



# Applications of IDV<sup>®</sup> For Sales

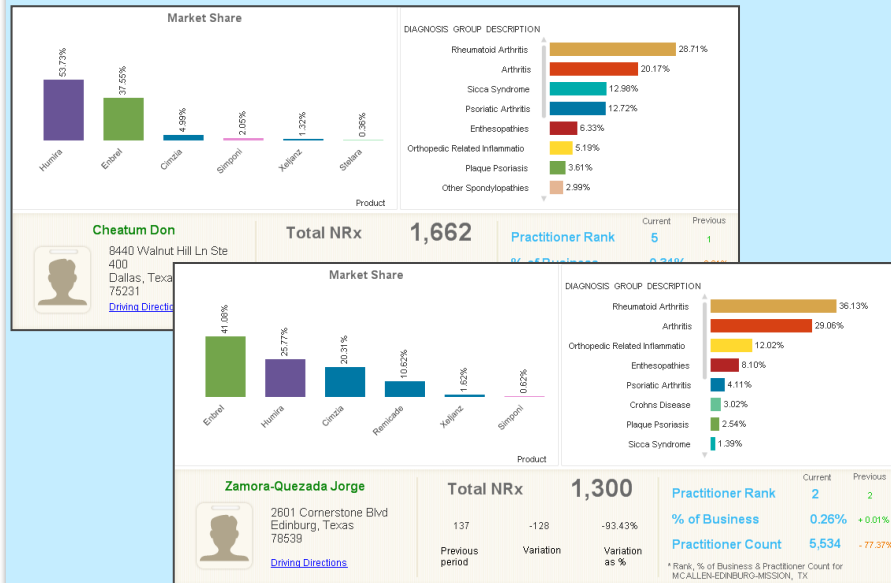
# Client Example: Diagnosis-Based Targeting



**Client Situation: Targeting decisions which consider diagnosis and patient mix are critical to promotion that falls within indications for marketing products.**

- Identify prescribers writing for specific diagnosis
- Adjust targeting value based on multiple factors

## IDV® allows for targeting on dimensions beyond market volume



## Powered by IDV®

PrescriberSource™ + PatientFocus™ supports prescriber targeting based on patient details including diagnosis.

## Client Benefits

- Understand how brand decisions vary within diagnosis
- Develop promotional plans for new indications
- Track uptake for new indications