

**Kitlas, Susan (Plymouth Meeting 2)**

---

**From:** Glorioso, Patricia (Collegeville)  
**Sent:** Tue 8/07/2012 4:45 PM (GMT -4)  
**To:** Kitlas, Susan (Plymouth Meeting 2)  
**Cc:**  
**Bcc:**  
**Subject:** Pfizer TPA requests  
**Attachments:** IMS TPA\_Request\_Form - Tofa 2012\_08 Encuity revised.docx; IMS TPA\_Request\_Form - Tofa 2012\_08 ImpactRx revised.doc; Encuity Research\_002.msg

Hi Susan – I'm not sure if you are aware of 2 TPA requests that have come in from Pfizer requesting Xponent data for an ROI study that will be awarded to either ImpactRx or Encuity. Seyed's directive is that no IMS data is to be shared with any Source Healthcare entity, including ImpactRx. Encuity will be handled on a case by case basis but in this case I think we need to also deny access...lest we give unfair advantage to one over the other. Can you please someone follow up with Terri Hilbush to explain the denial? I'm happy to provide any positioning that you might need.

Was IMS given the opportunity to bid on this work? Perhaps we can be considered. If we declined to bid, why?

Thanks,

Pat

**From:** Hontz, Karrie (Collegeville)  
**Sent:** Tuesday, August 07, 2012 1:14 PM  
**To:** Glorioso, Patricia (Collegeville)  
**Cc:** McQuarrie, Jennifer (Collegeville); Shollenberger, Shelley (Collegeville); Brandt, Carole (Collegeville); Sheibley, Adriane (Collegeville)  
**Subject:** FW: 2 TPAs for comparing Tofa target list to vendor panels

Pat,

I rec'd these 2 TPA's today, each of them needing a Mgmt call on whether to approve:

1. ImpactRx is now owned by Symphony Health, who is now our direct competitor in I&A. We need to know how Mgmt wants us to handle these sorts of requests, which come in fairly regularly.
2. Encuity, is part of Inventiv, and is now also our direct competitor in I&A. This division appears to support all the audits just sold off in the SDI Acquisition.

We have traditionally denied nearly all TPA requests that pose a significant risk to our intellectual property, such as situations like these.

If we could be provided guidance on how we want to handle these new competitive situations, we can execute that consistently when TPA's come in.

At this time, I will leave these TPA's on hold.

Thanks.

Karrie

**From:** Hamilton, Irma A. (Collegeville)  
**Sent:** Monday, August 06, 2012 4:01 PM  
**To:** Hontz, Karrie (Collegeville)  
**Subject:** FW: 2 TPAs for comparing Tofa target list to vendor panels

**From:** Alliance Program (Collegeville)  
**Sent:** Monday, August 06, 2012 4:00 PM  
**To:** Sheibley, Adriane (Collegeville); Brandt, Carole (Collegeville)  
**Subject:** FW: 2 TPAs for comparing Tofa target list to vendor panels

Please review for approva/modification/denial.I. I have attached additional information in regards to Encuity.

**Irma Hamilton**

**Senior Alliance Program Coordinator**

IMS Health® | 200 Campus Drive | Collegeville, PA 19426 | 610.244.2666

email: [ihamilton@us.imshealth.com](mailto:ihamilton@us.imshealth.com)

[www.imshealth.com](http://www.imshealth.com)

*The information contained in this communication is confidential and is intended only for the use of the recipient named above. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution, or copying of this communication is strictly prohibited. If you have received this communication in error, please re-send this communication to the sender and delete the original message or any copy of it from your computer system. Thank You*

**From:** Hilbush, Theresa [mailto:Theresa.Hilbush@pfizer.com]

**Sent:** Monday, August 06, 2012 3:40 PM

**To:** Hamilton, Irma A. (Collegeville)

**Cc:** Alliance Program (Collegeville)

**Subject:** RE: 2 TPAs for comparing Tofa target list to vendor panels

Hi Irma – thanks for the discussion - I've revised attachments as you suggested.

I'll note that we'll need to submit another TPA once a vendor is selected and we begin the project (and I'll get clarify by then as to how many times we need to send the data). I'll also make a note about the AMA feels likely being incurred with that....

Let me know if you have any further questions on this. Thanks!

Terri

**From:** ALLPRG01@us.imshealth.com [mailto:ALLPRG01@us.imshealth.com]

**Sent:** Friday, August 03, 2012 12:21 PM

**To:** Hilbush, Theresa; ALLPRG01@us.imshealth.com

**Subject:** RE: 2 TPAs for comparing Tofa target list to vendor panels

Thanks for the quick response.

On further review please clarify. Are these projects for the purpose of a list match? If yes a list match would not be a year long. Based on the results of the list match and vendor of choice another TPA request should be submitted for the continued data share/project.

As written these requests will incur AMA fees.

Please feel free to call me to discuss further.... 610-457-5871

**Irma Hamilton**

**Senior Alliance Program Coordinator**

IMS Health® | 200 Campus Drive | Collegeville, PA 19426 | 610.244.2666

email:

[www.imshealth.com](http://www.imshealth.com)

*The information contained in this communication is confidential and is intended only for the use of the recipient named above. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution, or copying of this communication is strictly prohibited. If you have received this communication in error, please re-send this communication to the sender and delete the original message or any copy of it from your computer system. Thank You*

**From:** Hilbush, Theresa [mailto:Theresa.Hilbush@pfizer.com]

**Sent:** Friday, August 03, 2012 11:29 AM

**To:** Alliance Program (Collegeville)

**Subject:** RE: 2 TPAs for comparing Tofa target list to vendor panels

Hi – thanks for your quick reply. It turns out the vendors had requested ME# - so I just obtained a new file that contains that field, which should be sufficient (I don't need to include the IMS prescriber #).

Given this, please advise how and when you expect this to proceed. Thanks,

Terri Hilbush

**From:** ALLPRG01@us.imshealth.com [mailto:ALLPRG01@us.imshealth.com]  
**Sent:** Friday, August 03, 2012 8:36 AM  
**To:** Hilbush, Theresa  
**Subject:** FW: 2 TPAs for comparing Tofa target list to vendor panels  
**Importance:** High

Thank you for submitting the attached. Please clarify why the IMS prescriber ID is necessary for this project.

**Irma Hamilton**

**Senior Alliance Program Coordinator**  
IMS Health® | 200 Campus Drive | Collegeville, PA 19426 | 610.244.2666

email: [ihamilton@us.imshealth.com](mailto:ihamilton@us.imshealth.com)

[www.imshealth.com](http://www.imshealth.com)

*The information contained in this communication is confidential and is intended only for the use of the recipient named above. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution, or copying of this communication is strictly prohibited. If you have received this communication in error, please re-send this communication to the sender and delete the original message or any copy of it from your computer system. Thank You*

**From:** Hilbush, Theresa [mailto:Theresa.Hilbush@pfizer.com]  
**Sent:** Thursday, August 02, 2012 1:40 PM  
**To:** Alliance Program (Collegeville)  
**Subject:** 2 TPAs for comparing Tofa target list to vendor panels  
**Importance:** High

Hi – on behalf of the Tofacitinib US Market Analytics team at Pfizer, I am submitting the attached TPA forms containing the exact same information except the vendor information. Here's some background on the purpose of these TPAs:

To track Tofacitinib's launch, Pfizer has solicited proposals from Encuity and Impact Rx to track promotional uptake (subnational detailing, recall, messages, etc.) for Tofa as well as competitor products in the RA market. Both of these companies provide these services (Encuity MPA and ImpactRx BRANDIMPACT INSIGHTS) using their respective panels of HCPs. In order for

Pfizer to decide on the most appropriate vendor to track this, one factor is to determine the overlap of Tofacitinib's HCP target list as compared to each of these panels to ensure sufficient coverage of targets. This step is part of a vendor selection process for these services.

The data Pfizer would like to share with these vendors is the Tofa HCP target list – the fields we'd like to share are limited (no N/TRx data) as follows:

1. ME# (is this the same as the 'IMS Prescriber ID number' as described in the TPA form?)
2. First Name
3. Last Name
4. Zip Code
5. Specialty
6. Decile or quintile

Again, the purpose of this is for each vendor to compare this list to each of their respective physician panels – this coverage of the Pfizer target list, along with cost, sample size, etc. will be used to guide Pfizer in making the appropriate vendor selection.

Please e-mail me if you have any questions and we can coordinate a time to chat if necessary. FYI, I'm out on Friday – if you have questions, I suggest you contact the vendors first and I'll be back on Monday if something requires my attention.

Thanks,

Terri

Terri Hilbush

[Mon-Thurs]

Pfizer Market Analytics - US and Global Vaccines & US Inflammation

D-4516

500 Arcola Rd

Collegeville, PA 19426

[Theresa.Hilbush@Pfizer.com](mailto:Theresa.Hilbush@Pfizer.com)

484-865-4076