



**COMPARATIVE
EFFECTIVENESS
DATA AT YOUR
FINGERTIPS**

**FOR PRODUCT
DIFFERENTIATION
AND BRAND
MANAGEMENT**

CEWORKS™

**Rapid generation and synthesis
of real world evidence from any
observational database, including:**

- Administrative healthcare claims
- Electronic medical records

**CEWORKS™ delivers the
information you need at every
stage of the product lifecycle.**

It's part of the suite of products and services offered by United BioSource Corporation for safety and risk management.

To learn more visit
www.unitedbiosource.com.

Save Time and Money

3 Ways to Access

- Product or Disease Reports: *one-time, or at scheduled intervals*
- Custom Projects: *delivered in a fraction of the time required for a traditional analysis*
- Software Subscription: *run an unlimited number of inquiries across multiple databases*

Disease, Drug, and
Population Analysis
On Demand

- For product differentiation and brand management.

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From United BioSource Corporation

Comparative Effectiveness Data at Your Fingertips

Information You Need at Each Stage of the Product Lifecycle to Facilitate Messaging and Respond to Evolving Market Conditions

Prelaunch

- Patient characteristics
- Incidence of disease
- Comorbidities
- Competitor vulnerabilities
- Class profiles

Market Entry and Mid-Life

- Concomitant medications
- Clinical outcomes
- Drug utilization
- Resource Utilization and Cost*

***Coming Soon!**
1Q 2011

Evergreen

- Patterns of use
- Evolving patient profiles
- Market effects of new entrants

Who Uses CEWORKS™?

Professionals in...

- Health Outcomes
- Medical Affairs
- Reimbursement
- Epidemiology
- Marketing
- Branding

- FAST
- INTERACTIVE
- TIMELY
- DETAILED
- COST-EFFECTIVE