

CORPORATE SOLUTIONS

Cost Justification - Pharmaceutical

More drugs, faster. That's the focus in today's pharmaceutical industry. Competition is fierce, so drug companies are running clinical trials at an unprecedented rate. Driving more drugs to market demands streamlined processes, better planning, better information, and better systems. Today, use of the Internet as an information tool is key in product development, drug discovery, R&D, clinical trials, manufacturing, and regulatory affairs. With the adoption of new information tools comes applicable costs, and a need to justify those costs.

Twice the Drugs, Half the Time

To maintain shareholder expectations and outpace escalating research and development costs, industry analysts predict each pharmaceutical company must produce 45 new drugs per year. Today, the top seven companies produce 45 new drugs per year combined. Where should these considerable increases take place within the manufacturing process? Most analysts agree the emphasis should be on research and development. Streamlining processes, improving information resources, and attaining perfection in the preparation of regulatory submissions are just a few areas industry can focus on to meet higher production expectations.

Reduce research time

A recent survey by *R&D Directions* published in November 2000, reported over two-thirds of R&D executives see a need for internal efficiency improvements as a key factor driving the integration of electronic information tools into the manufacturing process. Looking to the future, more than half of R&D executives see Internet-related technologies as fundamentally changing their R&D processes, and nearly two-thirds see a high level of urgency for new Internet technology. A majority believes this technology will result in shorter time to market and lower development costs for new drugs.

With the proliferation of the Internet has come an abundance of misinformation—the ultimate irony of the Information Age. More than eight in ten R&D professionals have concerns about the security and quality of information on the Internet. So-called current information resources are seen as outdated, time-consuming, and costly, while the need for efficient, effective, reliable, and current information is greater than ever before.

For more than 25 years, MICROMEDEX has been delivering superior drug information using innovative technology to hospitals, pharmacies, and poison control centers. Today, our DrugKnowledge® System provides drug information designed specifically for pharmaceutical manufacturers and contract research organizations. Anticipating the needs of the drug industry, we've combined our renowned proprietary drug databases with the most respected references from around the world, and we deliver them in a single product employing familiar search engines and innovative search capabilities. Our products ensure streamlined information protocols throughout your organization, from R&D to product development, drug safety, clinical trials, and regulatory affairs. Staff time previously spent searching for information can be spent improving processes to speed delivery to market.

Return on Your Investment

Today's market demands better information, streamlined protocols, improved consumer response systems, and efficient manufacturing and production. With Corporate Solutions products from MICROMEDEX, we work with each customer to make these crucial objectives a reality. Your investment in the best information resource available is an essential element in the competitive world of pharmaceuticals.

Streamline development costs

Use of the Internet in the drug development process is largely considered a way to improve efficiencies and lower drug development costs. What today is seen as a competitive advantage will become an industry standard. MICROMEDEX works with our pharmaceutical customers to fully integrate our information systems into their everyday workflow, quickly and cost-effectively. Companies can operate with increased confidence knowing every department across an organization utilizes the same information protocols. With quarterly updates to all our products and content that is independently reviewed by a board of experts from around the world, we turn the industry standard into your competitive advantage. Your R&D professionals can focus on the business of drug development, rather than information gathering. For you, that translates into saved time, improved information, and streamlined systems.

Improve Drug Safety Practices and Consumer Response

In addition to faster and more efficient drug development, drug safety and consumer information are also fundamental functions within every pharmaceutical company. MICROMEDEX drug information products empower drug safety and consumer information departments with direct, easy access to the comprehensive drug information they need, while eliminating their reliance on dated sources or other departments to perform costly, time-consuming research. Such access translates into efficient, hands-on and

effective consumer relations – the right information, right when your customers need it.

Manufacturing: The Complete Corporate Solution


Analysts also see a need to improve the manufacturing systems of the drug industry. Drug companies are focusing on production to control efficiencies and increasing costs. Production is one of the aspects of manufacturing greatly affected by ever-increasing regulations and guidelines from the FDA and EPA. Use of electronic information in these areas, whether on CD-ROM or the Internet, is overshadowed by a lack of confidence in its completeness and accuracy.

For over a decade, Corporate Solutions products from MICROMEDEX have delivered unbiased, reliable, and current information for both chemical management and regulatory compliance. Today, we offer the ultimate information solution for the pharmaceutical industry by uniting fully integrated chemical management information, regulatory compliance data, and our in-depth drug databases into a single, Internet-based product.

Capitalizing on our 25-year reputation for quality information using innovative technology, our entire information suite is designed to meet the multiple needs of pharmaceutical manufacturers. Updated quarterly and containing proprietary content, MICROMEDEX Corporate Solutions products answer those needs by furnishing the most trusted, current information available throughout your entire organization.



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