

Hospital



## **DeltaScan**<sup>SM</sup>

### **Hospital Based Drug Utilization**

As the industry's premiere custom-designed tool with which to "See Through the Walls" of institutions, DMD's **DeltaScan**<sup>SM</sup> can bring an understanding of exactly how any drug is used in the hospital setting.

With **DeltaScan**<sup>SM</sup> analysis, unit and/or patient volume is projected with remarkable precision because products are monitored by physician orders within individual services. Market share can be measured by indication, patient clinical profile, even demographics – either as market snapshots or tracking dynamically over time. With **DeltaScan**<sup>SM</sup>, marketers no longer need rely on anecdotal reports by sales representatives for performance predictions.

- › Quantifies drug use by hospital department/service
- › Signals shifts in market share among competitors
- › Market share calculated by indication

 **Delta Marketing Dynamics**  
A Healthcare Marketing Research Company

Seeing Beyond the Data<sup>SM</sup>