

Competition



Human Search Engine Market Intelligence

Business and scientific developments occur at such a fast pace that demands on decision-makers to stay abreast of every relevant event are usually unrealistic. That is, until **DeltaTrack**SM. This custom-designed tool reports clinical, financial and market information for specified products and therapeutic categories.

Comprehensive in scope and detail, a **DeltaTrack**SM study constantly collects and analyzes research pipeline news; examines patent status for category products; distills regulatory publications and hearings; compiles and critically assesses journal articles as well as scientific proceedings, ongoing clinical studies and press releases; conducts investigative interviews and puts financial press pronouncements into perspective.

Additionally, pricing activities for the product category are tracked and reported as a regularly updated database. Meanwhile, professional interviews of 50+ physicians and 50+ patients about category-related issues are concurrently conducted and analyzed.

- › Monitors developments continuously/reports promptly
- › Screens all sources of marketplace intelligence
- › Only tool for quick acquisition of category knowledge



Seeing Beyond the DataSM