

# Agenda

➤ ImpactRx Brief Background

➤ Prescribing Trends

➤ Promotion Trends

➤ Summary

# Proprietary Longitudinal Physician Networks Provide Real Time Market Intelligence

*High-Volume Prescribing Physicians that Drive Market Trends*



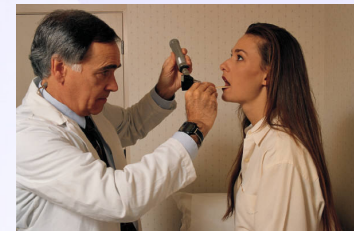
**All Rep Visits**  
At Front Desk



**All Sales Reps**  
Every Rep, Every Day



**All Meetings & Events**  
Evenings and Weekends



**All Patient Visits**  
Two or More Days Each Week



**Treo™**

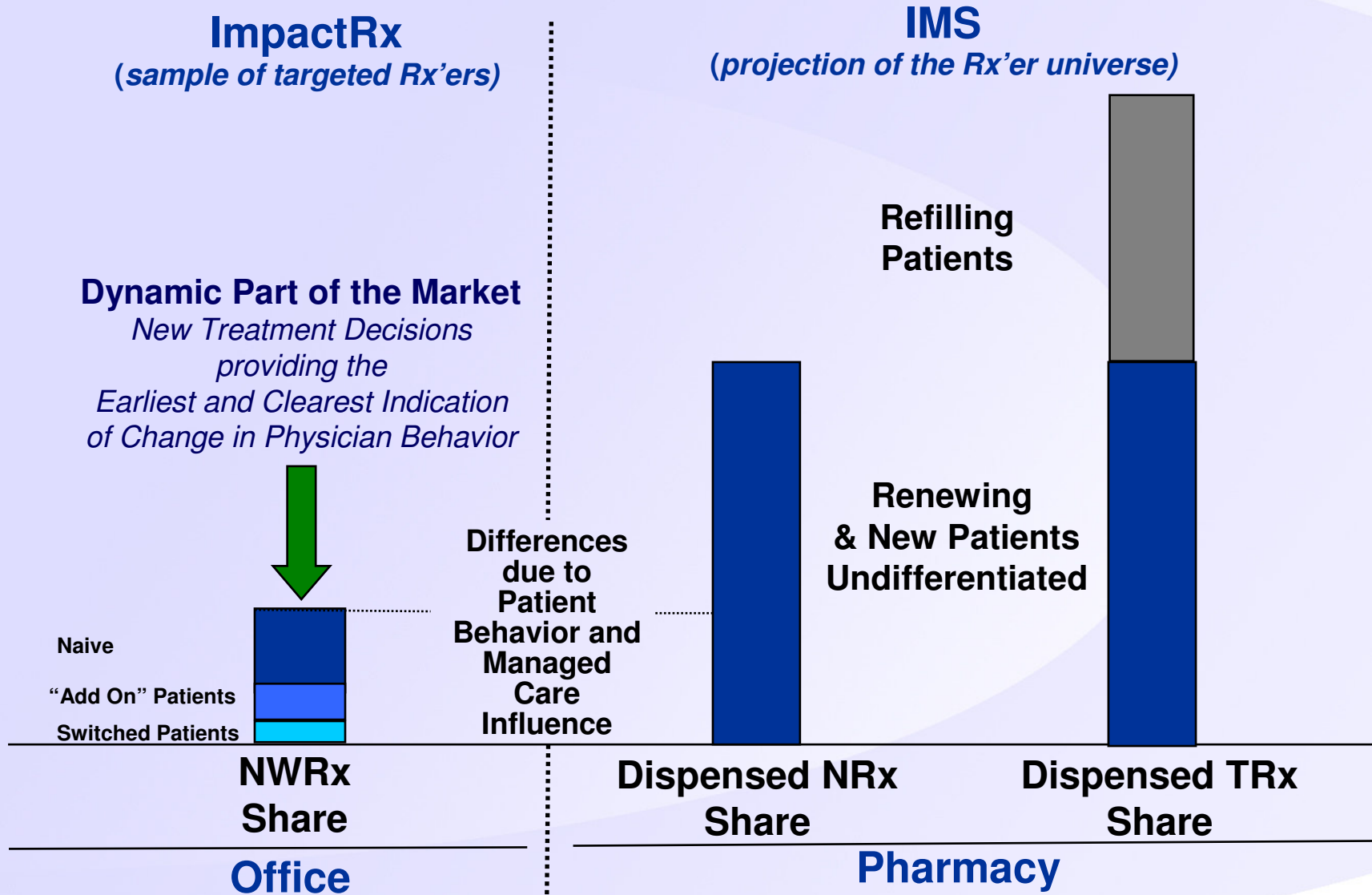
Wireless  
Transmission

## Robust Sample of High Prescribers

- 1900 PCP's and 150 Cardiologists
- >1 million product details and . . .
- ~4 million written prescriptions captured annually
- Network Operations group ensures quality and compliance

# ImpactRx's NWRx Share Metric in the *Dynamic Part of the Market*

*ImpactRx and IMS provide different information*



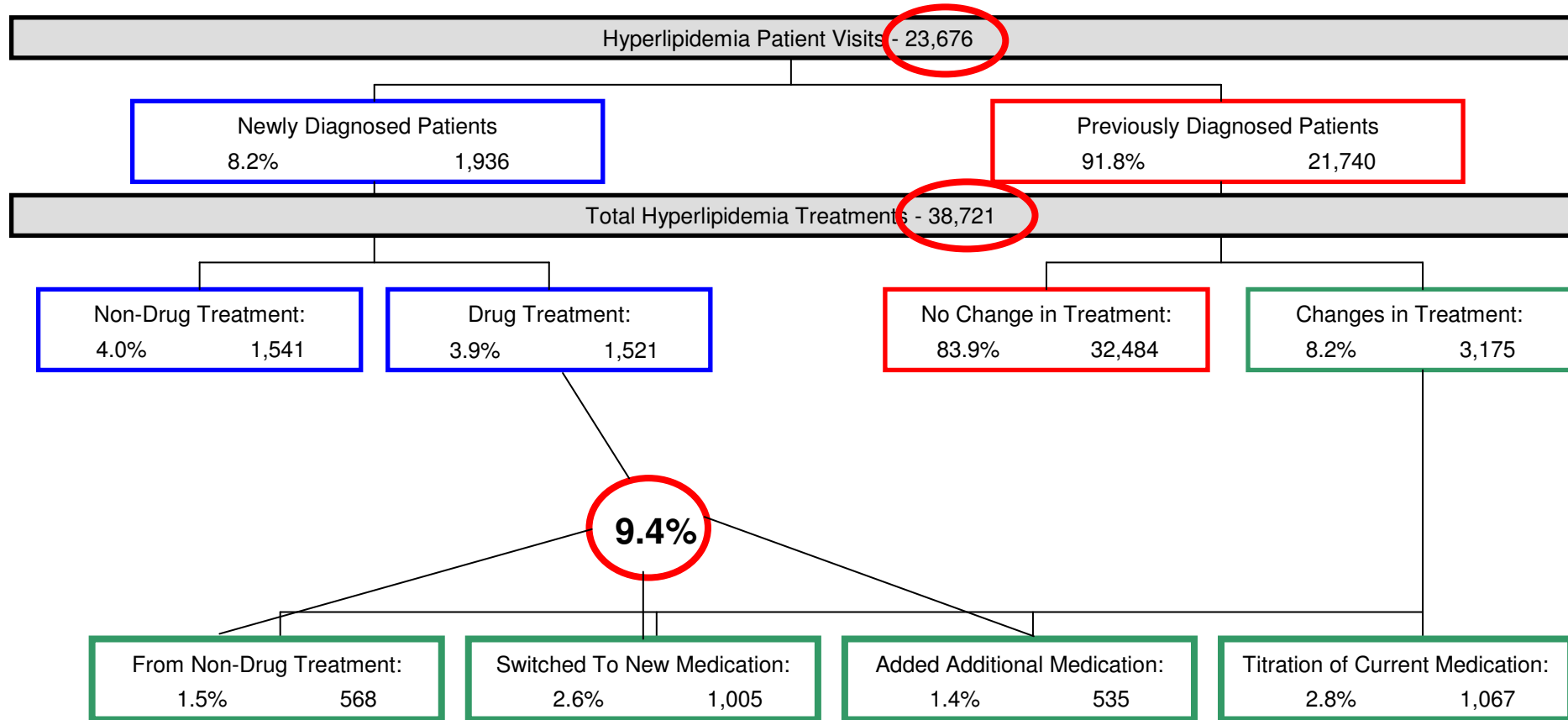
# Agenda

- ImpactRx Brief Background
- Prescribing Trends
- Promotion Trends
- Summary

# The Dynamic Part of the Market

*9% of cholesterol treatment decisions made by PCP's in April involved a brand choice*

<b>Network:</b> Primary Care	<b>Time:</b> Month Ended April 2008	<b>Client:</b> ImpactRx
<b>Segment:</b> Total Network		<b>Market:</b> Hyperlipidemia



## Report Definition:

A breakdown of patient visits and treatments for a specific diagnosis among newly and previously diagnosed patients, including drug and non-drug treatments.



Promotion Research Organization

Product ID: 182 (432056) - 63-MO

Confidential and Proprietary Information.  
Copyright © 2008, ImpactRx®, Inc.  
All rights reserved.

ImpactRx® data is collected daily from our Network of PCP high-prescribers. The sample frame is based on the 30% of PCPs who write 60% of all Rx's. Each Network physician supplies detailed, non-identifying information for the following areas: 1) a census of all representative promotion, 2) a census of all physician-attended meetings/events and 3) 40% of all patients seen each week.

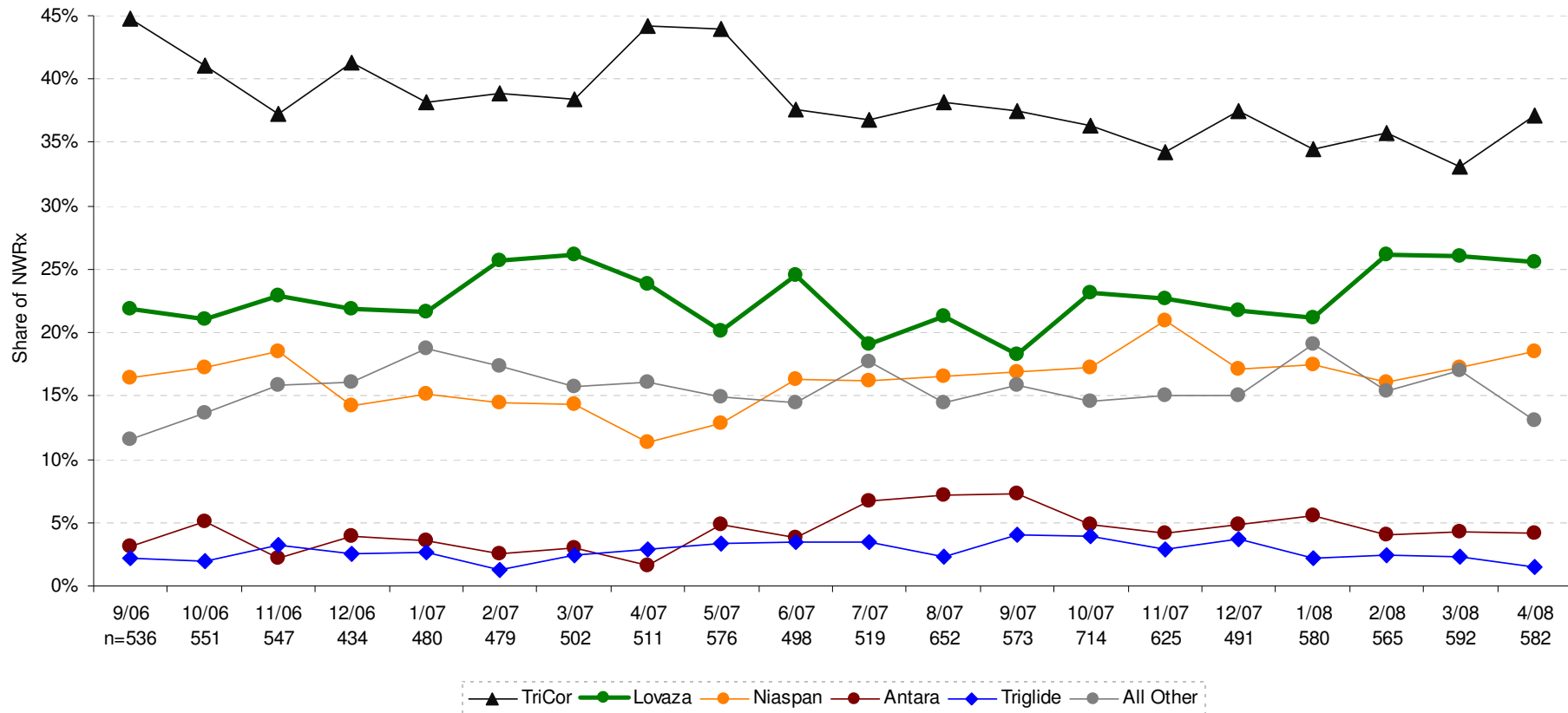
# Share of New Written Prescription Starts (NWRx)



**Network:** Primary Care  
**Segment:** Total Network

**Time:** Month Ended April 2008

**Client:** ImpactRx  
**Market:** TG Lowering Agents



**Report Definition: (n = NWRxs for mkt)**

The share of New Written Prescription Starts (NWRx), including prescriptions for newly diagnosed patients and previously diagnosed patients with a change in medication only.



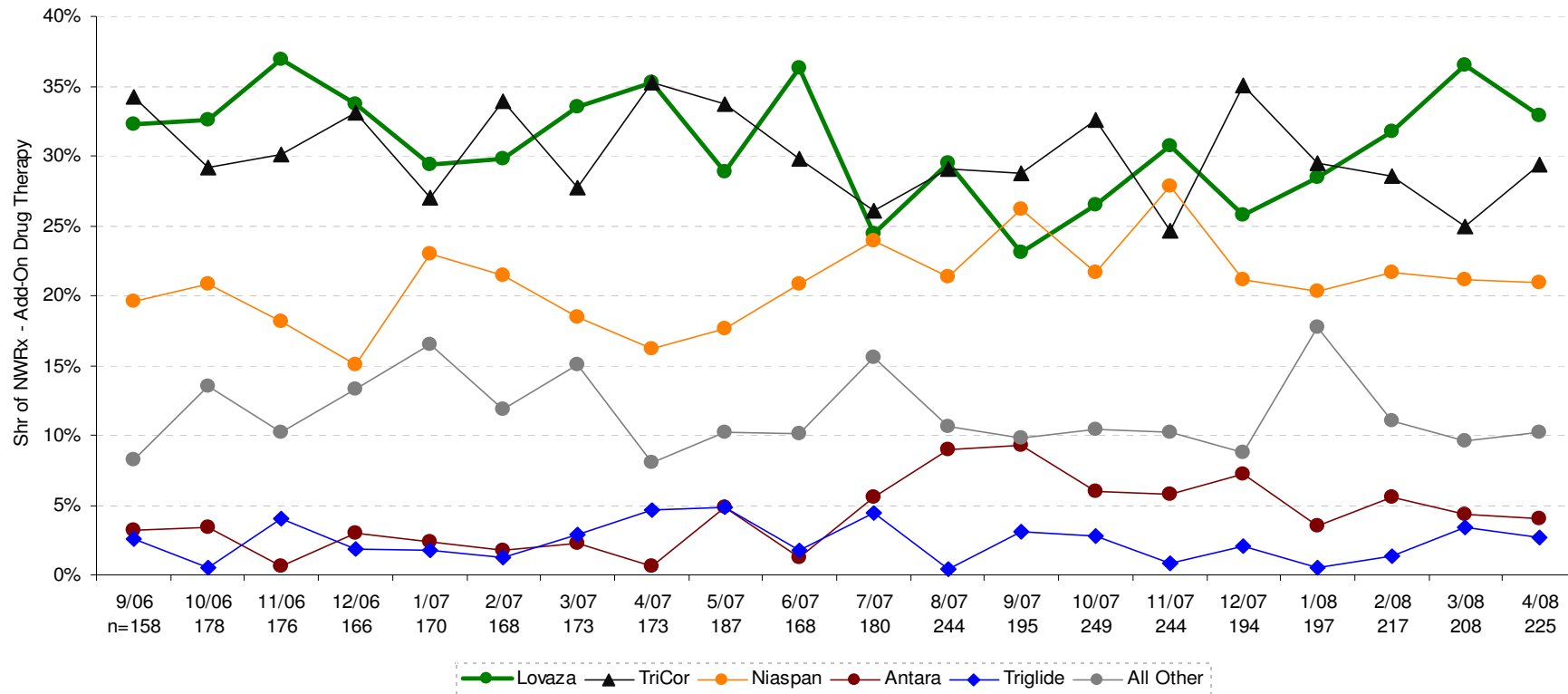
Product ID: 74 (416204) - 63-MO

Confidential and Proprietary Information.  
Copyright © 2008, ImpactRx®, Inc.  
All rights reserved.

ImpactRx® data is collected daily from our Network of PCP high-prescribers. The sample frame is based on the 30% of PCPs who write 60% of all Rx's. Each Network physician supplies detailed, non-identifying information for the following areas: 1) a census of all representative promotion, 2) a census of all physician-attended meetings/events and 3) 40% of all patients seen each week.

# Share of NWRx – Add-On Drug Therapy

<b>Network:</b> Primary Care	<b>Time:</b> Month Ended April 2008	<b>Client:</b> ImpactRx
<b>Segment:</b> Total Network		<b>Market:</b> TG Lowering Agents



**Report Definition: (n = NWRxs for previously diagnosed patients receiving additional drug therapy)**

Products' share of New Written Prescription (NWRx) for patients who were previously diagnosed that received additional drug therapy within their treatment regimen.



Product ID: 979 (429602) - 63-MO

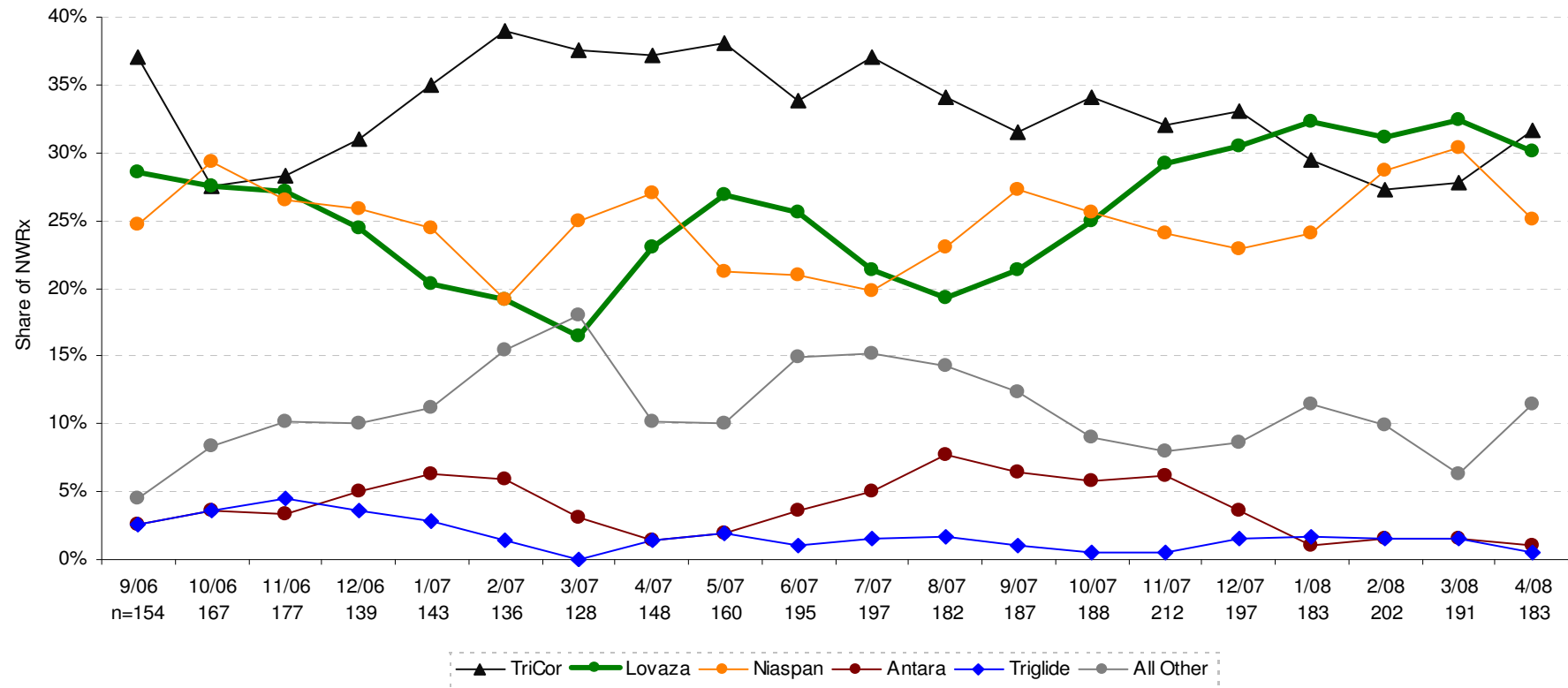
Confidential and Proprietary Information.  
Copyright © 2008, ImpactRx®, Inc.  
All rights reserved.

ImpactRx® data is collected daily from our Network of PCP high-prescribers. The sample frame is based on the 30% of PCPs who write 60% of all Rx's. Each Network physician supplies detailed, non-identifying information for the following areas: 1) a census of all representative promotion, 2) a census of all physician-attended meetings/events and 3) 40% of all patients seen each week.

# Share of New Written Prescription Starts (NWRx)



<b>Network:</b> <b>Cardiologist</b>	<b>Time:</b> Rolling 2 Months Ended April 2008	<b>Client:</b> ImpactRx
<b>Segment:</b> Total Network		<b>Market:</b> TG Lowering Agents



**Report Definition: (n = NWRxs for mkt)**

The share of New Written Prescription Starts (NWRx), including prescriptions for newly diagnosed patients and previously diagnosed patients with a change in medication only.



Promotion Research Organization

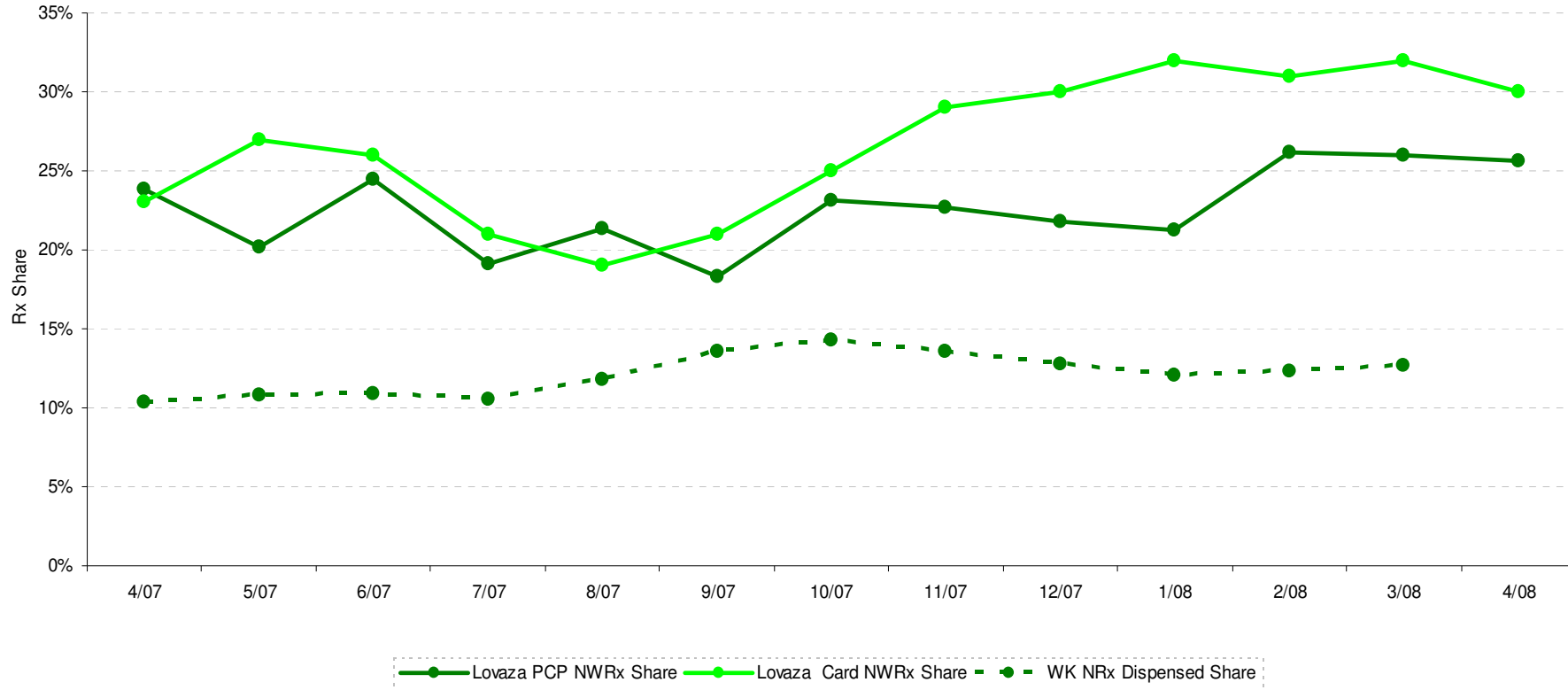
Product ID: 74 (429201) - 63-MO

Confidential and Proprietary Information.  
Copyright © 2008, ImpactRx®, Inc.  
All rights reserved.

ImpactRx® data is collected daily from our Cardiologist Network. Each Network Cardiologist supplies detailed, non-identifying information for a census of all representative promotion and a census of all physician-attended meetings and events. Additionally, cardiologists provide non-identifying information on a census of all patients seen two days per week.

# Lovaza's share of new patient starts in the physician's office (NWRx) outpaces its dispensed NRx share.

## Lovaza Market Shares - TG Lowering Agents



### Report Definition: (n = NWRxs for mkt)

The share of New Written Prescription Starts (NWRx), including prescriptions for newly diagnosed patients and previously diagnosed patients with a change in medication only.



Product ID: 74 (416204) - 63-MO

Confidential and Proprietary Information.  
Copyright © 2008, ImpactRx®, Inc.  
All rights reserved.

ImpactRx® data is collected daily from our Network of PCP high-prescribers. The sample frame is based on the 30% of PCPs who write 60% of all Rx's. Each Network physician supplies detailed, non-identifying information for the following areas: 1) a census of all representative promotion, 2) a census of all physician-attended meetings/events and 3) 40% of all patients seen each week.

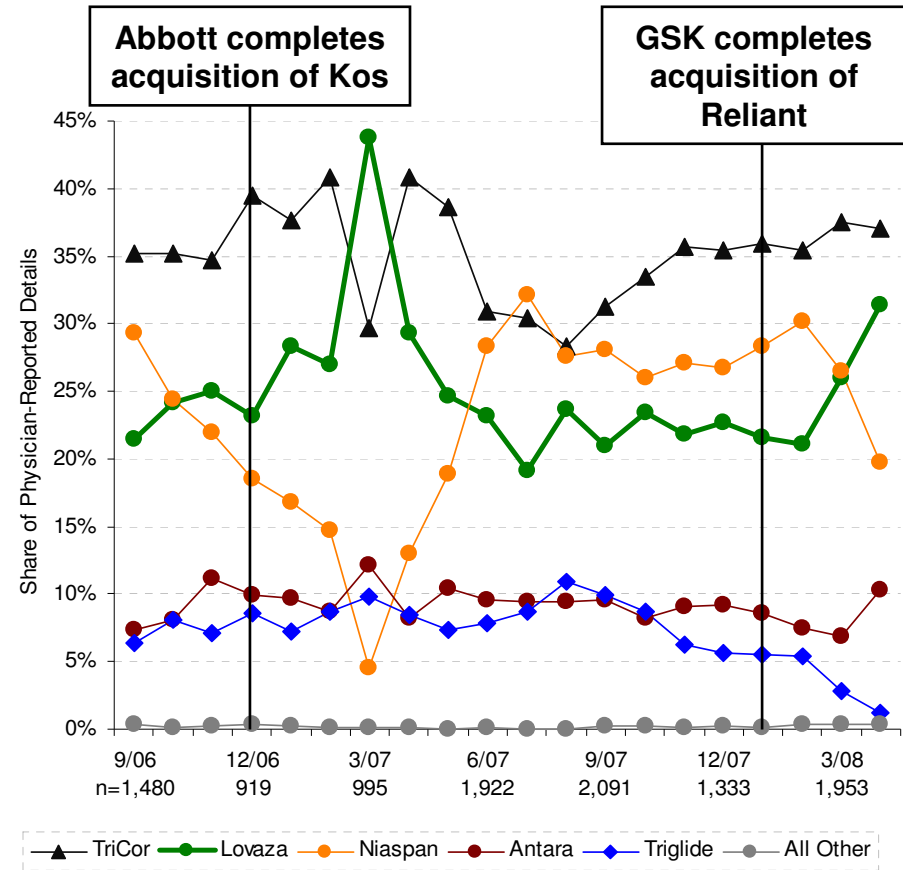
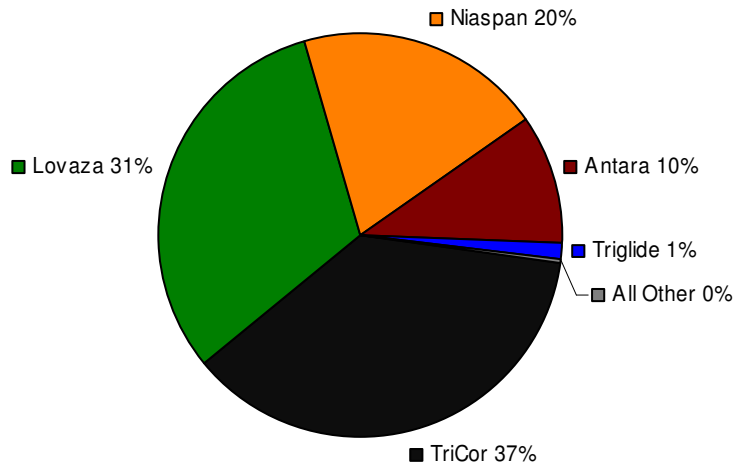
# Agenda

- ImpactRx Brief Background
- Prescribing Trends
- Promotion Trends
- Summary

# Share of Attention – Details – Market

<b>Network:</b> Primary Care	<b>Time:</b> Month Ended April 2008	<b>Client:</b> ImpactRx
<b>Segment:</b> Total Network		<b>Market:</b> TG Lowering Agents

Month Ending April 2008  
n=2,002



**Report Definition: (n = details for mkt)**  
The product's share of all details in the market.

# Top Products Detailed

# SalesFxPerformance

<b>Network:</b> Primary Care	<b>Time:</b> Month Ended April 2008	<b>Client:</b> ImpactRx
<b>Segment:</b> Total Network		

Brand	Detail Rank	Total Details	Unique Physicians Encountered	Avg Det. p/Physician	Phys Interaction		Prod Enc % Tot			
					1 Way	2 Way	1st	2nd	3rd	4th
Nasonex	21	749	510	1.5	55.8%	44.2%	63.0%	30.6%	6.1%	0.3%
Tricor	22	741	495	1.5	48.6%	51.4%	70.6%	23.6%	5.4%	0.4%
Xyzal	23	728	486	1.5	49.7%	50.3%	94.5%	5.2%	0.3%	0.0%
Levaquin	24	678	436	1.6	46.9%	53.1%	81.4%	17.8%	0.7%	0.0%
Singulair Allergic Rhinitis	25	660	464	1.4	51.4%	48.6%	88.9%	9.2%	1.7%	0.2%
Viagra	26	643	445	1.4	52.6%	47.4%	73.6%	21.8%	3.9%	0.8%
Benicar	27	641	438	1.5	54.1%	45.9%	67.4%	28.4%	4.1%	0.2%
Advair Asthma	28	637	439	1.5	48.7%	51.3%	78.2%	19.3%	2.5%	0.0%
Ambien CR	29	634	434	1.5	48.3%	51.7%	78.5%	19.4%	2.1%	0.0%
Lovaza	30	615	454	1.4	47.2%	52.8%	79.7%	18.4%	1.8%	0.2%

## Month Ended March 2008

Brand	Detail Rank	Total Details	Unique Physicians Encountered	Avg Det. p/Physician	Phys Interaction		Prod Enc % Tot			
					1 Way	2 Way	1st	2nd	3rd	4th
Lovaza	47	485	372	1.3	43.9%	56.1%	87.2%	10.7%	1.9%	0.2%

Rank is based on all products in the industry

Arranged - by total number of details for the current time period  
 Based on - all details for each brand by all sales forces promoting product



Product ID: 20 (432061) - 63-MO

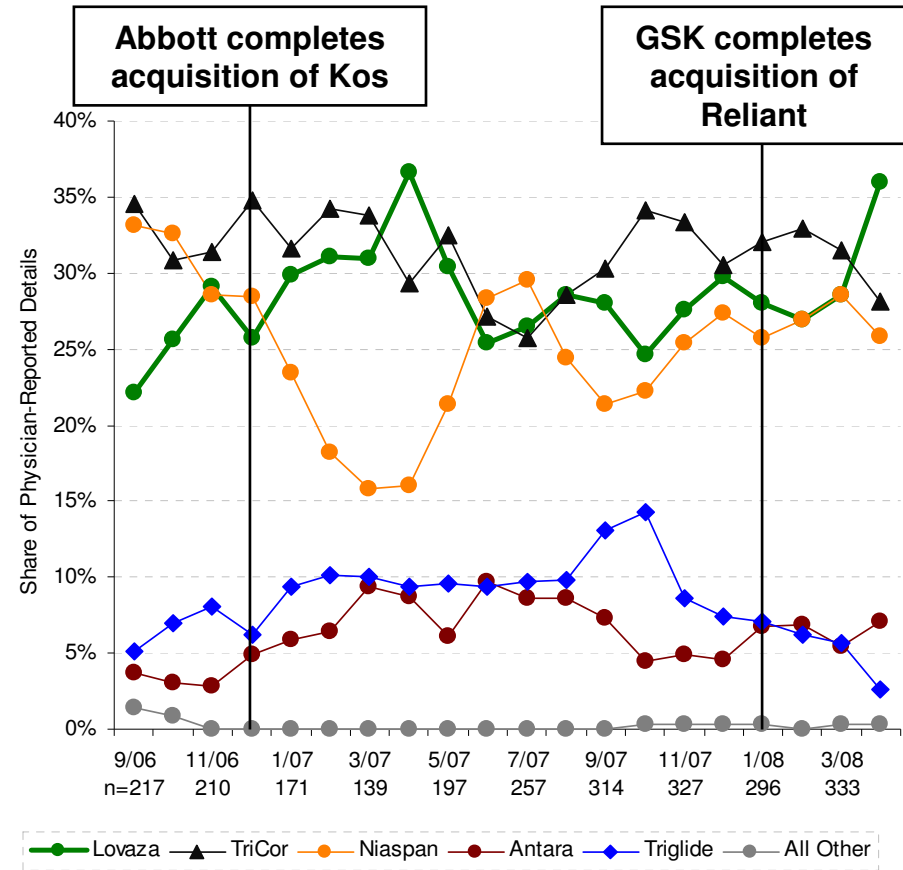
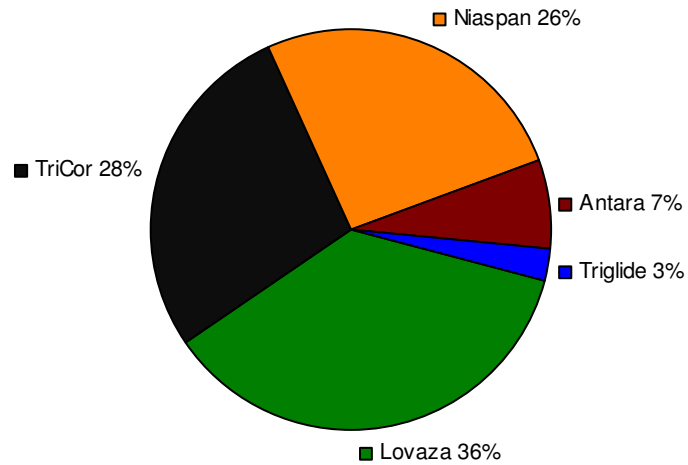
Confidential and Proprietary Information.  
 Copyright © 2008, ImpactRx®, Inc.  
 All rights reserved.

ImpactRx® data is collected daily from our Network of PCP high-prescribers. The sample frame is based on the 30% of PCPs who write 60% of all Rx's. Each Network physician supplies detailed, non-identifying information for the following areas: 1) a census of all representative promotion, 2) a census of all physician-attended meetings/events and 3) 40% of all patients seen each week.

# Share of Attention – Details – Market

<b>Network:</b> <u>Cardiologist</u>	<b>Time:</b> Rolling 2 Months Ended April 2008	<b>Client:</b> ImpactRx
<b>Segment:</b> Total Network		<b>Market:</b> TG Lowering Agents

Rolling 2 Months Ending April 2008  
n=267



**Report Definition: (n = details for mkt)**  
The product's share of all details in the market.



Product ID: 69 (429177) - 63-MO

Confidential and Proprietary Information.  
Copyright © 2008, ImpactRx®, Inc.  
All rights reserved.

ImpactRx® data is collected daily from our Cardiologist Network. Each Network Cardiologist supplies detailed, non-identifying information for a census of all representative promotion and a census of all physician-attended meetings and events. Additionally, cardiologists provide non-identifying information on a census of all patients seen two days per week.

# Agenda

- ImpactRx Brief Background
- Prescribing Trends
- Promotion Trends
- Summary

# Key Takeaways

- Lovaza captured 26% of Rx's written for new TG-lowering patients (NWRx) in the Primary Care office in April; up from 21% in January.
- The share gap between Lovaza and the market leader, Tricor, has been cut in half since this time last year.
- Lovaza is now the most-often used add-on agent by Primary Care physicians.
- Among Cardiologists, Lovaza, Tricor and Niaspan are competing for NWRx share leadership.
- Lovaza's share of new patients starts in the physician's office (NWRx) – both PCP and Cardiologist – outpaces its dispensed NRx share in the pharmacy.
  - GSK's broader managed care presence could lead to an improvement in Lovaza's formulary situation.
- Lovaza is now battling Tricor and Niaspan for the leading share of details to both PCP's and Cardiologists – likely a result of GSK's promotional presence in the market.