments.txt

Market Segmentation File

Alphacyn_MarketSegments.txt

Medical Grouping File

Alphacyn_MarketSegments.txt

Geo Reference File

NTA_NAmert.txt

Patient Group Reference


NTA_HeartDisease.txt

Cancel

Save and Run

Persistence ▾

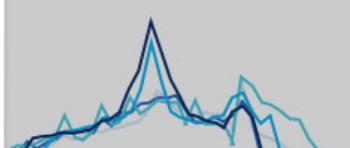
Competitive analysis of persistence of treatment among patients



updated 17 Aug 2015

Compliance ▾

Comparative market segments for patients by



updated 17 Aug 2015

Matrix Report

Detailed grid on target and competitor market segments

Market Segments	Rx Date	Patient ID
Coumadin	20 Mar 2015	8992

27 REPORT COLORS

Standard data points

RGB(0,40,104) #002868	RGB(27,143,158) #1b8f9e	RGB(0,170,239) #00aaf	RGB(72,139,67) #488b43	RGB(114,22,22) #721616
RGB(51,83,134) #335386	RGB(73,165,177) #49a5b1	RGB(51,187,242) #33bbf2	RGB(109,162,105) #6da269	RGB(142,69,69) #8e4545
RGB(102,126,164) #667ea4	RGB(118,188,197) #76bcc5	RGB(102,204,245) #66ccf5	RGB(145,185,142) #91b98e	RGB(170,115,115) #aa7373
RGB(153,169,195) #99a9c3	RGB(164,210,216) #a4d2d8	RGB(178,229,250) #b2e5fa	RGB(182,209,180) #b6d1b4	RGB(199,162,162) #c7a2a2
RGB(204,212,225) #ccd4e1	RGB(209,233,236) #d1e9ec	RGB(217,242,253) #d9f2fd	RGB(218,232,217) #dae8d9	RGB(227,208,208) #e3d0d0

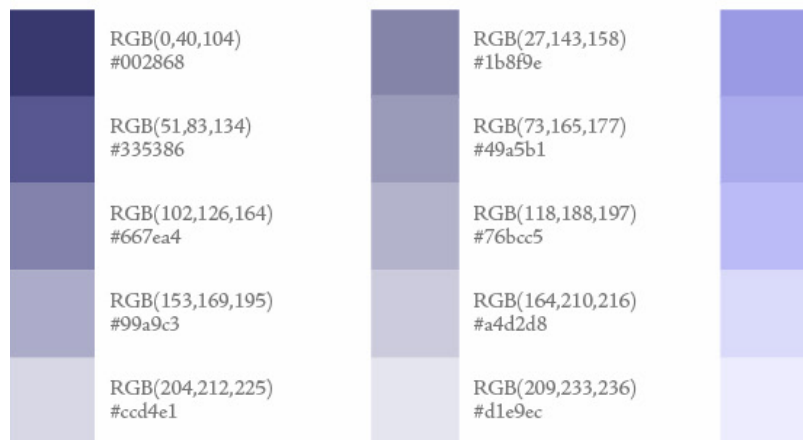
Secondary data points

RGB(156,0,72) #9c0048	RGB(250,165,58) #faa53a
RGB(176,51,109) #b0336d	RGB(251,183,97) #fbb761
RGB(196,102,145) #c46691	RGB(252,201,137) #fcc989
RGB(223,167,185) #dfa7b9	RGB(253,219,176) #fddbb0
RGB(235,204,218) #ebccda	RGB(254,237,216) #feedd8

Line data point variations



Standard data points

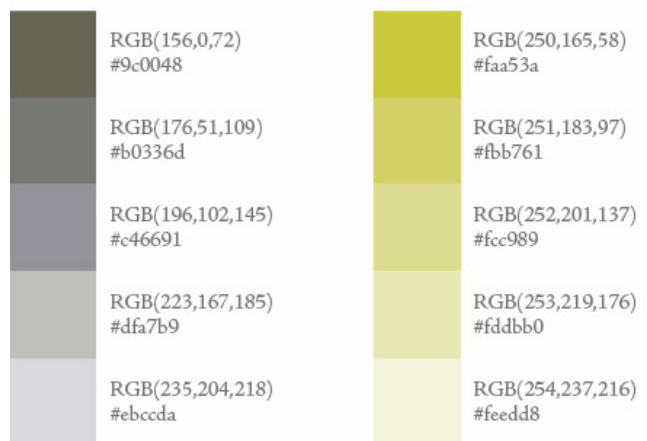


Positive data points

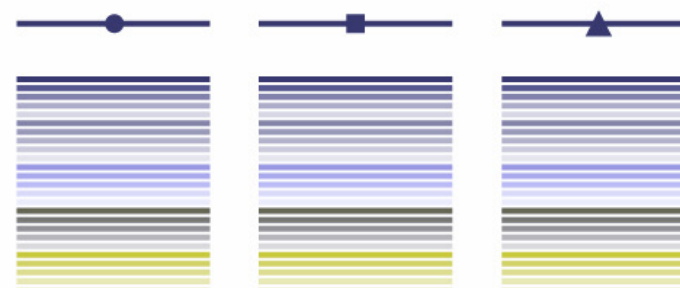
Negative data points

Deuteranopia

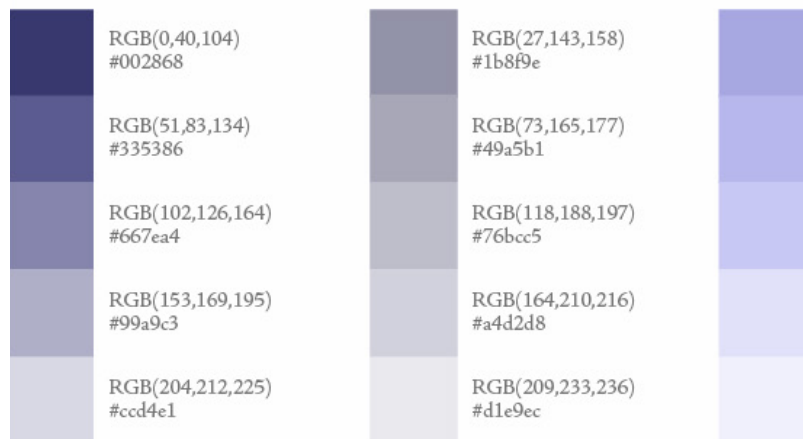
Secondary data points



Line data point variations



Standard data points

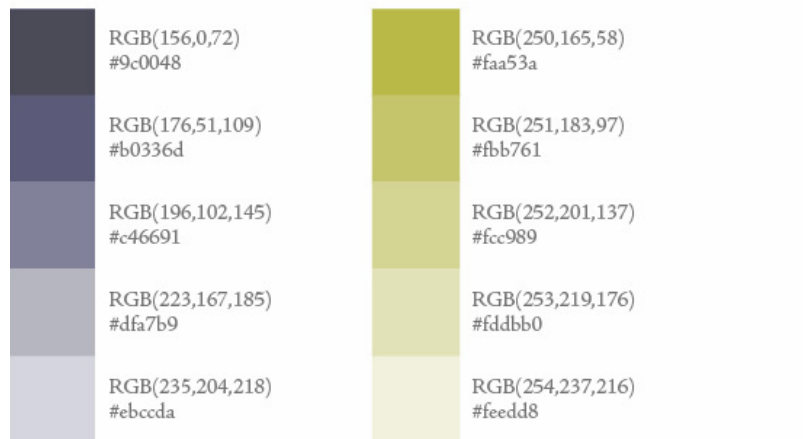


Positive data points

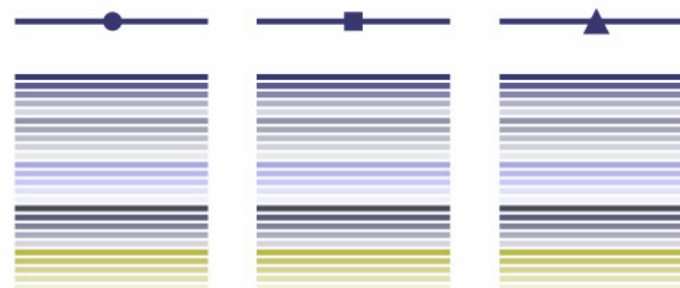
Negative data points

Protanopia

Secondary data points

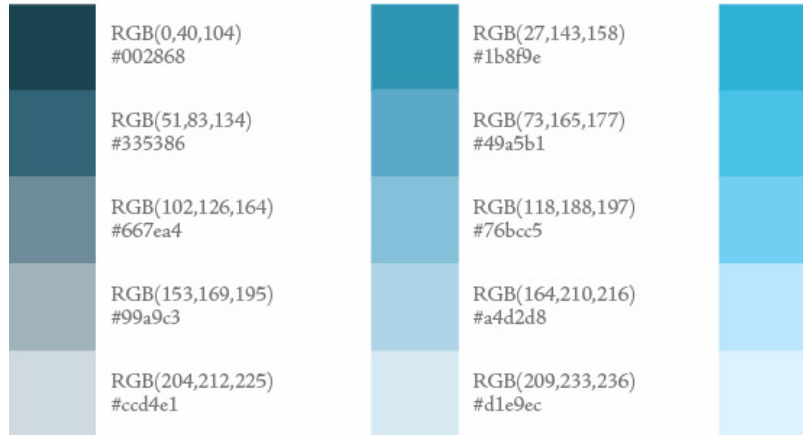


Line data point variations

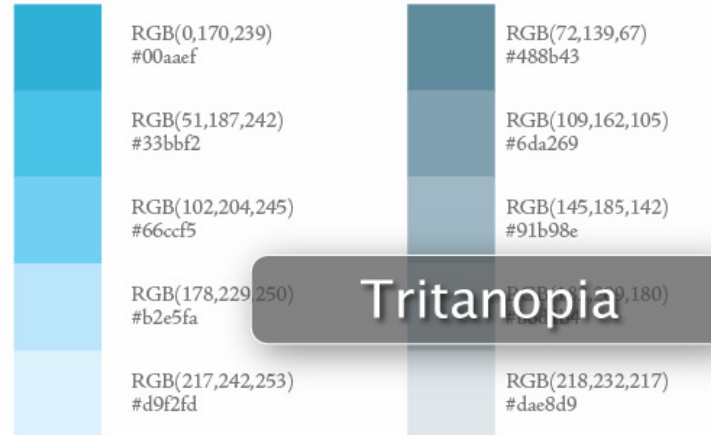


30 REPORT COLORS: Colorblindness comparison

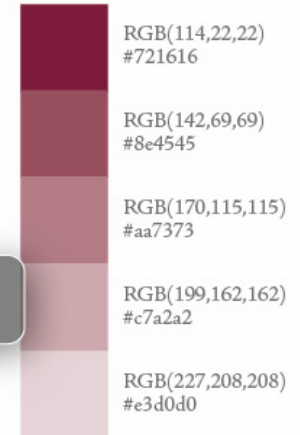
Standard data points



Positive data points

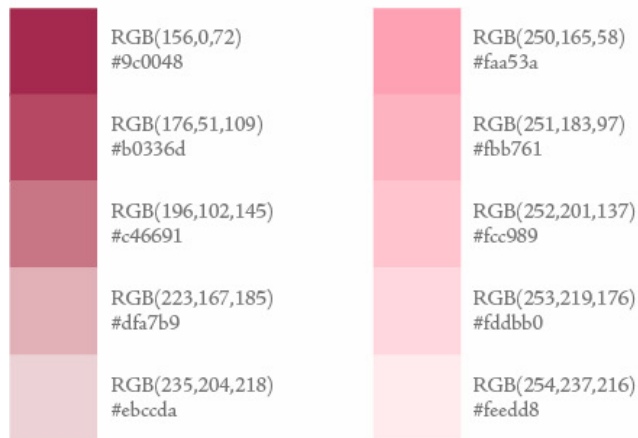


Negative data points



Tritanopia

Secondary data points



Line data point variations

