

Success Story

Success Story • Anwenderbericht • Interview

The data quality solutions of Uniserv have been successfully used for many years at IMS Health, Frankfurt-on-Main

Pharma Consulting in detail



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IMS is a standard in the pharmaceutical industry / Enhancement of its addresses with street information and geocoordinates / Annual matching and merging of around two million external customer addresses against its own data

IMS Health sees its main task in making information, market data and services for problem solving and improved decision-making available to the pharmaceutical industry and other parties in the health market. All the partners are given neutral information about the market situation. The studies and analyses are based on data which IMS receives from co-operative market partners. These include doctors, hospitals and pharmacies as well as the pharmaceutical wholesale trade and others. Thus IMS processes information from approx. 225,000 data sources worldwide and keeps more than one

million pharmaceutical preparations under permanent observation. Against this background, the IMS range of services covers the fields of action of Marketing Effectiveness, Sales Optimization and Consulting. The central requirement for the high-quality services of IMS is correct, complete, up-to-date and duplicate-free address data in the environment of health care, since this is the starting point for the products and services of IMS, such as the IMS Landscape® market segmentation system. The Data Quality Solutions of Uniserv are used here.

Michael Dörr, Head of Supplier Relations & Strategic Alliances at IMS Health in Frankfurt-on-Main:

"With its Data Quality Solutions, Uniserv helps us to keep the market data which we use for the consulting services in the pharmaceutical industry in "top form" - an important strategic advantage in our business!"



IMS Health started offering its range of reporting systems for the pharmaceutical field sales force in the 1980s. At this time, it also entered into professional address management as a basis for enhancing addresses with market-specific information. To cope with the changing demands over the years, IMS has evolved from a market research company into a consulting service provider in the pharmaceutical sector, while retaining its customer-oriented approach. "The long-standing use of the software solutions from Uniserv has supported us enormously during this change, since with the help of Uniserv we were able to improve and extend our range of products and services to an ever increasing extent", says Michael Dörr, who is responsible for Supplier Relations & Strategic Alliances at IMS Health, praising the tradition-steeped working relationship with the Pforzheim software company, and adds: "As our company develops and our demands change, Uniserv constantly provides us with new products and services tailored to our specific requirements!" As a result, IMS Health today uses a broad spectrum of software and services from the portfolio of Uniserv.

Address quality from two sides

On the one hand, IMS Health uses the data quality software and solutions of Uniserv to ensure that the high address quality required for its high-grade and valuable range of services to the pharmaceutical industry is available in its products and services. Secondly, IMS Health - also on the basis of the Uniserv products - supports the pharmaceutical companies in keeping their own address data, approx. two million records a year, up-to-date by matching it against the database of IMS Health.

IMS Health uses the software and services from Pforzheim for assuring the quality of its products and services, e.g. for "IMS Landscape®", the extensive area division system which covers pharmacies. In particular, this concerns the assignment of correct street names and geocoordinates. In turn, this geographic data enables further information to be added from a variety of data sources in full compliance with the applicable statutory regulations and requirements, something which makes IMS Landscape® and the other offers of IMS Health unique, as Michael Dörr confirms: "We are able to operate successfully in the areas of Marketing Effectiveness, Sales Optimization and Consulting not least because of the uniformly high address data quality!"

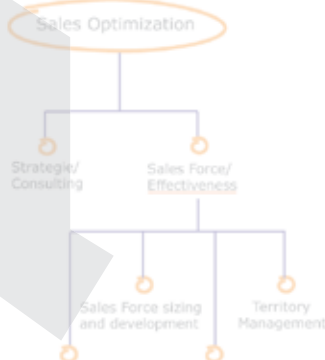
In particular, IMS Health puts its faith in the direct marketing workbench of Uniserv as a central instrument for the quality assurance of the external address data of its pharmaceutical customers. The address data of e.g. doctors or hospitals is processed here. IMS Health postally validates the data, executes duplicate matching and merging and uses its own products to enhance the addresses with market-related information. Thus the perfect basis for a wide range of decision situations is created for customers in the pharmaceutical industry. "And that makes a significant contribution to our strategic advantage", says Michael Dörr with a smile.



Roswitha Hornbruch, a long-standing user of the Data Quality Solutions from Uniserv at IMS Health in Frankfurt-on-Main:
"My personal experience of the software of Uniserv: stable, high-performance, reliable - with a high result quality!"

Reliably in the background

Since their initial use in the 1980s, the Uniserv products have always worked reliably in the background and secured the quality of IMS Health's own and the external address data. In this respect, the high stability and excellent performance are given top marks. As a long-standing user, Roswitha Hornbruch underlines this and says: "The working partnership has always been excellent. If we have any queries, we promptly receive the necessary help and support!"



The distributed operation of the direct marketing workbench for batch processing operations is proof of the reliability and stability of the Uniserv solutions: the clients are based in Germany, while the server is located at IMS Health in the USA: "Reliable, comfortable, high-performance access from Germany would not be practicable without a stable product", sums up Roswitha Hornbruch.

Conclusion and outlook

In the opinion of Michael Dörr, the long-standing use of the Uniserv solutions for securing the quality of address data has been successful in every eventuality and paid dividends: "We have never regretted the move to Uniserv. Within the working relationship, we are able to design our own range of products and services in a way which provides us with clear strategic advantages and that decisive extra which sets us apart from the competition!"

A large number of changes are currently pending in the product portfolio of IMS Health. These adjustments are due to the changes in German health legislation which entered into effect from April 2007 as part of health care reform. Pursuant to the new legislation, the granularity in the area divisions must be altered, new structural information mapped and new therapy standards considered. "As usual, we will manage all these adjustments on the address side together with Uniserv", says Michael Dörr looking ahead with a satisfied smile and adds: "Uniserv is our partner in matters of address quality – now and in the future!"

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Background information on IMS Health

IMS was founded in New York in 1954. The German subsidiary was incorporated in 1959. Today there are more than 100 branches worldwide with more than 7,000 employees.

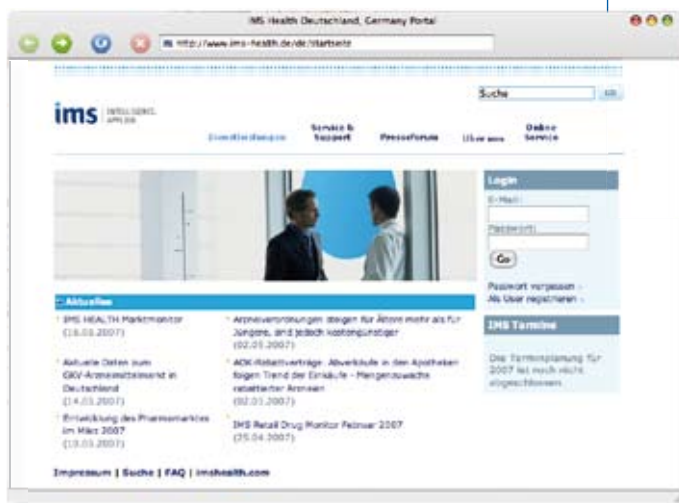
In keeping with the agility of IMS, the first standardized market report (DPM®) was published as early as 1958. Today IMS provides national revenue and sales information in a uniform standard in many countries of the world. IMS went public in 1972 (NY Stock Exchange) and is quoted there under RX.

The advisory capacities in sales force effectiveness, portfolio, life cycle, launch and brand management as well as price calculation and reimbursement have been strategically added to and further extended over the years during the positive development of the company. The acquisition of Medical Radar in 2003 and the integration of scicon in 2004 are the most recent testimonies of this systematic policy.

After the 50th anniversary of the company in 2004, the IMS Health success story found its interim climax in 2005 with the acquisition of Fricke & Pirk as well as Taskarena (IMS Software GmbH). The profile of competencies has thereby been extended by health economics and information management (IM).

The IMS data and information pool is the basis of the exclusive evidence-based consulting for strategic and operative decisions.

No other consulting firm in the world can call on such a unique database. Further information is available in the Internet at www.imshealth.de.





Uniserv, Pforzheim

- Founded 1969
- Leading provider of address management software
- Product portfolio – international, web-capable, platform-independent, sector-neutral
- Areas of use for software – CRM, e-commerce, 1:1 marketing, ERP projects, call center activities, micromarketing, geocoding
- Benefit: ability to optimally address customers on the basis of validated address information

Additional information

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