

Seize and optimize every CV opportunity

Only TNS Healthcare's CardioMonitor™ Tells You Where to Find Them. What They're Worth. And What You Can Do to Optimize Their Potential.

A myriad of forces are transforming the cardiovascular market. From the more than 60,000 new cases of Type-2 Diabetes diagnosed in Canada each year to the updated Health Canada guidelines, from the rise of generics to the risks of metabolic syndrome, a wealth of new factors are re-shaping the CV environment. Many could open tremendous opportunities—or pose significant threats—for you.

Consider that the ASCOT studies could create a windfall of new patients for manufacturers of amlodipine and perindopril—but cause major losses for their competitors. In addition, approval of ACEs and ARBs for treating pre-diabetic patients could result in tens of thousands of new patient opportunities. In fact, just educating doctors to treat high-risk patients with high-dose statins could dramatically improve market share.

The rise of metabolic syndrome and its associated risks can create tremendous opportunities for pharmaceutical companies. A joint presentation by TNS Healthcare and Harvard Medical School at the American Congress of Cardiology (ACC) demonstrates that increases in obesity and dysglycemia are driving metabolic syndrome rates up significantly. As a result, there are new chances to work with doctors in identifying and treating this growing health challenge.

And these examples are just the tip of the iceberg.

Strengthen CV Brand Performance Across the Life Cycle

From pre-launch through patent expiration, CardioMonitor™ gives you the insights to strengthen every application.

During Pre-Launch

- Assess and size market opportunities and unmet needs
- Understand physician prescribing practices and their drivers
- Map the competitive landscape, with detailed prescribing profiles
- Identify the strongest licensing opportunities and co-promotion partners
- Quantify complex patient profiles and segmentations
- Develop the most effective positioning and message strategies
- Create the optimum forecasting models, with 15 years of consistent, trended data across global markets



During Launch and Post-Launch

- Track changes in prescribing—including new prescriptions and dosage changes, as well as the reasons behind them
- Monitor product adoption
- Determine how and when doctors are prescribing your brand
- Measure message effectiveness to fine-tune post-launch marketing programs
- Target the most lucrative markets

For In-Line Brands as They Mature

- Build strategies to protect and expand your market share
- Identify new indications and new patient opportunities
- Quantify the effects of changing guidelines and treatment dynamics
- Assess the impact of overlapping diagnoses, treatments and risk factors
- Evaluate new market entries, including OTC brands
- Understand the link between test results and treatment decisions

At Expiration

- Develop strategies for minimizing share erosion
- Quantify line extension opportunities
- Analyze physician-prescribing practices to assess competitive share

