

Pharmacor

Analyzing and Forecasting the Commercial Outlook for Drugs on the Market and in Research and Development



What if your market research could update itself? What if you didn't have to make your own assumptions based on a nine-month old forecast? What if when an event has a major impact on a drug market, your data and analysis were updated with fresh scrutiny and new forecasts? Dynamic market research will change the way you do your job...and it's here...

Key Benefits

- Analysis and forecasts regarding the commercial outlook for currently marketed drugs and drugs in research and development
- Unrestricted access to analyst call presentations which are typically conducted within days of a market event
- Pharmacor analysts are available to speak one-on-one with members of your organization to answer content-related questions on every advisory service topic
- Annualized 10-year forecasts for the world's major pharmaceutical markets - the United States, France, Germany, Italy, Spain, the United Kingdom and Japan

Key Users

- Business Development
- Market Research
- New Product Planning
- Market Analytics

Decision Resources introduces a revolutionary new way to view your market research with its newly re-designed Pharmacor. Below are important changes to the Pharmacor brand that translate to a product that is of even higher value to you.

- Pharmacor is no longer a series of static reports, but is now a **sophisticated, continually-evolving advisory service** powered by a team of analysts who monitor the world's most commercially viable drug markets on a daily basis throughout the year.
- Pharmacor's expert analysts look for outcomes from conferences and clinical trials as well as pricing and reimbursement changes, newly-announced regulatory and safety data and any other breaking news that occurs in the world's major pharmaceutical markets. The team then analyzes the event, assesses its impact to the market and updates the Pharmacor topic that is contained within Decision Resources' product delivery system, The Gateway.
- When significant events occur, our analysts may survey physicians and/or payers to evaluate their responses to major marketplace changes. This information is incorporated into the analysis and a review of the update is made available through online analyst call presentations which are typically conducted within days of a market event.
- Pharmacor also now includes an annualized 10-year forecast. By breaking out our forecasts year by year, Pharmacor provides a more cohesive understanding of events that impact the forecast in the years ahead. The precision that accompanies our annualized forecasts produces the most comprehensive and transparent market forecasts available anywhere.

Decision Resources

A Decision Resources, Inc. Company

www.DecisionResources.com

Pharmacor's value proposition remains the same: to provide concise analysis of the current and future earnings potential of drugs on the market and in research and development in order to enable users to make accurate investment decisions and to correctly assess their competition. Pharmacor remains the PREMIER source for:

- Assessing market size for different patient segments
- Evaluating future market size in terms of dollars
- Identifying target patients and key patient segments
- Reporting thought leader qualitative perceptions of emerging therapies
- Identifying key shifts in medical practice and what is driving them
- Analyzing how changes in medical practice will impact treatment use
- Revealing how thought leaders expect emerging therapies to be used

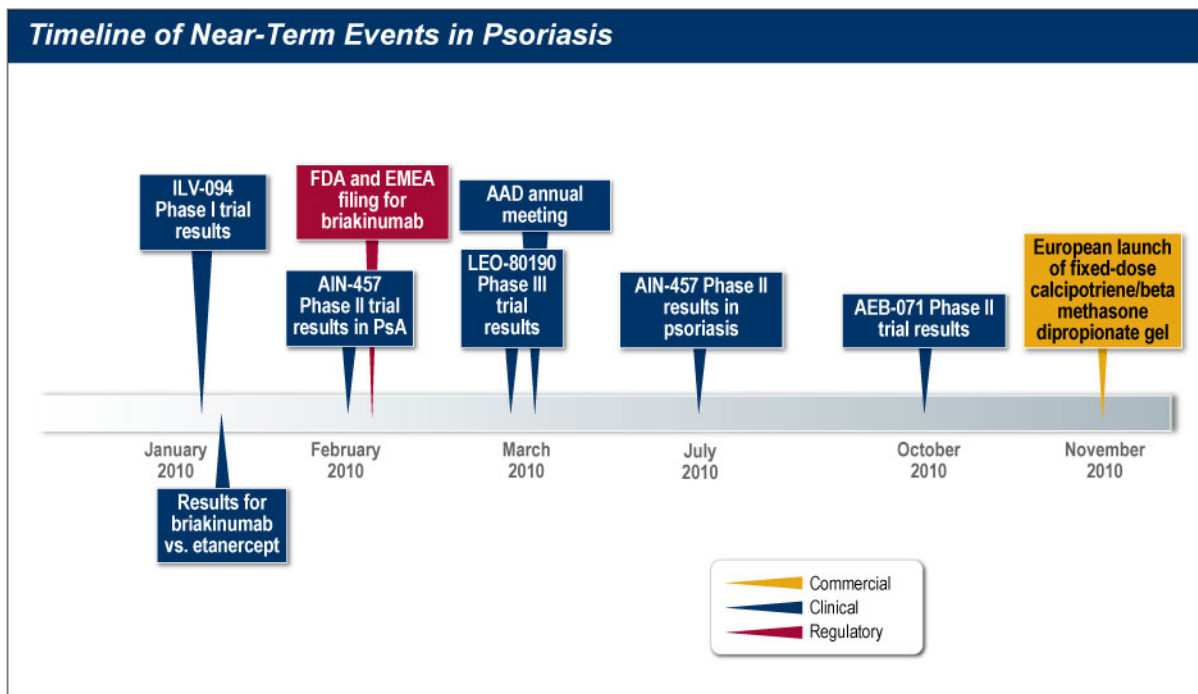
Pharmacor Analyst Calls

Pharmacor analyst calls are available exclusively to clients who subscribe to the Pharmacor advisory service being featured in the online presentation. Recordings of the presentations are also available for playback following each session.

Topics covered in Pharmacor analyst calls include detailed and timely analysis on:

- How a newly launched drug will compete in the market and how it will impact the market share of other currently marketed therapies
- What the impact of corporate announcements and presentations at biopharmaceutical conferences will have on the marketplace
- How a drug's regulatory rejection will impact the market, including insight on what other existing therapies will inherit the failed agent's market share
- How positive clinical trial data will impact thought leaders' perceptions of a drug candidate and how that agent would be prescribed if approved
- How a market currently dominated by a certain drug class will evolve as emerging therapies from other drug classes steal share from dominant therapies over time
- Which agents in a crowded therapeutic pipeline are best positioned to have the greatest impact on treatment and, as a result, will be the most successful

Screenshot of Near-Term Events in Psoriasis Timeline



For more information, contact us:

In the U.S.: +1 781 993 2500

In Europe: +32 2 357 0610

In Japan: +81 3 5401 2615

Or e-mail: information@dresources.com

www.DecisionResources.com

Vital Biopharmaceutical Insights and Analytics for Experts from Experts