

New Momentum's Software Identifies COUNTERFEITERS



By automating the process of evaluating which suspects have the greatest impact on a company's revenue and brand, CRI makes it easier and more cost-effective to stop the violations, says New Momentum CEO Stuart Clifton.

New Momentum's recently introduced Company Risk Index, which helps global enterprises quickly identify violators and prioritize investigation and enforcement efforts. By automating the process of evaluating which suspects have the greatest impact on a company's revenue and brand, New Momentum makes it easier to stop the violations.

"Companies want to be able to see their top suspects in a single chart, weighted by discount percentage, quantity, and other factors, so we responded by adding this important innovation to our brand protection solution," says New Momentum CEO Stuart Clifton.

Quadrant's Female Patient Journal Available in DIGITAL FORMAT

Quadrant HealthCom has launched a digital edition of its journal, The Female Patient (TFP), as an enhanced companion version of its monthly print publication that offers a dynamic platform for both readers and advertisers.

The digital edition provides healthcare professionals with a third way to access TFP content, in addition to the print magazine and existing Web site, femalepatient.com.

Readers can use the digital edition to archive and print selected articles or entire issues, allowing them to easily share content and product information with colleagues and social networks. In addition, they can save the editions on their computers to create electronic libraries, or enhance their learning by accessing information on products or services, on demand, through features such as embedded links and videos.

"Given the nature of new media and technology, we are continually looking for dynamic and immediate offerings for our readers, and this is one more way we can meet their needs," observes Publisher Margo Ullmann.

Advertisers in the print edition immediately benefit from doubled exposure as their ads automatically qualify to appear in The Female Patient Digital Edition, offering additional benefits of portability and longevity of their ads.

IMS Offers SPECIALTY MARKET ANALYTICS

IMS Health has introduced Specialty Market Dynamics, which delivers a complete view of treatment patterns and product performance in the rapidly growing specialty pharmaceutical market.

The offering supports clients' critical commercial applications through comprehensive coverage of the specialty pharmacy provider channel, coupled with IMS's anonymized patient-centered insights.

"As demand for evidence-based information in the specialty sector grows, we're uniquely positioned to provide a deeper understanding into how these products are used, helping clients to adjust portfolio strategies and improve their commercial effectiveness," says Pam Sauerwald, general manager, Specialty Offerings Development, IMS.

The IMS offering provides unprecedented

insights into channel dynamics, with longitudinal information from the specialty pharmacy provider channel that can be applied in combination with retail and standard mail service channel assessments.

This enables clients to identify trends and growth opportunities relating to utilization, product switching, compliance and persistence by channel, product usage by indication, common treatment regimens, and channel-to-channel dynamics.

Today, specialty pharmaceutical products dominate R&D pipelines, with global sales expected to exceed \$160 billion by 2013.

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