

Pharmaceutical Commerce's

Value Chain eNewsletter

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Quality reporting generates maximum advertising exposure

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Submit material to: Heidi Nelson
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Insertion order and production materials due one week in advance of each issue.

2018 Publication Dates:

Jan 9, 23	May 8, 22	Sept 4, 18
Feb 6, 20	June 5, 19	Oct 9, 23
Mar 6, 20	July 10, 24	Nov 6, 20
April 3, 17	Aug 7, 21	Dec 4, 18

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- [Identify a drug candidate, then model its performance in healthcare-delivery systems](#)

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FROM THE LATEST ISSUE

Channel data management: Diving deep in the channel data mine
While 'data mining' is the catchphrase of the moment for business analytics, some pharma companies are finding value in mining their channel data assets. [READ MORE](#)

US market for pharmaceuticals was \$320 billion in 2011, says IMS Institute
Patient office visits, prescription usage continued to decline [READ MORE](#)

Identify a drug candidate, then model its performance in healthcare-delivery systems

Quintiles will apply the predictive simulation capabilities of the Archimedes Model to drug development and commercialization

Quintiles (Research Triangle Park, NC) has signed an agreement with Archimedes Inc. to co-promote the latter's computer-simulation system as a tool for evaluating the technical and business outcomes of candidate drugs. The underlying logic of the Archimedes Model is to simulate the entire product life cycle of a drug, from clinical trials to commercial use and patient engagement. [CONTINUE>](#)

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