

Pharmaceutical Commerce's

# Value Chain eNewsletter

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

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**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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