

## IMS New Product Focus

### FILE DESCRIPTION

IMS New Product Focus offers comprehensive worldwide tracking of historical pharmaceutical product launches internationally since 1982, recording the very first launch of a product in a particular country and identifying the indication and price (when available) at the time of the initial launch.

File 446 is publicly available; File 976 is available only to pharmaceutical industry customers, and includes additional fields with price data for each drug.

### SUBJECT COVERAGE

IMS New Product Focus covers 50 major world markets. Each record provides the following information for each product:

- composition (including form and dose)
- ingredient and local trade name
- therapeutic class code and indications (when available)
- manufacturing company
- launch country and date, and subsequent launches
- presentation (pack information)
- launch price data (where available)

Price information in File 976 includes hospital and retail price, if available. Biotechnology products are also identified, as well as first world launches of new chemical entities. Since the information is derived from a number of sources, including a number of non-English speaking countries, certain indications may be provided in the local language.

### SOURCES

The file is collated from information gathered by the IMS Health worldwide network of offices. This database provides the equivalent of the electronic publication *New Product Launch Letter*, which is produced monthly by IMS Health. *Product Monographs* provide full details of subsequent pack launches and product line extensions. Therapeutic Class codes used in the database are adapted from the EPHMRA (European Pharmaceutical Market Research Association) Classification System. Therapeutic Class codes and descriptions, as well as Form codes and descriptions, can be obtained from

IMS Publications at no cost.

### TIPS

#### USE FILE 446

to search for pharmaceutical products launched worldwide

#### USE /NA OR NA=

to search for specific drug names.

SELECT NA=SULINDAC

#### USE LC= AND TN=

to track new product launches by country

SELECT LC=AUSTRALIA AND

TN=AQUACEL

#### USE TC=

to review launch activity by therapeutic areas

SELECT TC=M1A?

#### USE /BIOTECH LIMIT

to get records with biotechnology method of production

SELECT UD=?/BIOTECH

### DIALOG FILE DATA

Inclusive Dates: 1982 to the present

Update Frequency: Monthly

File Size: 316,000 records, New Product Launches;  
550,000 records Product Monographs as of  
October 2009 (File 446)  
316,000 records, New Product Launches;  
550,000 records Product Monographs as of  
July 2006 (File 976)

### CONTACT

IMS New Product Focus is provided by IMS Health. For questions concerning file content or form access to File 976, contact:

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## SAMPLE PRODUCT MONOGRAPHS RECORD

DIALOG(R)File 446:IMS New Product Focus  
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02450858

/NA,NA=  
 /TN,TN=,/NA,NA=  
 JN=,PD=  
 /CO,CO=,/LO,LO=  
 /CO,CO=,IP=

Drug Name: HYDROCHLOROTHIAZIDE, OLMESARTAN MEDOXOMIL  
 Brand Name: ZOLTAB-H  
 PRODUCT MONOGRAPHS - 0712  
 COMPANY INFORMATION:  
 Company Name: INTAS  
 Parent Company: INTAS

DRUG INFORMATION:  
 Launch Date: 200710  
 Launch Country: INDIA  
 /NA,NA=  
 Composition: HYDROCHLOROTHIAZIDE, OLMESARTAN MEDOXOMIL

PACK INFORMATION:  
 /NA,NA=  
 PL=  
 NI=  
 /DO  
 /DO,DO=  
 TC=

Drug Name: HYDROCHLOROTHIAZIDE, OLMESARTAN MEDOXOMIL  
 Pack Launch Date: 200710  
 Number of Ingredients: 2  
 Formulation: FILM C.TABS 12.5MG/20 10  
 Dose Form Code: ABC  
 Therapeutic Class Code: C09D0

## SAMPLE NEW PRODUCT LAUNCH LETTER RECORD

DIALOG(R)File 446:IMS New Product Focus  
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00385014

/TN,TN=,/NA,NA=  
 JN=,PD=  
 /CO,CO=,/LO,LO=  
 /CO,CO=,IP=

Brand Name: PRONTODERM MRSA KIT  
 New Product Launch Letter - 20090928

COMPANY INFORMATION:  
 Company Name: B.Braun Melsungen  
 Parent Company: BRAUN-MELSUNGEN

DRUG INFORMATION:  
 PY=,LD=  
 LC=  
 /NA,NA=  
 NI=  
 TC=

Launch Date: May 2009; 20090500  
 Launch Country: Germany  
 Composition: liquid topical kit component: polihexanide;  
 betaine. gel/sol topical a (kit component):  
 polihexanide. gel/sol topical b (kit  
 component): polihexanide. foam topical (kit  
 component): polihexanide.

Number of Ingredients: 2  
 Therapeutic Class Code: D8A (Antiseptics and Disinfectants)  
 Package/Price: liquid topical kit component 500 ml 4: Eur  
 60.54 (MSP) gel/sol topical a (kit component)  
 30 ml 1: Eur 60.54 (MSP) gel/sol topical b (kit  
 component) 200 ml 1: Eur 60.54 (MSP) foam  
 topical (kit component) 200 ml 1: Eur 60.54  
 (MSP)

/DO,DO=  
 /TX

Dose Form: liquid topical, gel/sol topical, foam topical  
 Indications on Pack: Wound care;skin disinfection.

SEARCH OPTIONS

BASIC INDEX

| SEARCH SUFFIX | DISPLAY CODE | FIELD NAME  | INDEXING      | SELECT EXAMPLES                                 |
|---------------|--------------|---|---------------|---|
| —             | —            | All Basic Index Fields  | Word          | S ANTISEPTICS(1W)DISINFECTANTS                  |
| /CO           | CO           | Company Name and Parent Company <sup>1</sup>                              | Word          | S INTAS/CO                                      |
| /DN           | DN           | Drug Name <sup>1</sup>  | Word & Phrase | S AMOXICILLIN(W)TRIHYDRATE/DN                   |
| /DO           | DO           | Dose Form, Dose Form Codes, Formulation, and Package Price <sup>1,2</sup> | Word          | S AMOXICILLIN TRIHYDRATE/DN<br>S TABS/DO        |
| /EX           | EX           | Excipient Drug Data <sup>1</sup>  | Word          | S FILM(W)C(W)TABS/DO                            |
| /LO           | LO           | Originator Company Name <sup>1</sup>                                      | Word          | S LACTOSE(W)AVICEL/EX                           |
| /NA           | NA           | Drug Name, Composition, and Brand Name <sup>1</sup>                       | Word & Phrase | S B(W)BRAUN(W)MELSUNGEN/LO<br>S POLIHEXANIDE/NA |
| /TN           | TN           | Brand Name <sup>1</sup>   | Phrase        | S METOCLOPRAMIDE HYDROCHLORIDE/NA               |
| /TX           | TX           | Indications <sup>3,4</sup>  | Word          | S PRONTODERM MRSA?/TN<br>S WOUND(W)CARE/TX      |

<sup>1</sup> Searchable in the Basic Index and in the Additional Indexes.

<sup>4</sup> Available only for New Product Launch Letter records.

<sup>2</sup> Available only for Product Monographs records.

<sup>3</sup> May be given in language of launch country.

ADDITIONAL INDEXES

| SEARCH PREFIX | DISPLAY CODE | FIELD NAME  | INDEXING      | SELECT EXAMPLES   |
|---------------|--------------|---|---------------|---|
| AV=           | AV           | Price Availability <sup>2,5</sup>                   | Phrase        | S AV=H<br>S AV=R  |
| —             | AZ           | DIALOG Accession Number                             |               |   |
| CO=           | CO           | Company Name and Parent Company <sup>1</sup>        | Phrase        | S CO=B.BRAUN MELSUNGEN                                    |
| DN=           | DN           | Drug Name <sup>7</sup>                              | Phrase        | S DN=AMOXICILLIN TRIHYDRATE                               |
| DO=           | DO           | Dose Form Code <sup>1,2</sup>                       | Word & Phrase | S DO=(FILM(W)C(W)TABS)<br>S DO=ABC                        |
| —             | HP           | Hospital Price <sup>2,5</sup>                       |               |   |
| IP=           | IP           | Parent Company                                      | Phrase        | S IP=BRAUN-MELSUNGEN                                      |
| JN=           | JN           | Journal Name  | Phrase        | S JN=NEW PRODUCT LAUNCH LETTER<br>S JN=PRODUCT MONOGRAPHS |
| LC=           | LC           | Launch Country                                      | Phrase        | S LC=GERMANY  |
| LD=           | LD           | Launch Date   | Phrase        | S LD=20090500   |
| LO=           | LO           | Originator Company Name <sup>1</sup>                | Phrase        | S LO=B.BRAUN MELSUNGEN                                    |
| NA=           | NA           | Drug Name, Composition, and Brand Name <sup>1</sup> | Phrase        | S NA=BETAINE?<br>S NA=HYDROCHLOROTHIAZIDE 25MG.           |
| NI=           | NI           | Number of Ingredients                               | Numeric       | S NI=2  |
| PD=           | PD           | Publication Date                                    | Phrase        | S PD=20090928   |
| PL=           | PL           | Pack Launch Date <sup>2</sup>                       | Phrase        | S PL=200710   |
| —             | PP           | Package/Price <sup>4</sup>                          |               |   |
| PY=           | PY           | Publication Year                                    | Phrase        | S PY=2009   |
| —             | RP           | Retail Price <sup>2,5</sup>                         |               |   |
| TC=           | TC           | Therapeutic Class Code <sup>6</sup>                 | Phrase        | S TC=C09D0  |
| TN=           | TN           | Brand Name <sup>1</sup>                             | Phrase        | S TN=PRONTODERM MRSA?                                     |
| UD=           | —            | Update  | Phrase        | S UD=9999   |

<sup>5</sup> Available only in File 976.

<sup>7</sup> Also searchable as /NA and NA=

<sup>6</sup> Therapeutic codes differ between New Product Launch Letter and Product Monographs records.

**SPECIAL FEATURES**

For command descriptions, enter HELP LIMIT, HELP SORT, HELP RANK, HELP MAP online.

|              |   |  |
|--------------|---|--|
| <b>LIMIT</b> | /BIOTECH -- Biotechnology Method of Production<br>/GENERIC -- Generic Product Information<br>/LETTER -- New Product Launch Letter Records<br>/MONO -- Product Monographs Records<br>/NCE -- First World Launch (i.e., New Chemical Entity)<br>/YYYY -- Publication Year | S SOMATREM?/BIOTECH<br>S DERMA?/GENERIC<br>S UD=9999/LETTER<br>S UD=?/MONO<br>S S1/NCE<br>S CO=GLAXOSMITHKLINE?/2009 |
| <b>SORT</b>  | CO, DN, LC, LD, LO, NA, PD, PY  | SORT S1/ALL/PD,D<br>PRINT S5/5/1-24/CO   |
| <b>RANK</b>  | All phrase- and numeric-indexed fields in the Additional Indexes can be ranked. Other RANK codes include: LO  | RANK CO<br>RANK LO S4  |
| <b>MAP</b>   | NA  | MAP NA TEMP S1   |

**PREDEFINED FORMAT OPTIONS**

| NO. | DIALOGWEB<br>FORMAT | RECORD CONTENT  |
|-----|---------------------|---|
| 1   | --                  | DIALOG Accession Number   |
| 2   | --                  | Drug Name, Journal Name, Brand Name, and Publication Date                                     |
| 3   | Medium              | Drug Name, Journal Name, Brand Name, and Publication Date                                     |
| 4   | --                  | Full Record   |
| 5   | --                  | Full Record   |
| 6   | Short               | Drug Name, Brand Name, and Publication Date   |
| 7   | Long                | Full Record   |
| 8   | Free                | Drug Name, Brand Name, and Publication Date   |
| 9   | Full                | Full Record   |
| K   | --                  | KWIC (Key Word In Context) displays a window of text; may be used alone or with other formats |

**OTHER OUTPUT OPTIONS**

For an explanation, enter HELP TYPE, HELP UDF, HELP TAG online.

|                             |   |  |
|-----------------------------|---|--|
| <b>USER DEFINED FORMATS</b> | Display codes listed in the Search Options tables can be used to customize output.                    | TYPE S3/TN,TC/1-5  |
| <b>TAG</b>                  | Output can be displayed with tags identifying each display field.                                     | TYPE S1/6,TC/ALL TAG   |
| <b>DIRECT RECORD ACCESS</b> | If the accession number of a specific record is known, it can be used to display the record directly. | TYPE 00000735/5<br>DISPLAY 0000178/TN,TC<br>PRINT 00001964/9 |

**FOR ONLINE HELP:**

See HELP FIELDS 446 for searchable fields; HELP FORMAT 446 for output formats; HELP LIMIT 446 for limits; HELP RATES 446 for cost information; HELP SORT 446 for sorts.