

ELECTRONIC MARKETING

Archi-Tech Unveils DART LRx to Help Pharmaceutical Sales and Marketing Teams Manage and Comply with Anonymized Patient Data

DART Extracts Actionable Information from Complex, High-Volume Prescribing Data to Improve Targeting, Analysis, and Planning for Sales, Marketing, and Branding

WEST TRENTON, N.J., October 01, 2007 /PRNewswire/ -- Archi-Tech Systems, a leader in pharmaceutical data analysis and reporting solutions, today announced the availability of DART LRx, enabling pharmaceutical sales and marketing teams to better manage and analyze longitudinal prescriber-level data, also known as de-identified or anonymized patient data. DART LRx is part of Archi-Tech's flagship DART(TM) (TM) (Data Analysis & Reporting Tool) product line, offering instant, in-depth analytics and reporting on pharmaceutical sales, marketing, and managed care data.

"Longitudinal data provides insight into prescriber trends like never before -- yet it is often difficult to manage and use due to its incredibly high volume and complexity of detail. As a result, many companies are wary of investing in the data without fully understanding the value it can deliver," said Paul Gray, President of Archi-Tech. "With DART LRx, pharmaceutical companies can truly master the data, and determine how to optimize it for a distinct competitive advantage."

DART LRx integrates, compresses, and indexes longitudinal data, including NRx, TRx, volume percentage change, market share, and more, from any source, across multiple years and multiple measures, in a single view. This offers a fully interactive query environment for unlimited searching, reporting, and graphing capabilities for any configuration of data, across any parameter. As a result, sales, marketing, and branding teams can more easily analyze prescriber habits and switching patterns, compare new-to-brand and NRx deciles, review concomitant vs. single drug prescriptions, and access a range of other details across the prescription lifecycle -- all without compromising patient privacy. This enables quick decision making, improves strategic planning, and maximizes budget allocation through enhanced sales targeting, brand performance tracking, physician segmentation and sampling, and more.

For interactive reporting capabilities, Archi-Tech also offers access to LRx data via its InView solution, which offers a dashboard for quick access to on-demand charts, graphs, and other relevant metrics.

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. The company's solutions offer unmatched speed and compression 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.