To: Dain, Bradley[Bradley.Dain@pharma.com]
From: Munera, Catherine
Location: 10C
Importance: Normal
Subject: FW: Patient level data - please see attachment for agenda
Start Date/Time: Tue 1/16/2007 9:30:00 AM
End Date/Time: Tue 1/16/2007 10:30:00 AM
12-21-06 agenda.doc
Purdue Overview Dec192006.ppt

When: Tuesday, January 16, 2007 9:30 AM-10:30 AM (GMT-05:00) Eastern Time (US & Canada).
Where: 10C

~~*~*~*~*~*~*~*~*

Could you please come to this meeting?

From: Newman, Michelle
Sent: Tuesday, January 02, 2007 1:29 PM
To: Barmore, Robert; Curley, Patrick; Fisher, Windell; Innaurato, Mike; Lewandowski, Gary; Munera, Catherine; Natarajan, Sayee; Pardo, Scott; Raghavar, Rajesh; Rosen, David; Rusu, Paula; Udell, Andrew; Winston, Robert; Newman, Michelle
Subject: Patient level data - please see attachment for agenda
When: Tuesday, January 16, 2007 9:30 AM-10:30 AM (GMT-05:00) Eastern Time (US & Canada).
Where: 10C

When: Tuesday, January 16, 2007 9:30 AM-10:30 AM (GMT-05:00) Eastern Time (US & Canada).
Where: 10C

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Attached please find the agenda for the upcoming meeting as well as the IMS patient level presentation from 12-19-06.

<<12-21-06 agenda.doc>> <<Purdue Overview Dec192006.ppt>>

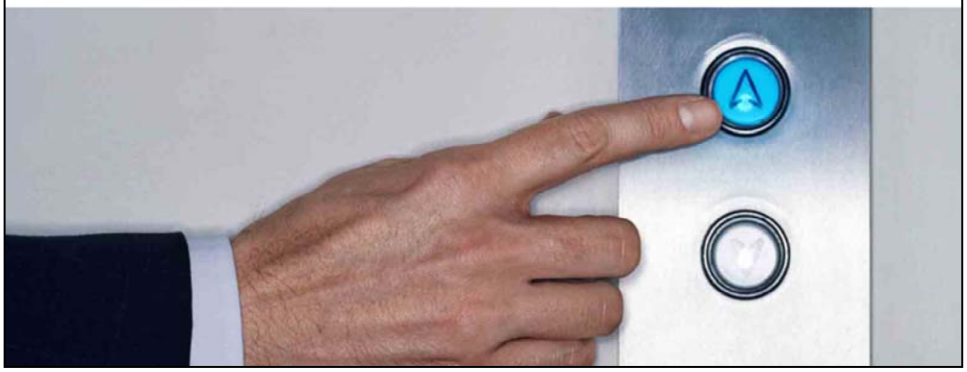
PLAINTIFF TRIAL EXHIBIT
P-22184_00001

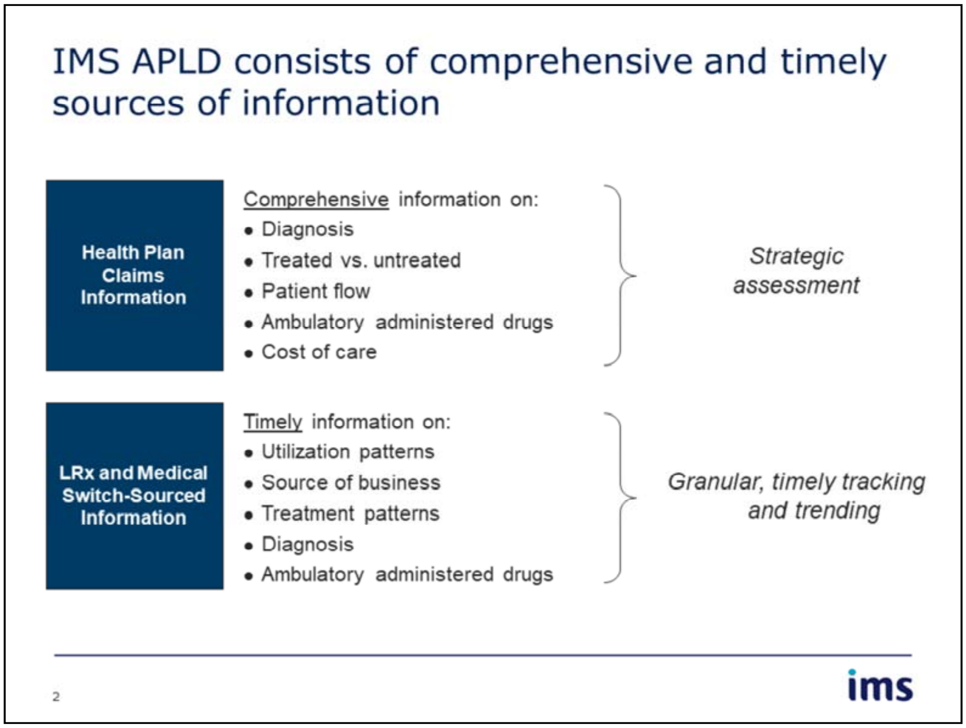
Non-Responsive

Produced Natively

Fueling New Growth Opportunities for the Pharmaceutical Industry: APLD

Prepared for Purdue, December 19, 2006

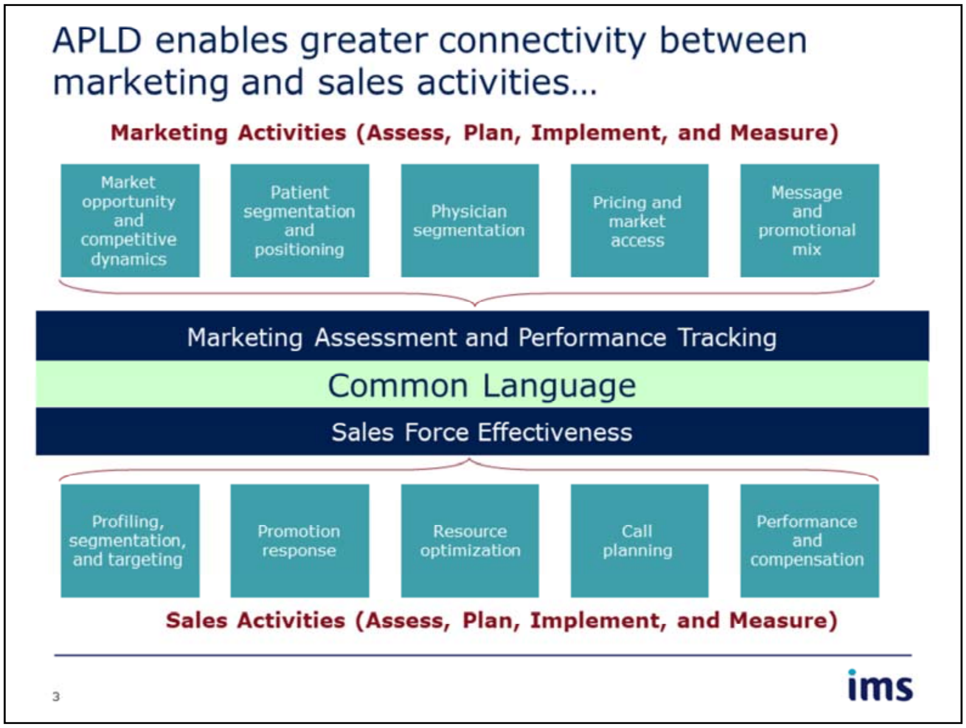




IMS is now the only provider who is able to leverage all three ‘types’ of patient-level information.

This is important because depending on your intelligence need, one ‘type’ may be more appropriate…

For example, if you are looking to track the effectiveness of a recent marketing campaign, you would want to look at LRx / Medical Switch-Sourced Information, as it is timely, and can be tracked at the physician-level. If you are looking to quantify patient-flow through the healthcare system as part of your strategic planning process, you would want to look at the health plan claims information, as it is the most comprehensive, complete view of this.


APLD enables greater connectivity between marketing and sales activities…
Marketing Activities (Assess, Plan, Implement, and Measure)
Market opportunity and competitive dynamics
Patient segmentation and positioning
Physician segmentation
Pricing and market access
Message and promotional mix
Marketing Assessment and Performance Tracking
Common Language
Sales Force Effectiveness
Profiling, segmentation, and targeting
Promotion response
Resource optimization
Call planning
Performance and compensation
Sales Activities (Assess, Plan, Implement, and Measure)
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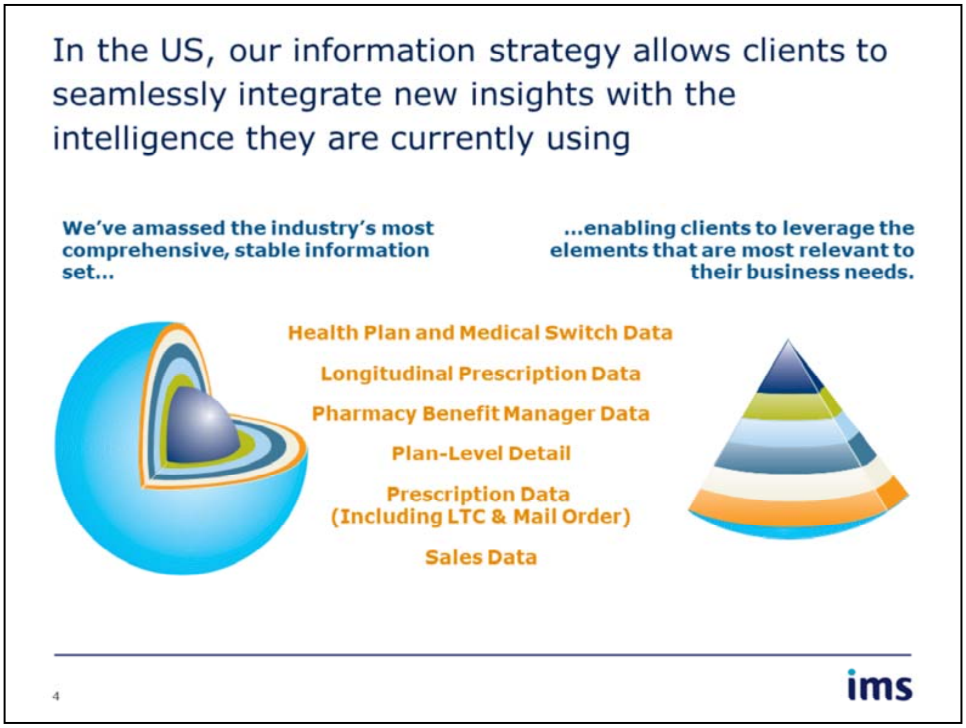


- Our information strategy allows clients to seamlessly integrate new insights with the intelligence they are currently using
- The important point here is that each layer of information builds on one another…tying together seamlessly….

Starting with a robust foundation…

- The foundation is built off of an understanding of the complete universe of sales (based on DDD and reference files) and prescription data, where IMS has greater than 70% of retail and mail. Also-we are **the only** source of long-term care information

…IMS APLD builds on that strong foundation with longitudinal prescription information…

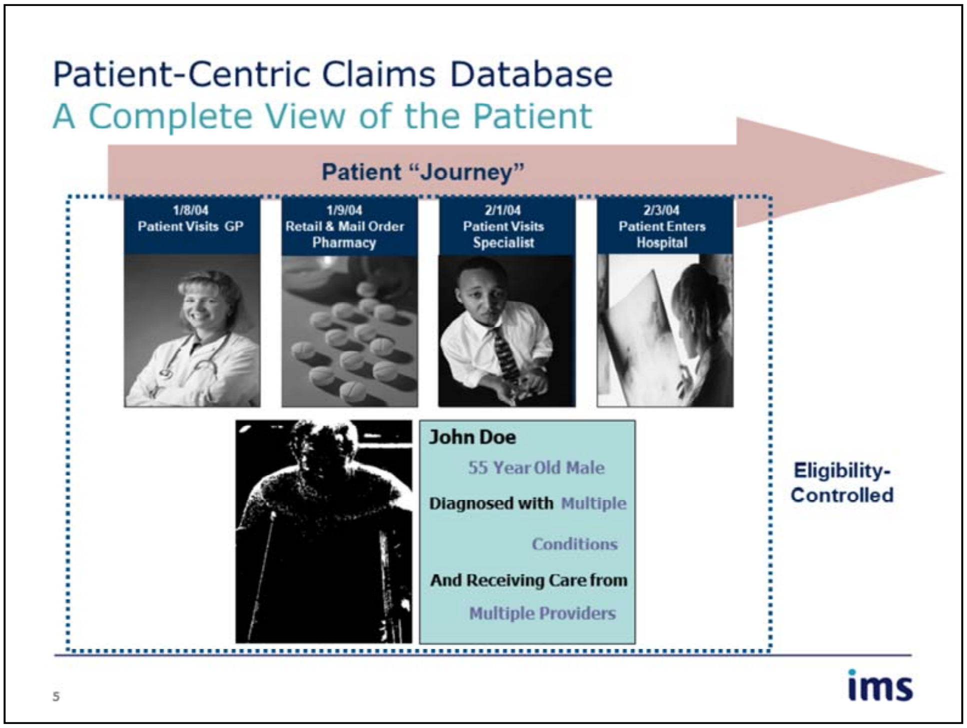
- It's the strong base that enables you to support the full force of longitudinal prescription information
- We have 50% coverage contracted currently which will be rolled into our information databases
- And we just recently signed two of the top three PBMs to long-term contracts to supply information to us; new contracts give us about 28% of the entire market— visibility to all pharmacies
- The PBM information allows us to understand movement between various channels, sizing any type of travel you might not be able to identify in other ways

…and health and medical claims information….

- By adding in the largest independent health plan claims database in the US (the PharMetrics database) and medical switch data, you are now able to get a more complete picture of the flow of patients through the healthcare system, so that you are better able to identify areas of opportunity (i.e. you can see treated/untreated patients), understand physician treatment behaviors (i.e. treatment by line of therapy, etc.), and understand the types of patients being treated with your brand vs. competitors. Once again, all of this information seamlessly ties to the strong foundation.
- A quick note-we do have the medical switch information, we just haven't rolled it into our products yet-this will likely occur mid 2006

Why not just APLD alone?

- If you pulled out any one of these you have a much less stable information set –only IMS ties its APLD (LRx, health plan and medical switch) numbers back to the numbers that you've been using to run your business for years-so that you can confidently and seamlessly make better strategic and tactical decisions.



Integrated claims data provides insights into how physicians are actually treating patients by following the patient's "journey" over time. For example, we can tell which specialties are being seen across the continuum of care, what diagnoses are being assigned, and which services and treatments are being administered. Enrollment data ensures that we can accurately follow this journey over time.

Our health plan claims database is the largest multi-payor data source in the US

- Over 52 million unique patients
- Over 92 health plans
- Over 2.0 billion healthcare transactions
- Integrated enrollment, medical, pharmacy claims
- Representative age & gender distribution
- Geographically diverse
- Quality controlled/HIPAA ready

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Now I'd like to spend a few minutes discussing our capabilities...

The PharMetrics patient-centric database.....

Our LRx database is a subset of our gold-standard Rx database

- Large sample size: 50% of all retail prescriptions
  - Long-term contracts with data suppliers provides stability
  - Over 150 million unique de-identified patients
  - Fully encrypted to address patient travel
- True representation of all methods of payment
  - Cash, Medicaid and Third-party
- Data from over 99% of retail outlets in the US
- Updated weekly and maintains rolling 24 months of history
- Over one million prescribers captured and unique ability to assign dynamic prescriber reliability rating
- Seamlessly ties to existing NPA and Xponent deliverables

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The IMS LRx database...

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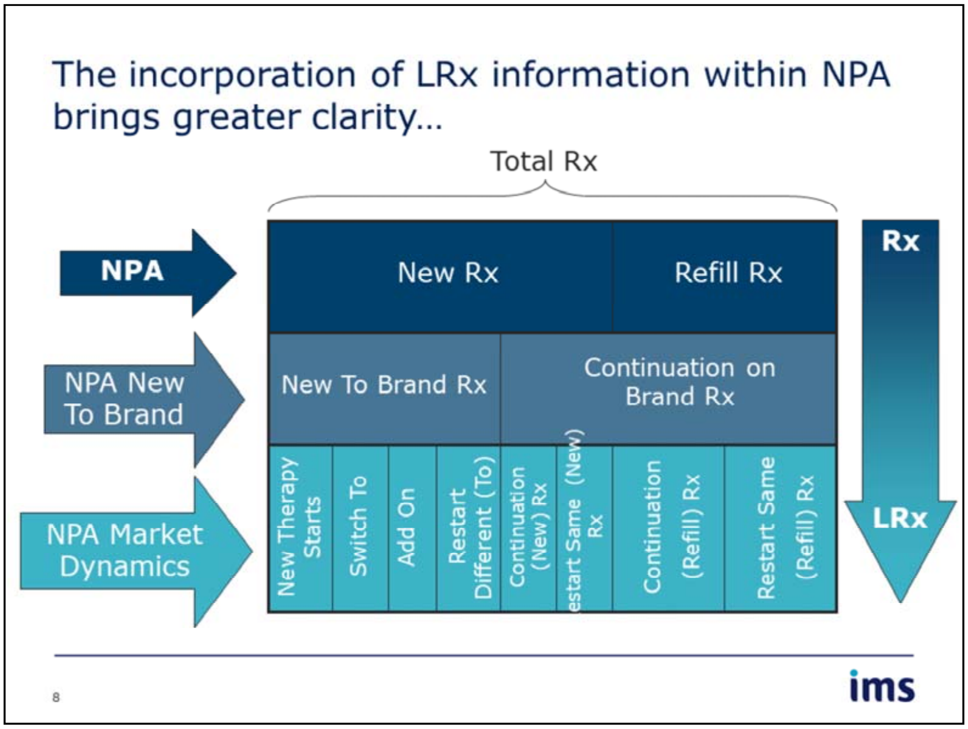

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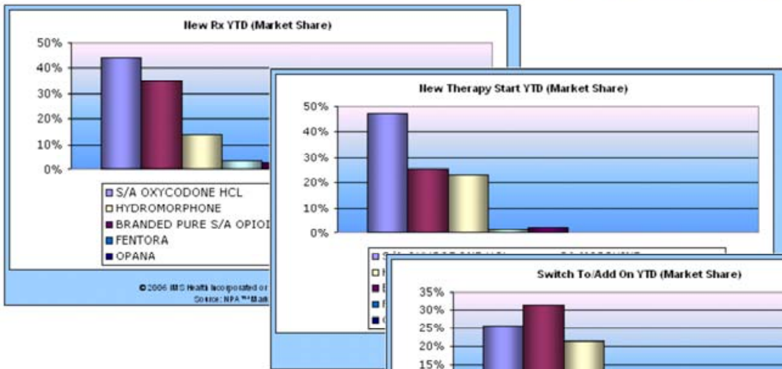
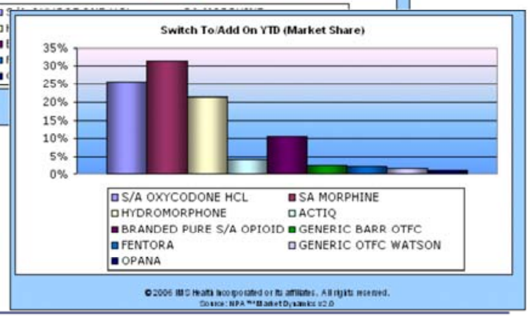
Insight from NPA Market Dynamics for Opiate Market





View of the market shifts based on the Source of Business metric used.

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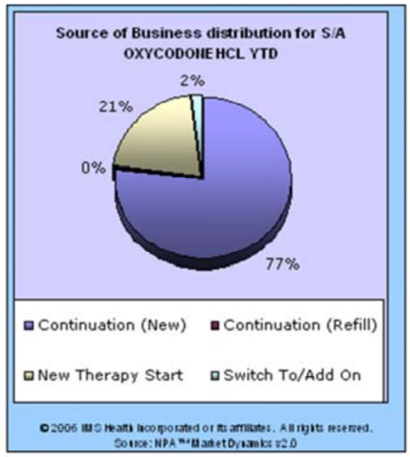
Insight from NPA Market Dynamics for Opiate Market

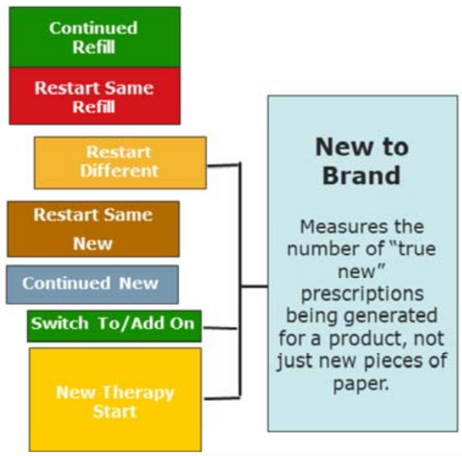
How many of Oxycodone HCL prescriptions are *really* available for competitive capture?

Continuation New	77%
Continuation Refill	0%
New Therapy	21%
Switch To	2%

77% of all Oxycodone HCL prescriptions are for repeat business



New IMS metrics simplify new information ➔ allows you to focus on what really matters



Dynamic Rx

A measure of the volume of prescriptions captured for those in play for a product.

Dynamic Share

A measure of the percentage of prescriptions captured from those in play for the market.

Formula

$$\text{Dynamic Share} = \frac{\text{New to Brand} - \text{Switch From}}{\text{Market NRx} - \text{Unknown NRx}}$$

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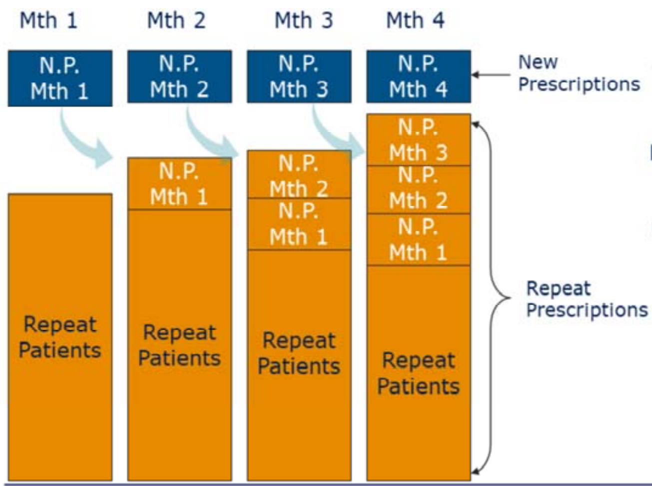
The key to strong brand performance is the flow of new patients to a brand (naïve, switch to, add-on)



By isolating prescriptions from new patients, you will be able to understand where your brand's TRxs are headed

Note: N.P. = New Patients

12

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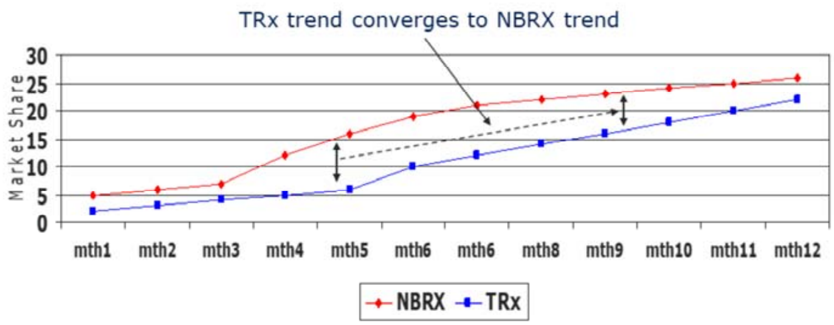
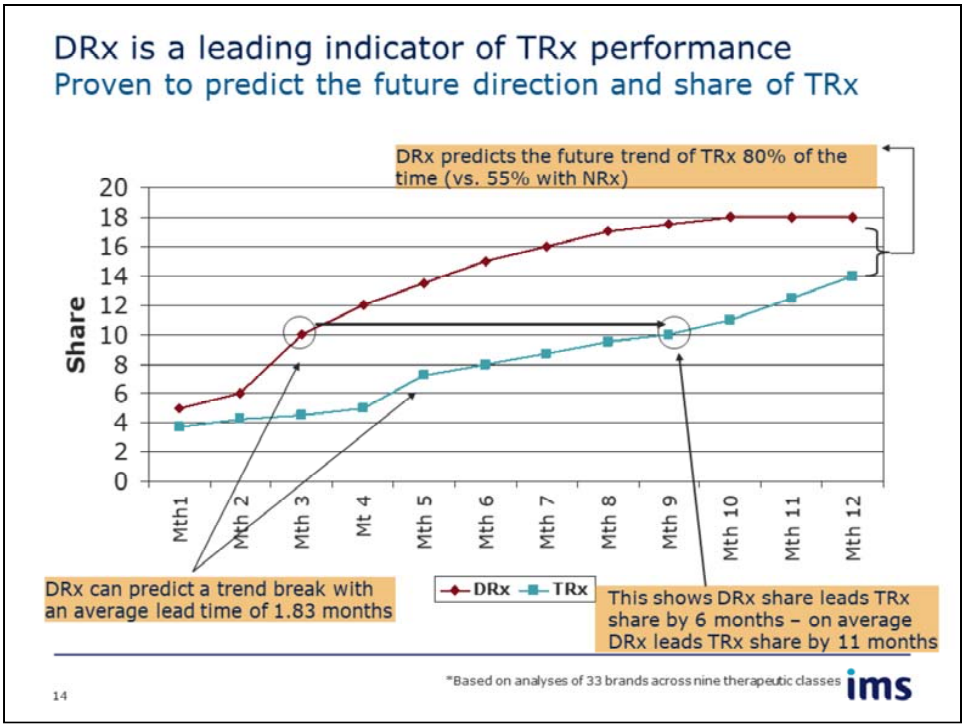
IMS conducted research with 33 major brands and found the dynamic market allows us to project future TRx performance

- Over time, a TRx trend will converge to the dynamic market trend. Our research also has shown that the New to Brand metric is key to understanding future performance.





Dynamic Capture Rate (DRx) is the share of physicians' active therapy decisions

DRx, as a leading indicator of TRx trends, is reliable ~80% of the time, versus the current gold standard NRx, which is reliable ~50% of the time

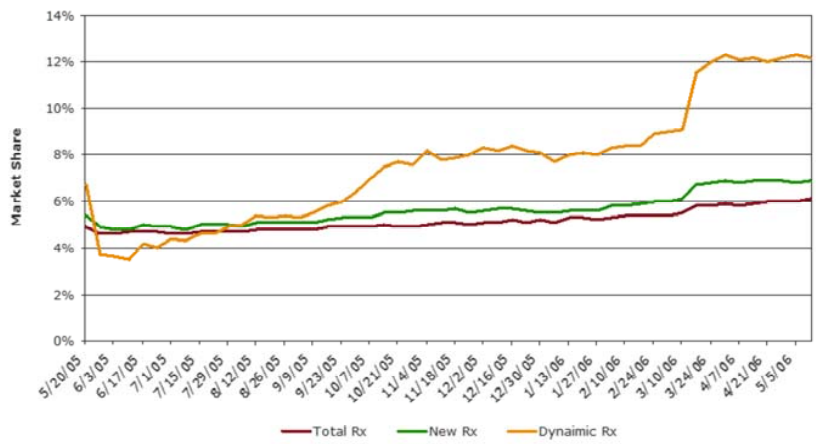
DRx can detect trend shifts on average 8 weeks before observable in TRx

- Lead times range between 4 and 24 weeks
- IMS is conducting further investigation to
- understand lead time ranges

Because its focus is on the dynamic or active component of the market, DRx can provide a clearer view of the relationship between sales and marketing initiatives and brand performance

Analysis of the dynamic segment of the market clearly shows Crestor gaining share in recent weeks.

Crestor share of Cholesterol Reducers market - Trend in TRx, NRx and DRx



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How different (or similar) are these physicians? You may have treated all these prescribers the same

The picture can't be displayed.

Physician	New Patient	Switch	Continuing			NRx	TRx
			Total	New Sheet of Paper	Refill Script		
A	6	3	47	7	40	16	56
B	0	0	56	16	40	16	56
C	2	14	40	0	40	16	56

Increasing patients

High switch rate

Only continuing patients

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How much would your targeting change by using Xponent Prescribing Dynamics?

Only 22.8% Docs in Same Decile

6% Docs Have Higher New To Brand Decile

New to Brand Decile

TRx Decile	0	1	2	3	4	5	6	7	8	9	10	
1	148,649	55,156	7,924	1,692	395	98	14	-	-	-	-	213,928
2	11,445	13,173	7,249	2,927	957	279	60	3	-	-	-	36,093
3	3,785	6,027	5,391	3,566	1,683	541	111	3	2	-	-	21,109
4	1,663	2,874	3,746	3,175	2,162	939	192	17	1	1	-	14,770
5	771	1,357	2,197	2,462	2,231	1,419	429	65	5	1	-	10,937
6	363	601	1,203	1,546	1,828	1,683	762	109	15	5	-	8,115
7	150	166	365	600	970	1,464	1,336	450	97	15	1	5,614
8	25	28	49	85	161	346	972	1,042	483	161	30	3,382
9	1	-	1	2	7	28	141	515	705	505	117	2,022
10	-	-	-	-	-	4	11	62	196	376	477	1,126
	166,852	79,382	28,125	16,055	10,394	6,801	4,028	2,266	1,504	1,064	625	317,096

6530

Patient Maintenance

3193
More Precise Targeting

71.3% Docs Have Lower New To Brand Decile

Deciling prescribers only on prescriptions that are "in play" (New to Brand) can lead to different targeting decisions as compared to deciling prescribers on market TRx volume

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A. 6,530 (2.1%) prescribers fall into TRx deciles 8-10 while only 3,193 (1.0%) fall into New to Brand deciles 8-10

- This indicates that much more precise targeting will reach the key prescribers who drive new therapy starts and switches in the market

B. 166,852 (52.6%) prescribers had no new therapy starts or switches in the time period

- These physicians are only responsible for patient maintenance, not new therapy initiation
- 1,310 (0.4%) of these prescribers had a TRx decile of 5 or greater

C. Only 72,229 (22.8%) prescribers fall into the same decile using both metrics

D. 225,978 (71.3%) prescribers have a lower New to Brand decile

E. Only 18,889 (6.0%) have a higher New to Brand decile

F. 48,217 (15.2%) prescribers drop by two deciles or more when comparing TRxs vs. NTS/SW deciles

- Implying that regular deciling may overstate the true value of these prescribers with regard to their new business potential

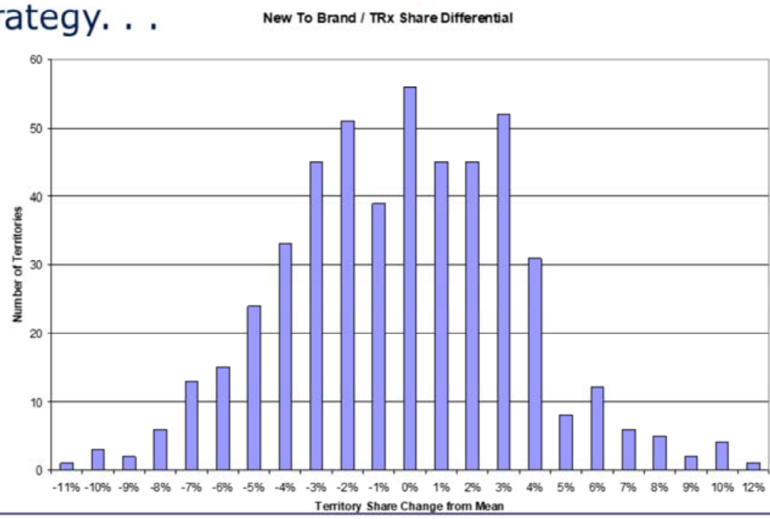
Territory performance shifts when measured with a longitudinal yardstick. . .

Number of Territories
New To Brand Share Quintile

# of Territories TRx Shr Quint	1	2	3	4	5
1	51	27	10	12	0
2	31	25	26	12	7
3	12	27	24	26	12
4	2	18	31	29	21
5	4	4	10	22	62

- Most territories shift attainment when measured with longitudinal metrics
  - 30% of territories are performing above Brand TRx levels
  - 32% of territories are performing below Brand TRx levels
- About 10% of the top performing territories as measured by TRx share are doing a poor job of driving new patients to the brand.

Compensation plans based upon Total Prescriptions are not always aligned with brand strategy. . .



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Custom – Average Days of Therapy

Sort | Reset | Graph

TOP TARGET PRESCRIBERS (September 03, 2004 - November 26, 2004)
TOP TARGET PRESC RANKED ON ROLLING 13 WEEK MARKET SHARE

EarlyView with LRx Alerts

Market :Product A EV
Sales Force :PCPM
Territory :1234PCPA

Summary	Product	Trend	R13W NRX VOL	Sep'04 09/03	Sep'04 09/10	Sep'04 09/17	Sep'04 09/24	Oct'04 10/01	Oct'04 10/08	Oct'04 10/15	Oct'04 10/22	Oct'04 10/29	Nov'04 11/05	Nov'04 11/12	Nov'04 11/19	Nov'04 11/26
				NRx Market Share (%)												
TOP PRESCRIBERS	Product A	D	683	37.9	37.3	55.1	58.5	50.8	57.3	47.3	57.6	33.1	58.4	43.1	56.2	20.7
	Product B	N	482	50.5	28.7	37	26.7	37.7	26.2	31.2	32.8	25.9	27.2	39.6	26.2	42.7
	Product D	N	190	8.2	11.1	7	13.2	7	14.5	16.2	5.6	34.5	11.1	8.5	11.7	16
	Product C	N	102	3.5	22.9	0.9	1.6	4.4	2	5.3	4.1	6.5	3.4	8.8	5.9	20.5
	MKT VOL		**1457**	**127**	**131**	**96**	**100**	**105**	**142**	**112**	**110**	**136**	**94**	**105**	**104**	**94**

Market :Product A EV
Sales Force :PCPM
Territory :1234PCPA

PRESCRIBER	Product	Trend	R13W NRX VOL	Sep'04 09/03	Sep'04 09/10	Sep'04 09/17	Sep'04 09/24	Oct'04 10/01	Oct'04 10/08	Oct'04 10/15	Oct'04 10/22	Oct'04 10/29	Nov'04 11/05	Nov'04 11/12	Nov'04 11/19	Nov'04 11/26
				NRx Market Share (%)												
ALLEN, TRACY L	Product A	U	45	0	25.4	20.2	100	53.6	31.1	41.7	77.2	100	0	65.3	75.7	100
IMS# 1864779 (1)	Product B	D	35	100	61.9	79.8	0	46.4	58	58.3	22.8	0	0	34.7	24.3	0
905 UNION STREET	Product C	N	5	0	12.7	0	0	0	10.9	0	0	0	100	0	0	0
BANGOR	**MKT VOL**		**84**	**3**	**13**	**5**	**5**	**12**	**6**	**6**	**11**	**4**	**2**	**10**	**5**	**2**
ME 04401																
PHYSICIAN ASSISTANT																
8																
G																
Product A patients stay on therapy an average of 174 days																
PRESTON, DAVID G	Product A	U		100	100	62.5	0	100	0	100	0	100	0	0	100	100
IMS# 0692603 (3)	Product B	N		0	0	37.5	0	0	0	0	100	0	0	100	0	0
3 GARLAND ROAD	**MKT VOL**			**4**	**5**	**8**	**0**	**1**	**0**	**1**	**7**	**12**	**0**	**11**	**1**	**4**
WINSLOW																
ME 04901																
INTERNAL MEDICINE																
6																
S																
Product A patients stay on therapy an average of 375 days																

Alert using LRx

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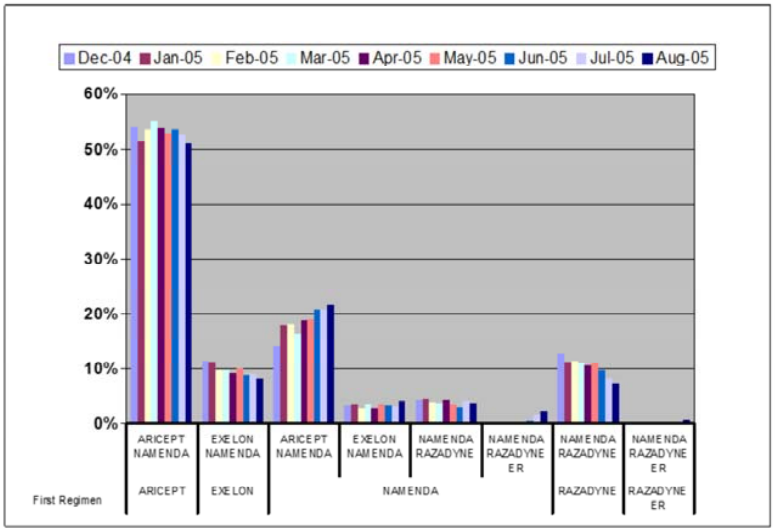
Selected Examples From Consulting

National-level tracking of patient by regimen



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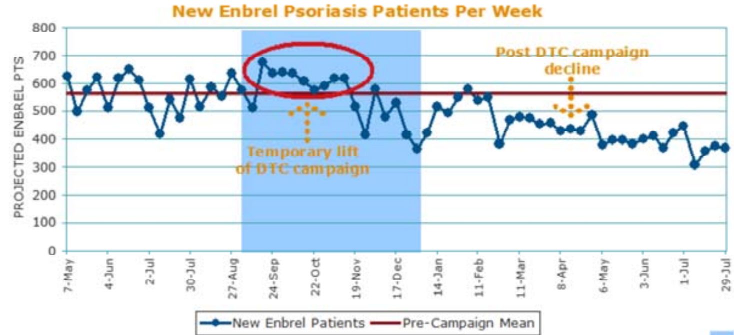
Event-Monitoring Analysis

The Enbrel DTC campaign had a short-lived impact on Enbrel
After the campaign ended, Enbrel new patient volume declined

- After the DTC campaign ended, new to brand Enbrel psoriasis patient volume dropped below pre-campaign levels



Source: IMS Projection

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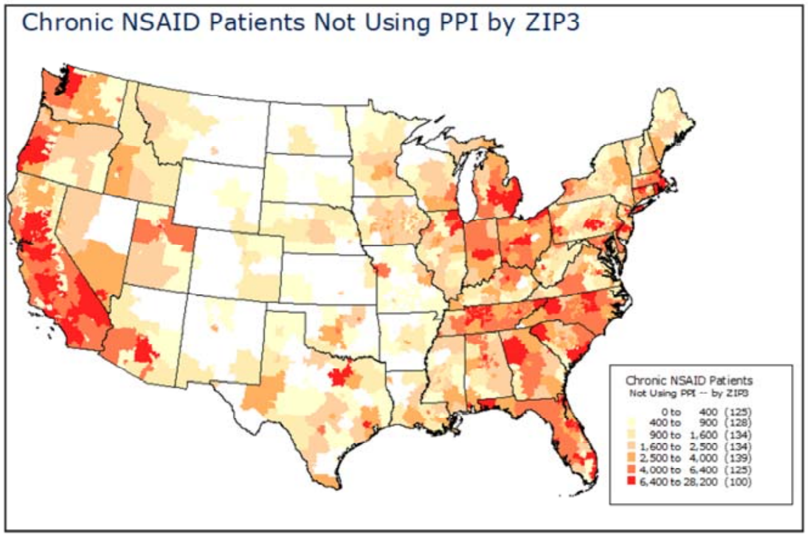
Regional-level Patient Tracking



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Any Questions?

Thank you