

Product performance: See it now—and plan for its future.

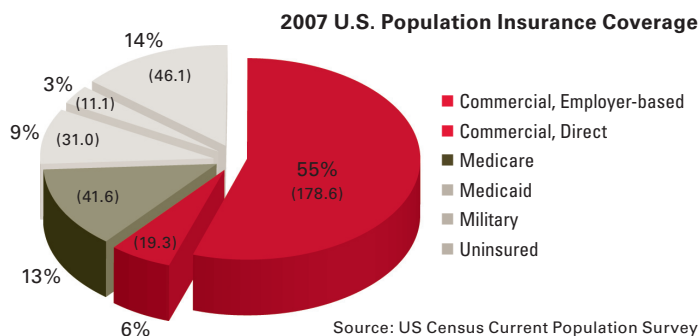
i3 InVision™ for Market Intelligence is a web-based decision analysis tool that offers convenient online access to patient-level longitudinal data to help biopharmaceutical firms gain a more precise understanding of trends in any therapeutic market.

By delivering specific market information about a product's performance as well as tailored competitive intelligence, this innovative new market research instrument can be used to make more informed portfolio management decisions and drive sophisticated action plans.

Put powerful market insights at your fingertips

Let i3 InVision for Market Intelligence help you quickly analyze the market so you can anticipate and adjust for the factors that impact product use and uptake. Then leverage this intelligence to develop a faster, more complete understanding of a market before entering it, or to gain deeper insights into your existing therapeutic markets.

Tap into an unsurpassed patient-driven data set: More than 53 million unique patient lives annually



- Patient and prescriber activity nationally projected to represent 71% of the US population
- Based on patient-level longitudinal data vs. survey-based data for greater accuracy
- Diagnostic history and socio-demographic information for correlation to utilization behaviors

Dynamic web-based reporting—no software required

- Create customized reports to understand the factors affecting the results of your product
- Access your reports anywhere you have Internet access
- Utilize advanced functionality to create customized reports for more focused, actionable results

Understand the market drivers that affect your products and your competitors' products

- Prescriber characteristics linked to prescribing behaviors
- Patient characteristics linked to prescribers
- All information can be correlated to diagnosis, procedure, or drug

Learn more about how i3's data assets, online tools, and scientific expertise can assist in your next project.

Contact us

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Annual Weighting Example, 2005 Plan Year

Age Group	Sex	Census Region	Chronic Condition?	MEPS US Estimate for Commercially Insured	i3 Multi-Plan Commercially Insured Actuals	Initial Weight
0-4	Male	Northeast	No	1,094,032	197,932	5.53
0-4	Male	Northeast	Yes	117,412	74,492	1.58
0-4	Male	Midwest	No	1,099,132	106,597	10.31
0-4	Male	Midwest	Yes	145,252	28,306	5.13
0-4	Male	South	No	1,958,056	144,010	13.60
0-4	Male	South	Yes	195,478	43,691	4.47
0-4	Male	West	No	1,417,708	116,035	12.22
0-4	Male	West	Yes	88,537	16,229	5.46
0-4	Female	Northeast	No	808,552	205,379	3.94
0-4	Female	Northeast	Yes	69,778	55,164	1.26
0-4	Female	Midwest	No	1,281,282	106,892	11.99
0-4	Female	Midwest	Yes	68,091	21,080	3.23
0-4	Female	South	No	1,503,869	145,076	10.37
0-4	Female	South	Yes	117,385	33,718	3.48
0-4	Female	West	No	1,319,199	114,158	11.56
0-4	Female	West	Yes	62,443	12,100	5.16
5-17	Male	Northeast	No	3,007,523	566,756	5.31
5-17	Male	Northeast	Yes	441,513	228,837	1.93
5-17	Male	Midwest	No	3,992,248	294,756	13.54
5-17	Male	Midwest	Yes	615,111	102,784	5.98
5-17	Male	South	No	5,395,992	432,340	12.48
5-17	Male	South	Yes	659,736	127,779	5.16
5-17	Male	West	No	3,621,943	313,420	11.56
5-17	Male	West	Yes	429,152	46,126	9.30
5-17	Female	Northeast	No	3,224,362	568,499	5.67
5-17	Female	Northeast	Yes	248,186	191,896	1.29
5-17	Female	Midwest	No	3,631,620	294,201	12.34
5-17	Female	Midwest	Yes	319,731	86,014	3.72
5-17	Female	South	No	5,152,608	433,333	11.89
5-17	Female	South	Yes	627,819	104,032	6.03
5-17	Female	West	No	3,349,893	305,452	10.97
5-17	Female	West	Yes	311,168	37,289	8.34
18-24	Male	Northeast	No	1,583,875	293,349	5.40
18-24	Male	Northeast	Yes	92,581	79,853	1.16
18-24	Male	Midwest	No	1,857,038	172,133	10.79
18-24	Male	Midwest	Yes	326,407	36,005	9.07
18-24	Male	South	No	2,886,722	228,274	12.65
18-24	Male	South	Yes	391,049	39,596	9.88
18-24	Male	West	No	1,825,421	160,870	11.35
18-24	Male	West	Yes	278,197	16,829	16.53

Annual Weighting Example, 2005 Plan Year (continued)

Age Group	Sex	Census Region	Chronic Condition?	MEPS US Estimate for Commercially Insured	i3 Multi-Plan Commercially Insured Actuals	Initial Weight
18-24	Female	Northeast	No	1,562,478	281,324	5.55
18-24	Female	Northeast	Yes	263,862	121,759	2.17
18-24	Female	Midwest	No	1,890,639	159,876	11.83
18-24	Female	Midwest	Yes	233,945	56,758	4.12
18-24	Female	South	No	2,812,345	218,981	12.84
18-24	Female	South	Yes	371,096	67,883	5.47
18-24	Female	West	No	1,756,003	161,152	10.90
18-24	Female	West	Yes	195,976	27,022	7.25
25-44	Male	Northeast	No	4,451,142	852,382	5.22
25-44	Male	Northeast	Yes	1,061,731	430,637	2.47
25-44	Male	Midwest	No	5,583,285	441,937	12.63
25-44	Male	Midwest	Yes	1,151,056	171,537	6.71
25-44	Male	South	No	8,022,619	682,349	11.76
25-44	Male	South	Yes	1,974,550	255,526	7.73
25-44	Male	West	No	5,506,496	514,912	10.69
25-44	Male	West	Yes	1,101,141	98,984	11.12
25-44	Female	Northeast	No	4,682,641	784,757	5.97
25-44	Female	Northeast	Yes	940,223	649,965	1.45
25-44	Female	Midwest	No	5,561,399	399,601	13.92
25-44	Female	Midwest	Yes	1,298,724	267,849	4.85
25-44	Female	South	No	8,698,811	637,566	13.64
25-44	Female	South	Yes	2,234,525	408,172	5.47
25-44	Female	West	No	5,822,118	502,076	11.60
25-44	Female	West	Yes	1,204,152	152,169	7.91
45-64	Male	Northeast	No	4,044,149	469,159	8.62
45-64	Male	Northeast	Yes	1,499,711	699,496	2.14
45-64	Male	Midwest	No	4,662,365	256,998	18.14
45-64	Male	Midwest	Yes	2,034,041	312,364	6.51
45-64	Male	South	No	6,549,909	377,621	17.35
45-64	Male	South	Yes	2,904,301	421,866	6.88
45-64	Male	West	No	4,469,352	335,833	13.31
45-64	Male	West	Yes	1,781,789	151,366	11.77
45-64	Female	Northeast	No	4,406,712	447,255	9.85
45-64	Female	Northeast	Yes	1,196,559	831,226	1.44
45-64	Female	Midwest	No	5,292,359	243,644	21.72
45-64	Female	Midwest	Yes	1,862,390	386,624	4.82
45-64	Female	South	No	6,963,786	345,759	20.14
45-64	Female	South	Yes	2,987,821	518,961	5.76
45-64	Female	West	No	4,643,710	334,359	13.89
45-64	Female	West	Yes	1,640,474	187,711	8.74
TOTAL				180,936,483	21,246,698	8.52