

Cornered by Illusion?

Move the paper near and
far away from your face.
Can you see the
spinning circles?



Tired of running in circles?

ims[™]

660 West Germantown Pike
Plymouth Meeting, PA 19462

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE
PAID
LANCASTER, PA
PERMIT NO. 472

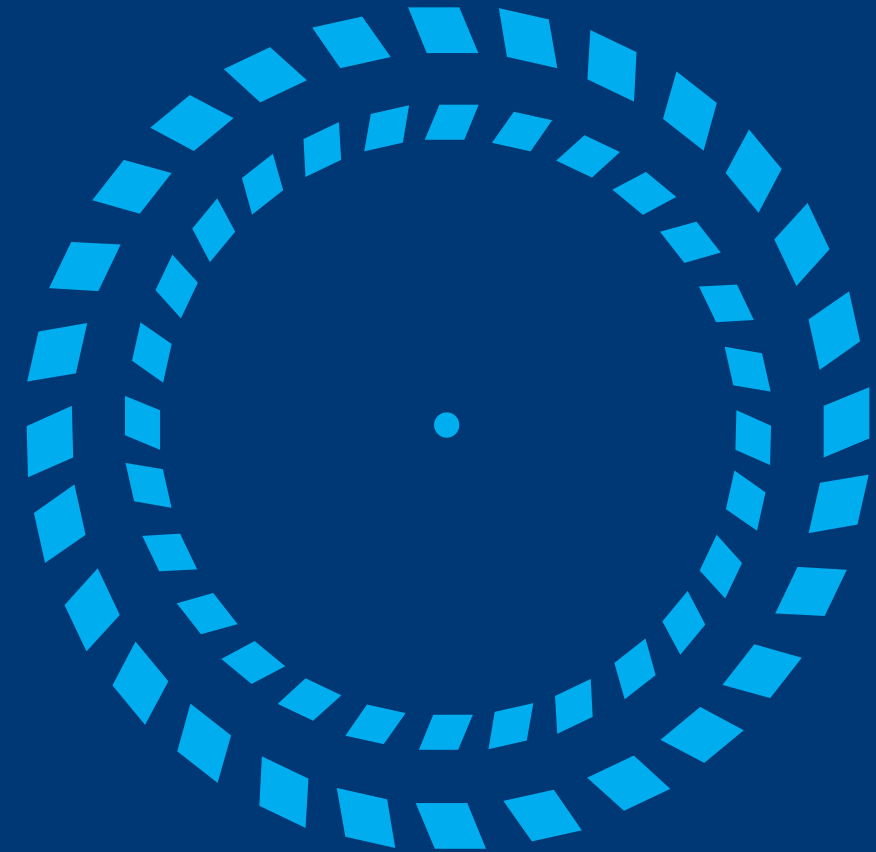


CHART your COURSE with DDD™ INTEGRATED VIEWS™

How much time, money and effort do you spend trying to figure out how affiliations among prescribers, organizations, and buying groups influence and drive writing behavior product market share?

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

Get the direction you need to drive your non-retail business.

DDD Integrated Views maps all of the key players and their associated sales dollars in the non-retail market.

DDD Integrated Views

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

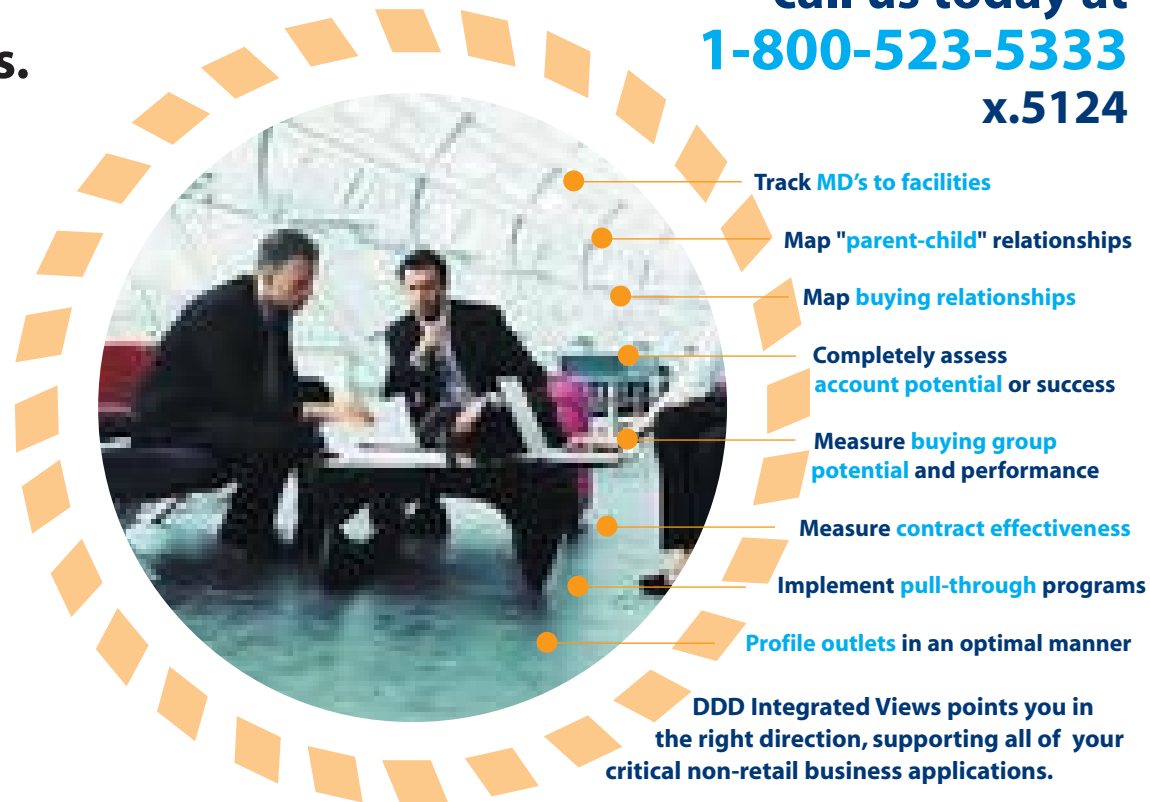
This allows you to readily identify the business relationships that influence your product's success.

DDD Integrated Views provides the concise direction you need to maximize the effectiveness of your non-retail sales and contracting business.

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

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

Set your sails... call us today at **1-800-523-5333** x.5124



Clear Direction

Only DDD Integrated Views provides complete insight into the non-retail pharma market. IMS integrated intelligence answers critical business questions:

- How does this facility fit in with my marketing strategy?
- Who should I be contacting at this facility?
- Which facility is most likely to be a heavy user of my product?
- Which IDNs are driving the use of my product?
- Which physicians should I target for pull-through programs?

Set Your Sites

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!

