

## Competition



### Drug Pricing At Your Command

Throughout the life cycle of branded and generic drugs, pricing plays a critical role for adoption and use. Monitoring the latest price changes of current competitors or products in other therapeutic classes can mean the difference between making good and great price decisions.

This critical information is only a mouse-click away: DMD's **Analy\$ource Online**® is a continuously updated subscription resource which instantly displays the latest drug pricing and trade incentives via an encrypted internet site – at your desk, at your command, 24/7!

Additional available features include price change email notifications, daily price updates and fast Excel® report capabilities. Timeliness and automatic alerts have helped make **Analy\$ource Online**® the industry standard by providing the most comprehensive pharmaceutical pricing database available.

- ▶ Instant at-your-desk updates of competitor trade incentives
- ▶ Auto-email alerts notify subscribers of changes
- ▶ Make tactical price decisions with confidence



Seeing Beyond the Data™