



## Medical News Article on *Managed Care*

### Archi-Tech Provides Targeted Suite of Analytics & Reporting Products for Pharmaceutical Managed Care Data

2007 JUL 9 -- Archi-Tech Systems, a leader in [pharmaceutical](#) data analysis and reporting solutions, announced the release of DART(TM) (Data Analysis & Reporting Tool) Managed Markets, a suite of data analytics and reporting products designed specifically for pharmaceutical managed care and contracting departments. Based on Archi-Tech's flagship DART solution, the DART Managed Markets suite features different products for different users and data types -- delivering instant, in-depth data analysis and reporting capabilities at the prescriber/plan, prescriber/payer, and plan/payer levels.

DART offers a fully interactive query environment to run ad-hoc searches, platform data, create graphical reports, and export critical data within seconds, delivering unlimited searching, reporting, and graphing capabilities for any configuration of data, across any parameter. For managed care departments, DART Managed Markets provides three levels of data to address specific data needs, including: DART MC, offering insight into sub-national and regional trends at the prescriber/plan level; DART Payer, identifying specific geographic activity at the prescriber/ payer level; and DART Plan, tracking performance by plan/payer on a national scope.

All of the DART Managed Markets products integrate, compress, and index large volumes of complex data from multiple sources into a single view, including demographic and Rx, alignments, call data for multiple time periods, product groupings, and geographic alignments. As a result, users can more effectively align managed care and sales management strategies, track contract performance and ROI, quantify the impact of mergers and other industry events, and more.

"With unmatched speed and flexibility for data analysis and reporting, the DART platform is continuously expanded and customized to offer a complete suite of products that can support any type of data on the market," said Prashant Kohli, Vice President of Sales and Marketing for Archi-Tech. "DART Managed Markets offers intuitive insight into managed care data, trends, and opportunities -- enabling smarter planning and faster decision making for managed care and contracting departments to maintain a competitive edge."

#### About Archi-Tech

Archi-Tech Systems is a leading provider of solutions for instant analytics and powerful reporting for pharmaceutical sales, marketing, and managed care departments. Balancing deep data expertise with advanced technology solutions and a unique service model, Archi-Tech addresses the full scope of a company's data analysis and reporting needs, no matter how simple or complex. Archi-Tech's InPress® engine is the industry's most powerful indexing and compression technology -- delivering unmatched query response times for any type of data, from any source, regardless of volume or complexity. In addition, the Archi-Tech team offers more than 100 years of combined experience with industry leading data vendors, and direct pharmaceutical client service experience. This translates to a unique understanding of the data, and exactly how our clients need to use it. For more information, visit [www.archi-tech.com](http://www.archi-tech.com).

###

<http://www.newsrx.com/article.php?articleID=621623>