

Thomson Pharma Interactive XPLANATION

Version 3.0

3.16.2007

	Voice Over	On-screen Text	Visual	Notes
1	<p>Thomson Pharma is the first truly integrated solution to address the information needs of professionals working in all stages of drug development.</p> <p>Its extensive databases and research tools support the drug development process from early discovery through patent expiry. Yet Thomson Pharma is flexible enough to be tailored for the workflow of the individual researcher, scientist or attorney.</p> <p>This scenario shows a development team using Thomson Pharma to make a well-informed decision about whether to invest in developing a new drug.</p> <p>Click on a task to learn more about it.</p>	<p>[Global Items] Thomson Pharma</p> <p>Using Thomson Pharma, a pharmaceutical company's global business development team evaluates risks and rewards of investing in the development of drugs targeting Alzheimer's disease.</p> <p>[Labels for interactive illustrations] Competitive Landscape Company Research Drug Information SWOT Analysis Sales and Market Share RX Profiles Patent and Licensing Information Reports and Proposals</p>	Animated sequence of XPLANATION building on screen	User is prompted to select items below
2	To help you learn what drugs are already on the market, Thomson Pharma includes in-depth competitive intelligence drawn from 12 million basic inventions and 23 million patents.	Competitive Landscape Determine what Alzheimer's drugs are on the market or in development; find other drugs that function similarly but have not yet been applied to Alzheimer's.	Larger view of illustration with text	
3	Detailed pipeline, financial, and marketing profiles of more than 7,500 companies help you identify your competitors, their patents, products, and financial performance.	Company Research Identify companies competing in this area and their patents, products and financial performance.	Larger view of illustration with text	
4	The most current drug information is available from a comprehensive pharmaceutical database, with more than 2 million unique chemical structures, 26,000 drug monographs, 5 million unique gene sequences and 5,200 drug targets.	Drug Information Understand chemical and genetic structure, disease state information and development, status of individual drugs.	Larger view of illustration with text	
5	New drugs and compounds, clinical trials and licensing opportunities, academic articles and abstracts, journals and more, are all indexed, and cross-referenced. Because the information is all in one place, you can drill down quickly to the strategic data you need.	SWOT Analysis Identify strengths, weaknesses, opportunities and threats for major drugs; drill down into new and emerging therapy areas.	Larger view of illustration with text	
6	Thomson Pharma lets you look at sales and market information for blockbuster and other approved drugs. You can also analyze the predicted financial impact of new drugs, and view comprehensive data about marketed drug prescription usage in the United States	Sales and Market Share Evaluate size and growth of market, and market share of individual drugs.	Larger view of illustration with text	
7	Data on prescription patterns in the United States, including user profiles, purchase patterns, demographics, and total number of prescriptions are included to help you understand the population for specific drugs and drug purchasing behavior.	RX Profiles Understand the population for Alzheimer's drugs, their other typical indications and drug purchase patterns.	Larger view of illustration with text	

8	Obtain information on patents that are related to a drug, view patent summaries of multiple drugs, and identify when generic versions will be legal.	Patent and Licensing Information Review all patents associated with a drug and patent summaries of multiple drugs; identify when generic versions will be legal.	Larger view of illustration with text	
9	Your customizable reports are all easily exported into Word and Excel documents to quickly develop proposals and presentations.	Reports and Proposals Easily export all information into Word and Excel to quickly develop reports, proposals and presentations.	Larger view of illustration with text	