

Lost in Illusion?

How many lines are
parallel to eachother?

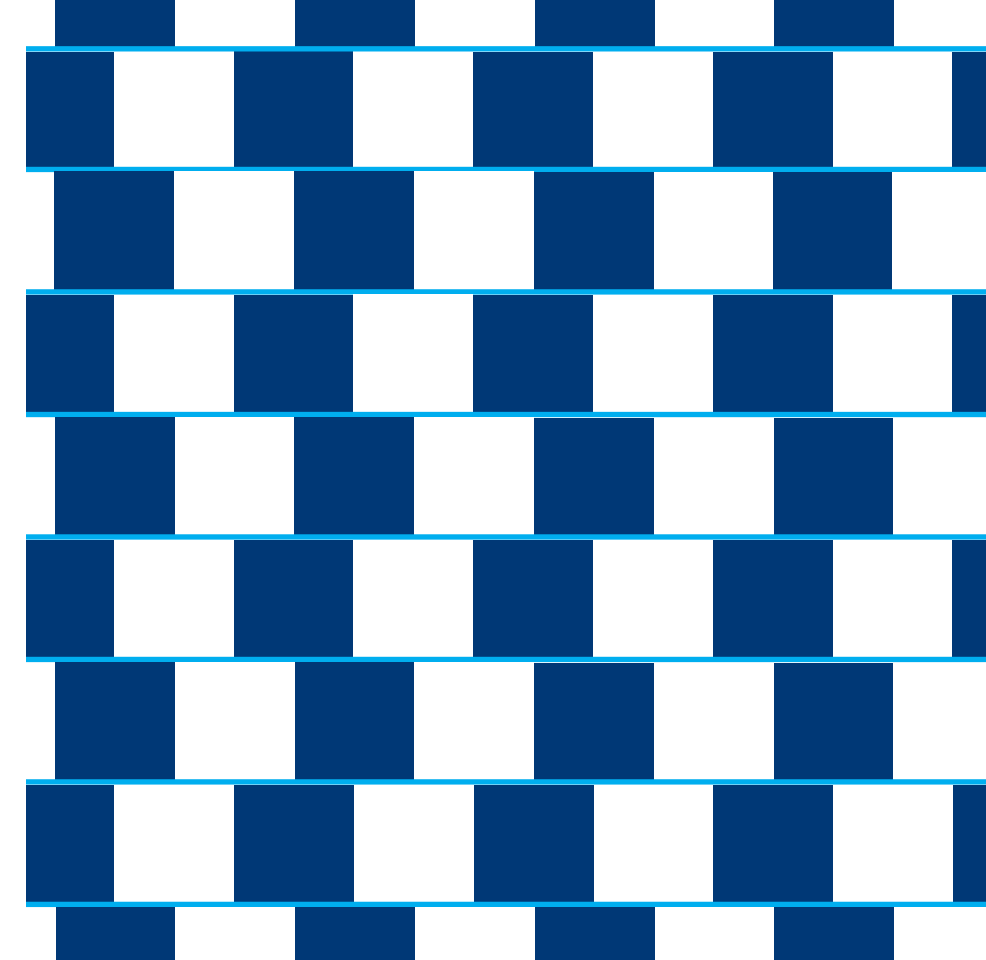


Can you read between the lines?



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Plymouth Meeting, PA 19462

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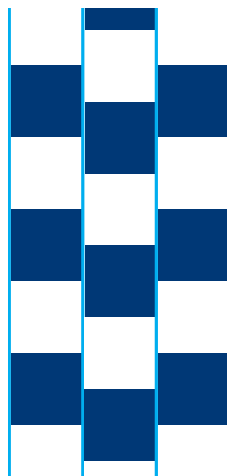


SEE Your Customers In NEW WAYS with DDD™ INTEGRATED VIEWS™



How much time, money and effort do you spend trying to compile, update and analyze organizational profiling data to drive your contracting strategy?

Get plugged into DDD™ Integrated Views™ with CD or web access!



If you don't read between the lines, you'll never get to know your customers.

To effectively penetrate the non-retail market you need to profile the players that can make or break your product's success.

DDD Integrated Views features detailed profiling intelligence for the top 30 ICD9s and DRGs ranked within each facility, so you can easily identify the facilities most likely to drive your product's market share.

DDD Integrated Views

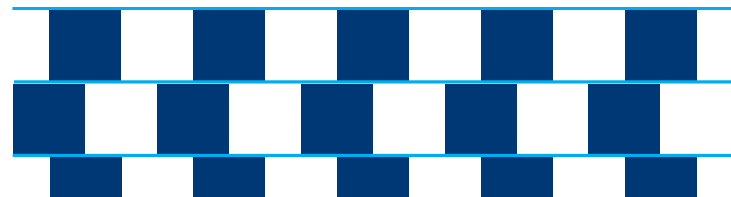
A Whole New World of Applications For the Non-Retail Pharma Market.

Combining the power of six major databases, DDD Integrated Views enables you to...

- Assess account potential
- Increase contracting effectiveness
- Propel your product's profitability

"DDD Integrated Views provides profiles of each level within the organization ...this level of intelligence – from contact names to bed counts and ICD9's – has never been gathered in one spot before."

– IMS Health Client



Sharpen your vision... call us today at 1-800-523-5333 x.5124

Hospitals
Types, bed counts, profit status, specialty bed counts, ICD-9cm codes, DRG discharge codes, teaching hospital indicator, length of stay, key contacts.



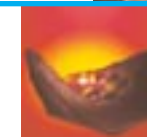
Ancillary Facilities
Facility type, campus relationships, physician contacts



Integrated Delivery Networks
Contacts, affiliated hospitals, ancillary facilities, GPOs and aggregated bed counts, top 30 DRGs, ICD-9cm codes



Group Purchasing Organizations
Contacts, affiliated hospitals, ancillary facilities, IDNs, top 30 DRGs, ICD-9cm codes



Medical Doctors
Matched to the facilities in which they practice (via DEA to HIN registration)



Profile the Players

By profiling the market players, DDD Integrated Views enables you to:

- Pinpoint the prescribers driving your product's market share for improved sales call efficiency within hospitals.
- Identify contracting opportunities and increase market share by tracking hospital procedures and diagnosis.
- Develop and increase the effectiveness of your contracting strategies because you're on top of the facts.

Bottom Line

Let us show you how DDD Integrated Views can help drive your business. Contact your IMS Account Manager or call 1-800-523-5333, ext. 5124 today!

