

Today in E-Health Business

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Archi-Tech Unveils Program to Speed Reporting of Weekly Pharmaceutical Data

Archi-Tech Systems, a pharmaceutical data analysis and reporting technology firm, has unveiled its Weekly Data Solution Package, which is designed to help pharmaceutical firms extract actionable information from weekly data reports. Among other things, Archi-Tech says, the technology offers access to weekly prescriber or managed care data, and integrates them with custom business rules as well as other data, such as target prescribers and sales force alignments. This provides pharmaceutical companies with a distinct competitive edge, including in sales targeting, performance tracking and marketing planning, according to the company.

For more information, visit <http://www.archi-tech.com>.

<http://www.aishealth.com/EHealthBusiness/052407.html#story7>