



Get timely insight for making resource and targeting decisions

Source LaunchTrac is a prescriber-level product that accurately tracks weekly prescription activity for new and existing pharmaceutical products. Offering timely insight into prescribing activity is critical for determining physicians who are early adopters of a newly launched drug or a competitor's newly launched drug.

Designed to work the way you do

Specifically developed to deliver insight throughout the product lifecycle, Source LaunchTrac can be used to address pre- and post-launch business questions such as:

- Who are the most influential and highest potential practitioners?
- How can a sales representative more effectively manage their business?
- How effective is your overall marketing program?

Source LaunchTrac reports weekly prescribing activity at the prescriber level for newly launched pharmaceutical products, line extensions, and existing products. Source LaunchTrac provides critical business intelligence on your brands to help gauge the impact of competitive product launches and line extensions on your brand's success.

Prescription activity can be presented as actual prescription counts, quantity, or dollars.

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Transform information into actionable insights that can enhance performance of your brands. Source LaunchTrac is available in a variety of configurations:

- LaunchTrac (unprojected)
 - Activity indicators: Ranges (H, M, L), activity (y/n), NRx and/or TRx counts or quantity
 - Single Record Format (DTS) or Multiple Record Format (DTM) available
 - One data type allowed (retail or mail order)
 - One metric value allowed (count, quantity or dollars)
- Projected LaunchTrac
 - Reports in actual numbers (no activity indicators)
 - Multiple Record Format (DTM) only
 - All data types allowed (retail and mail order)
 - All metric values allowed (counts, quantity and dollars)
 - Pay type (Cash, Medicaid, Third Party) can be included
- eLaunchTrac
 - Electronic delivery of LaunchTrac or Projected LaunchTrac

Product Elements

Get accurate, comprehensive information quickly:

- More than 80% prescriber retail coverage
- Projected or unprojected prescriber-level prescription activity reported at weekly intervals
- Up to 52 weeks of data
- Weekly, bi-weekly, monthly delivery intervals
- Include call and alignment files

When Source LaunchTrac is incorporated into your decision support toolkit, it can help:

- Quickly show the impact on physician prescribing of market events and promotional activities
 - Determine the impact and effectiveness of marketing activities
 - Track the effectiveness of marketing materials
 - Provide information on sampling effectiveness to establish or change guidelines
 - Gauge the effectiveness of advertising
 - Analyze seasonal fluctuations
- Provide more insight into physician prescribing behavior allowing more appropriate messaging
 - Determine which prescribers have tried your new product for the first time
 - Differentiate between trial and repeat users
 - Discern your loyal prescribers from those of your competitors
 - Demonstrate the impact of segmentation on predicting prescribing patterns
- Assist sales managers with validating sales representatives' efforts
 - Enhance sales compensation program with contest tracking
 - Analyze data to shift direction for Sales Plan of Action
 - Provide the ability to analyze sales trends to incorporate into training programs