

Technology

MediCompass® is a proprietary, HIPAA-ready development platform that combines a powerful clinical repository with a data-analysis engine. MediCompass makes it possible for patients, physicians, and pharmaceutical companies to store, process, and link healthcare information over the Internet with enormous flexibility, specificity, and security. Despite the complexity of linking healthcare information from such diverse sources, the presentation to each user is clear and simple. As a result, users benefit from a highly focused online experience that uniquely meets their specific needs. The platform is highly extensible and may be used in the management of large transactional data sets.

All data formats and interfaces comply with open-industry standards and processes, and patient registrations comply with proposed Health Insurance Portability and Accountability Act (HIPAA) guidelines. The hosting environment is secure and optimized to address key concerns such as HIPAA readiness, data security, and patient confidentiality.

Summary

Other healthcare software providers are just beginning to perceive the magnitude of the challenge facing organizations that seek to maximize the potential of their integrated business initiatives. iMetrikus, however, has already developed a comprehensive set of next-generation applications and services that are used by thousands of patients and physicians each day. We offer our business partners a significant reduction in time-to-market deployment for scalable healthcare applications that identify, monitor, analyze, and influence customer behaviors, while providing the intelligence to improve the effectiveness of pharmaceutical marketing and sales.

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Online Applications for Maximizing the Effectiveness of Pharmaceutical and Life Sciences Marketing Programs

iMetrikus provides a comprehensive portfolio of Web-based applications specifically designed to help pharmaceutical and life sciences companies increase revenue by driving and maintaining market share. These products include **MediCompass®**, which collects key health indicators such as patient behaviors, remote monitoring data, medications, and therapies; and **Therametrics®**, iMetrikus' component for data reporting and analytics, which allows the tracking and linking of these digitized health indicators and therapeutic records in order to measure the effectiveness of the healthcare management effort.

iMetrikus collects self-reported and device-interfaced data collected from both patients and healthcare professionals. The resulting data is rich with unique attributes that support the identification of new therapy prospects, product conversion and intervention opportunities, product efficacy, and analysis of end-user compliance and persistence. Our secure, Web-based architecture enables highly targeted consumer and provider communications.

As the technology leader in chronic care informatics, iMetrikus assists pharmaceutical partners in:

- *Identifying* candidates for product introduction or conversion
- *Demonstrating* product efficacy through objective outcomes measurement
- *Encouraging* patient compliance and persistence patterns
- *Enhancing* detail and educational opportunities

MediCompass and Therametrics can improve pharmaceutical sales by driving initiatives in three major categories:

- Chronic care management
- Marketing services
- Data analytics

Value Proposition

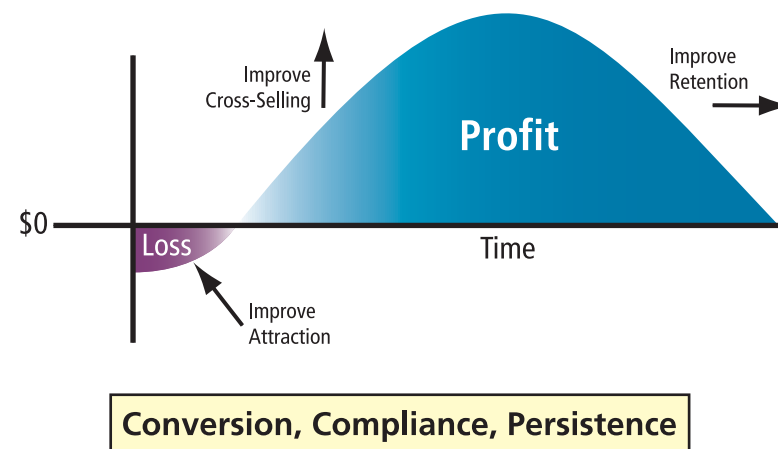
By providing the necessary tools to identify new and existing conversion opportunities, iMetrikus can help its pharmaceutical partners develop previously unrealized revenue potentials. Through mining the captured data for usage patterns, prescribing behaviors, and therapeutic goal achievement, MediCompass can target specific patients and physicians for product conversion, track persistence over time, and reinforce user behaviors to leverage the potential value over a compliant lifetime.

Therapeutics[®] further extends the value of iMetrikus services by validating product efficacy through objective outcomes data. This unique relationship between product and therapeutic results is continuously documented and made available to pharmaceutical sales and marketing executives through convenient online reporting.

The following example demonstrates the revenue potential for a pharmaceutical product with an estimated \$30/month margin or “compliant lifetime value” of \$1,800 calculated over a five-year period.

Specialty Practice Environments typically offer rapid penetration of new product. In this example, the specialty practice has already achieved a 25% penetration. Assuming a practice size of 5000, the 25% product penetration generates \$450,000 per practice in margin. By identifying as few as 1% additional product candidates, iMetrikus identifies an additional margin opportunity of \$18,000 per practice. When multiplied over the total number of available specialty practices, the revenue opportunity generated is \$6.3 million.

Harnessing the Lifetime Value of Customers



Conversion, Compliance, Persistence

Results

Diabetes Trial Results:

Based on an analysis of prescriptions for a specific targeted compound in Endocrinology practices:

- Standard Pharmaceutical company programs generated
 - 17.9 % of prescriptions or 895 patients on compound
- Conversion candidate program identified by iMetrikus
 - 24.0% or 1200 patients appropriate for compound
- Revenue potential identified by iMetrikus
 - \$109,800 per practice per year

Respiratory Trial Results:

Compared to the control group of providers not participating in the program, of those in the AirWatch[®] test group:

- Primary Care Physicians wrote 83% more prescriptions for the brand
- Specialist Physicians wrote 54% more prescriptions for the brand
- The number of prescriptions for competitors brands declined

Deployment Process

The iMetrikus Value Proposition relies on the ability of the system to generate information relevant to the prescriber audience and those seeking to influence the prescriber audience.

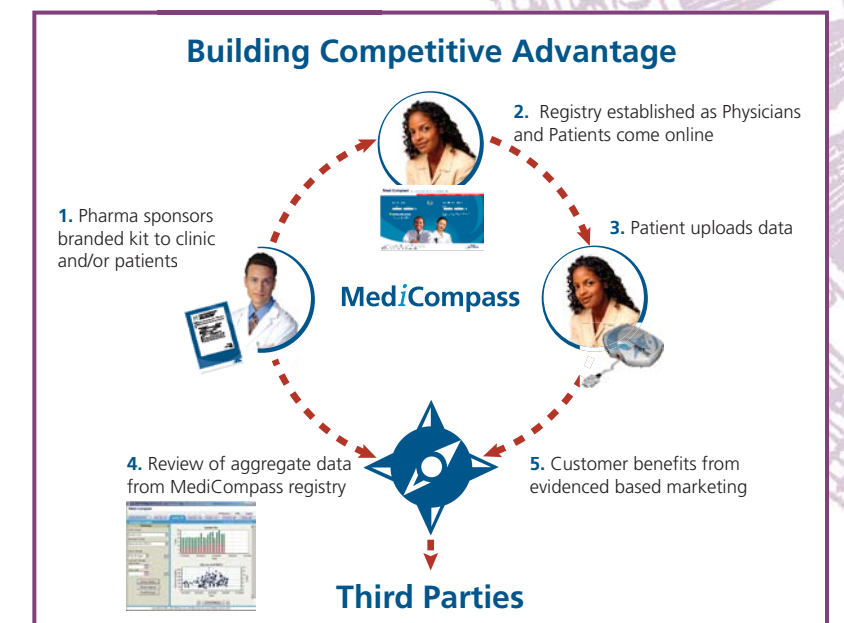
Step 1 - The Pharmaceutical Sales and Marketing organizations sponsor a branded MediCompass kit introducing iMetrikus care management tools, easy sign-up, and reports for use by the physician and patient.

Step 2 - Each Clinic establishes a patient registry using a fast and intuitive data collection process.

Step 3 - Patient uploads data.

Step 4 - Aggregate level reports are provided to the Sales and Marketing organizations detailing conversion candidates and therapeutic outcomes.

Step 5 - Evidence based marketing and educational programs are established.



% of population	practice size	# / practice	RX Margin/Year	Profit Per Compliant Life	Annual Profit Per Practice
25	5,000	1,250	\$360	\$1,800	\$450,000
% of population (+)	practice size	# / practice (+)	RX Margin/Year	Profit Per Compliant Life	Annual RX Margin (+)
1	5,000	50	\$360	\$1,800	\$18,000
Annual Per Practice (+) RX Opportunity	# of potential practice sites	Annual Per Practice (+) Margin Opportunity	RX Margin/Year	TOTAL \$ potential for SPECIALTY segment	Expected \$ Penetration
50	3,500	\$18,000	\$360	\$63,000,000	\$6,300,000