

Glossary

| | |
|--|--|
| ABPI | Association of the British Pharmaceutical Industry, representing manufacturers of generic and branded ethical products. |
| Audits | Surveys that measure the quantities of supply by estimating actual figures from figures provided by a representative panel. |
| BAPW | British Association of Pharmaceutical Wholesalers, which represents all major full-line wholesalers in the UK. |
| BPI | The <i>British Pharmaceutical Index</i> , an IMS market research audit, which provides an audit of sales made to retail pharmacies by wholesalers and manufacturers, and distribution by retail pharmacy chains to their shops. |
| Brick | The name given to an area or locality within which data is collected. For the purposes of STRs the UK has been divided into 1,700 postcode-based bricks, each of which comply with criteria such as containing a minimum of three pharmacies. For profiling and micromarketing purposes a brick (or mini-brick) is a geographical grouping of physicians from whom the service provider can obtain sample data. |
| Call Link | A PMSI profiling service which integrates market research data with sales representatives' call records, mailings, and other promotional activity. |
| Charter or initial subscriber discounts | Discounts to charter customers who supported IMS when a data format was launched. Charter clients are also known to PMSI as partner clients. |
| Data suppliers/Data holders | Bodies that sell raw data, ie wholesalers, pharmacies, pharmaceutical manufacturers. |
| Dataview | The PC-based software supplied by IMS. |
| DH | Department of Health. |
| DIN link | A Compufile service which collects data on therapies and indications from a sample of GPs. |
| Dispenser | A service sold by PMSI that shows sales of a specific manufacturer to a particular pharmacy. |
| Ethical pharmaceuticals | Pharmaceutical products that are supplied to patients against a doctor's or dentist's prescription. |
| ETMS | Electronic Territory Management Software designed to allow sales representatives to organize and manage their sales calling activities and to report these activities back to their management. |
| Field force | The sales staff of a pharmaceutical manufacturer working in a 'field', ie sales representatives and their managers. |
| Full-line wholesaler | A wholesaler which undertakes to supply the full range of prescribable medicines. |
| Generator | A PMSI National Primary Research research tool based on face-to-face interviews with health professionals. |
| GPRD | The General Practitioner Research Database, operated by the Office for |

| | |
|---|--|
| | National Statistics on behalf of the DH . The GPRD collects profiling data from GPs on therapies, indications and side effects of therapies. |
| GSL | General Sales List: under the Medicines Act 1968, a list of medicines which may be sold in outlets other than pharmacies, for example in drugstores and supermarkets. |
| <i>Hospital Pharmacy Audit and Hospital Pharmacy Audit Index</i> | IMS hospital audit services which estimate, respectively, the regional and national consumption of pharmaceutical products in hospitals by hospital department or speciality. |
| <i>Infoscan</i> | An IRI OTC audit for which IRI collects data from supermarkets, pharmacies, and drugstores. |
| JICMARS | Joint Industry Committee Medical Advertising and Readership Survey: a partnership of pharmaceutical companies (such as Glaxo Wellcome) that have combined together to provide for themselves the same service as are included in the Readership survey (see MARS below). |
| Marketing/Market research services | IMS terminology: a market research service tells a customer which products to sell, how to price them and how to position them in the market; a marketing service tells a customer how and to whom to sell a product. |
| MARS | Medical Advertising and Readership Survey: a profiling service supplied by PMSI that measures the performance of pharmaceutical companies' product advertisements. |
| MAXIMS | IMS viewing environment providing on-line access to data formats at national level. |
| <i>Mediator</i> | A family of PMSI profiling services comprising three different types of media monitoring: TOPIX, Adscan, and <i>Mediator Reader Involvement</i> . |
| <i>Mediator Reader Involvement</i> | A PMSI information database that identifies and quantifies many factors that affect the cost-effectiveness of advertising performance. |
| <i>Micromarketer</i> | A service which provides volumes and values of prescriptions written by groups of doctors, aggregated by geographic location to assist healthcare companies to undertake customer targeting programmes. |
| Micromarketing services | PMSI services which aim to provide sample quantitative data on prescriptions being written by specific physicians. They are created by surveys of small groups of physicians, measuring prescriptions of OTC and prescription-only products written by those physicians at a local geographic level to identify their actual prescribing practices, allowing customers to target their sales efforts more effectively to those specific physicians by means of deduction. |
| MIDAS | Multinational Integrated Data Analysis System, which gives on-line access to data formats from almost all countries for which IMS produces data. MIDAS is a viewing 'environment' in which customers may view in an integrated and harmonized manner NSA data produced by IMS's national subsidiaries around the world. |
| <i>Moderator</i> | A range of PMSI National Primary Research services that allows customers to investigate behaviour and attitudes within the healthcare sector. PMSI uses group discussions, short and long in-depth interviews and smaller meetings with healthcare professionals to gather data for these surveys. |
| <i>MPI</i> | <i>Medical Promotion Index</i> , an IMS promotional audit providing information |

| | |
|---|---|
| | on the promotional activity of pharmaceutical companies. |
| MPIMT | MPI Media Themes, a subset of the data comprising the IMS MPI service. |
| NHS | National Health Service. |
| Non-prescription pharmaceuticals | Pharmaceuticals that may be sold without a prescription, ie OTC . |
| NSA | National Sales Audits. Such audits are derived from data on sales made by wholesalers, data concerning manufacturers' direct sales, and data on parallel import sales to pharmacies. This service provides an objectively verifiable account of all pharmaceutical sales (by volume) in the UK. |
| OTC | Over the counter. |
| <i>OTC Adviser</i> | A PMSI service which delivers weekly data on sales of a specific company's OTC products by pharmacy outlet. |
| OTC audits | OTC data collected at the wholesaler level from pharmacies, supermarkets and wholesalers. |
| OTC medicines | Non-prescription medicines: may be pharmacy-only medicines, which may be sold only at pharmacies under the supervision of a qualified pharmacist, or GSL medicines. |
| <i>OTC Retail</i> | An IMS OTC audit showing sales into retail pharmacies. |
| <i>OTC Scantrak</i> | A Nielsen OTC audit service which collects sales data from in-store pharmacies in supermarkets and from multiple pharmacies. |
| Partner clients | See charter or initial subscriber discounts . |
| <i>Pharmatrend</i> | An IMS OTC audit providing sample data on the sales of OTC and other general healthcare products out of retail pharmacies, extrapolated to national level. |
| PPA | The Prescription Pricing Authority, a Special Health Authority established by order of the Secretary of State. The PPA has, among other functions, that of scrutinizing pricing and payment to pharmacists in England, for the dispensing of NHS prescriptions. |
| PPRS | The Pharmaceutical Price Regulation Scheme, a non-statutory scheme agreed between the DH and the ABPI , to control the profit margins of manufacturers of branded ethical pharmaceuticals. |
| <i>Prescriber</i> | A PMSI service providing identifiable data showing prescribing by named doctors. |
| Prescriber profiling | Or 'physician targeting' services, profiling services wherein data are collected from prescribers, ie doctors and dentists. |
| <i>Prescription Audit</i> | A PMSI prescription audit service measuring national volumes and values of pharmaceutical products dispensed through retail pharmacies, thus allowing pharmaceutical companies to monitor market sizes and trends. |
| Prescription audits | Audits which analyse drug movement from the pharmacy to the patient. At a national or regional level, prescription services measure broad movement of pharmaceutical products out of pharmacies and into the hands of patients. |
| Prescription data | The actual prescriptions written by physicians. There is no element of self-evaluation in data collection. |

| | |
|---|---|
| Prescription services/prescription data services | Services which measure and observe the supply by prescribers to the eventual consumers. They are therefore distinguished from wholesaler-based services (ie NSAs) which measure the sales to pharmacists. |
| Profiling services | Services created by means of questionnaires filled in by physicians either by themselves (self-evaluation) or in an interview (administered survey). |
| Promotional audits | Audits which measure pharmaceutical product promotions. The audits are created by surveying all media channels used by pharmaceutical companies to market products to healthcare professionals. |
| Prospect | A family of PMSI prescriber profiling services that allow customers to analyse current product prescribing, trends, and choices for specific indications. The services also identify those doctors most likely to initiate prescribing of the customers' products. |
| RSA | Regional Sales Analysis , an IMS STR service derived from census-level data (wholesaler sales data, manufacturers' direct sales, and internal sales of retail pharmacy chains) which reflects actual sales movement into retail pharmacies. It is accordingly used by pharmaceutical companies to measure the effectiveness of their sales representatives in persuading prescribers to order their products. |
| SALEStab | IMS RSA data at brick level in an on-line format, or in magnetic format (<i>SALEStab ADAM</i>). |
| Scriptcount | A TNS service which monitors the overall market performance of a product at both national and regional levels and on a monthly basis. |
| Scriptrac | A PMSI prescriber profiling service consisting of behavioural data collected by self-completion postal questionnaires from around 40 per cent of UK doctors. |
| Self-evaluation | Where data are collected from physicians and certain other healthcare professionals (for example, practice nurses) through questionnaires designed to obtain an assessment by these healthcare professionals of their own habits concerning pharmaceutical products as opposed to through interviews with researchers. |
| Specialized pharmaceutical data services | Term by which we refer to the market affected by the merger, namely census-level wholesale data (excluding OTC data and veterinary data) and prescription data . |
| STRs | Sales Territory Reports, an IMS service which measures the sales by sales representatives into retail pharmacies within their 'territory'—the area in which they operate. |
| Super-panel | A TNS OTC audit service in which data are collected by counting products taken home by members of a panel of households. |
| Veterinary audits | Audits which measure UK sales of pharmaceutical products to vets. |
| WSDS | <i>Wholesale Sales Data Services</i> , originally developed by the BAPW , subsequently developed and marketed by Source as Dispenser . |
| WSM | <i>Weekly Sales Monitor</i> , an IMS service which provides the same data as the BPI and RSA , but at a higher level of geography—regional rather than brick—and on a weekly rather than a monthly basis. |

Xponent

The merged IMS/PMSI prescription data service to be introduced by IMS.

Xtrend

An IMS **prescription audit** based on a representative panel of both independent and multiple pharmacies projected to a national basis.