



powerful insight.
powerful outcomes.

Unified Market Simulator®

TVG'S EXCITING NEW APPROACH TO CHOICE MODELING offers much greater accuracy of information based on a much more comprehensive evaluation of potential product use.

Product development and evaluation in the pharmaceutical industry presents a unique and challenging set of business issues. Markets are complex and standard methods of analysis each have their own set of limitations. Companies that are able to make decisions based on the most comprehensive data and strategically-focused insights create their own competitive advantage.

TVG's Unified Market Simulator® provides key insights when:

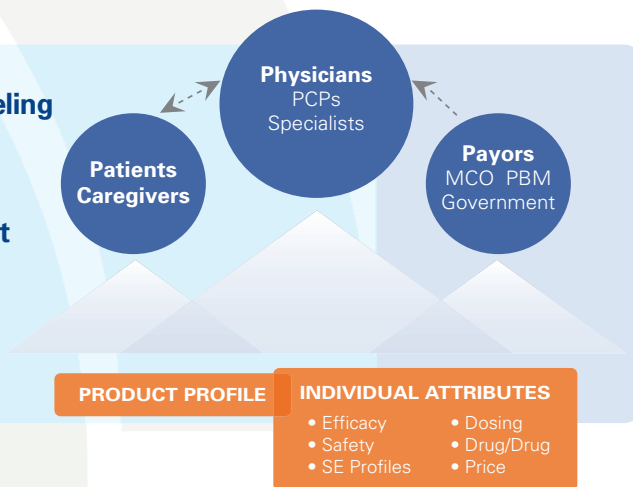
- Evaluating licensing opportunities
- Valuating pipeline products
- Informing clinical trial design
- Evaluating opportunities for new indications and line extensions
- Prioritizing labeling negotiations
- Gauging the impact of new competition

GAIN REAL-WORLD INTELLIGENCE INTO YOUR MARKET

For more information about TVG's Unified Market Simulator®, or any of TVG's Marketing Research services, contact:

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Building on proven modeling approaches, this new market simulator goes beyond standard conjoint and discrete choice to incorporate a much richer level of data:



TVG's Unified Market Simulator®:

- Includes a detailed analysis of the impact of payors and patients on product use
- Incorporates additional data to not only test, but provide the importance of individual attributes on product uptake
- Reduces the overstatement inherent in choice models to provide a truer forecast of stated shares

The outcome is a much more comprehensive evaluation of your product in the context of today's pharmaceutical markets. You receive a powerful, yet simple-to-use simulator which enables you to run "what-if" scenarios, test marketing strategies and evaluate competitive responses.