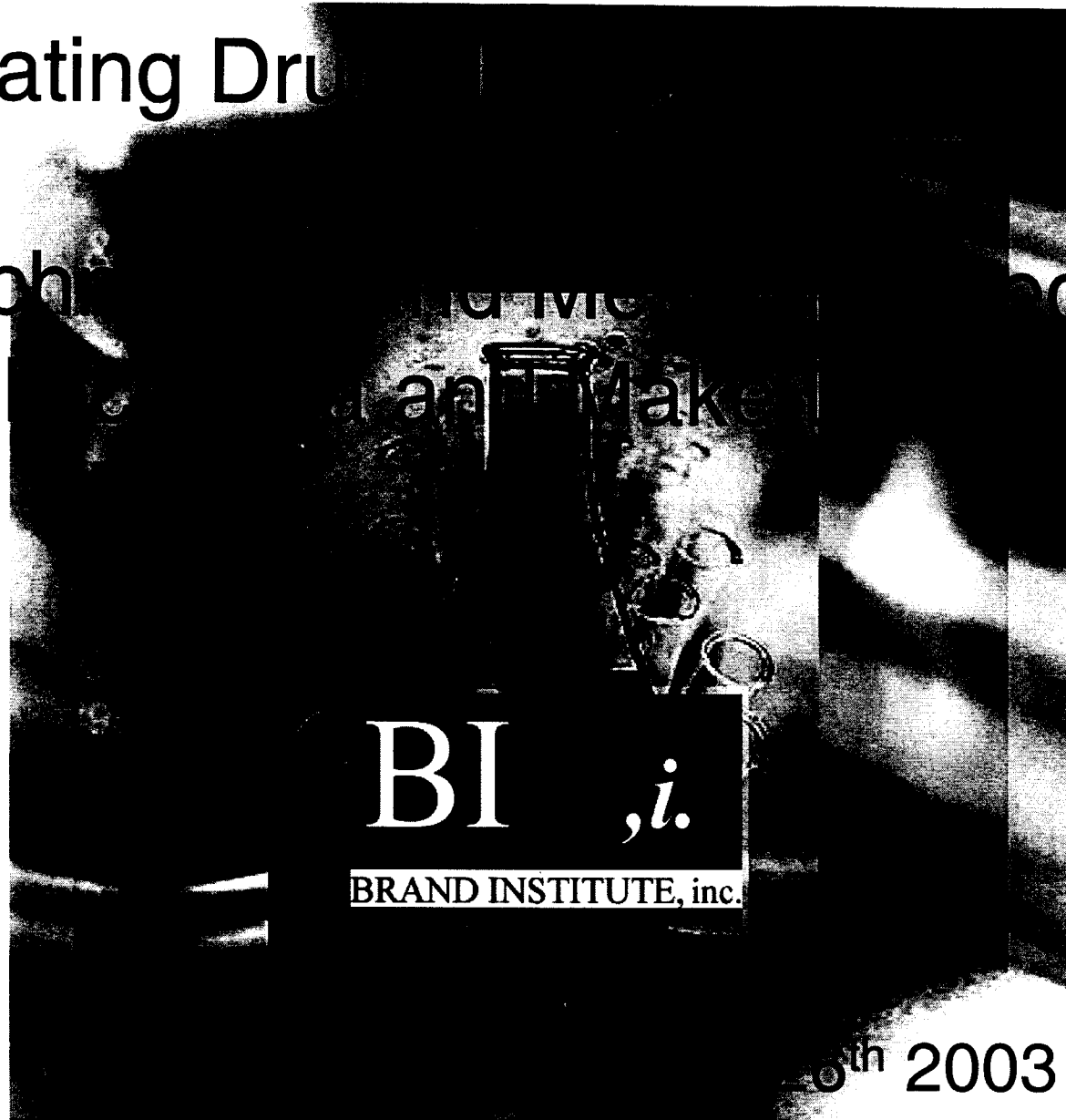


Evaluating Drug Priorities:

Technical Review Method to
Compare and Make Decisions



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8th 2003

CHICAGO

DALLAS

MIAMI

NEW YORK

RALEIGH

ROCKVILLE

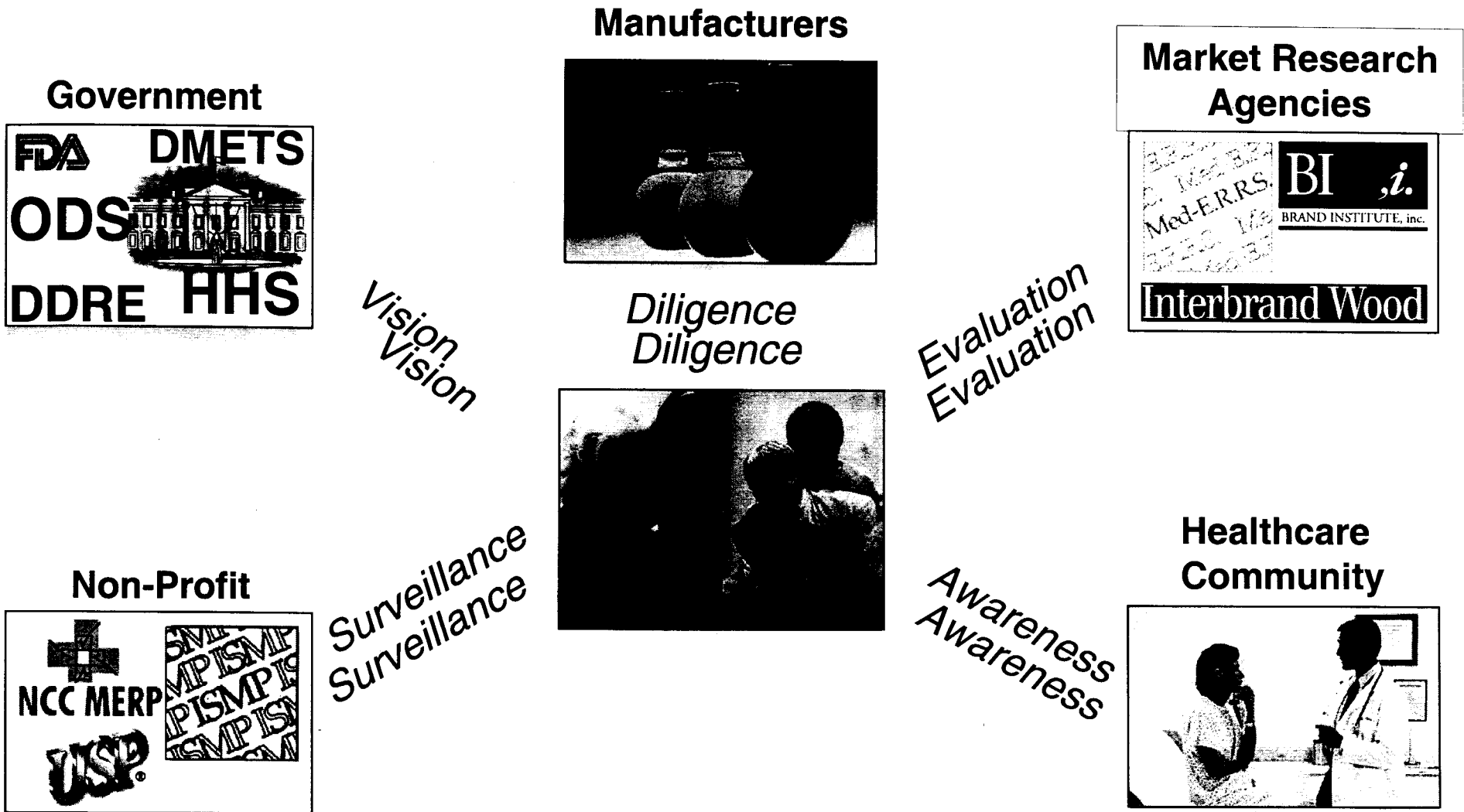
SAN DIEGO

SAN FRANCISCO

SWITZERLAND

Collective Mission:

Reducing Name Confusion, Improving Patient Safety



Brand Institute – Road of Progress



FDA/Industry Input Advancing the State of the Art



LNC (1997)

Paper-Based Interviewing

OPDRA (1999)

Online Quantitative Research

ODS/DMETS (2001)

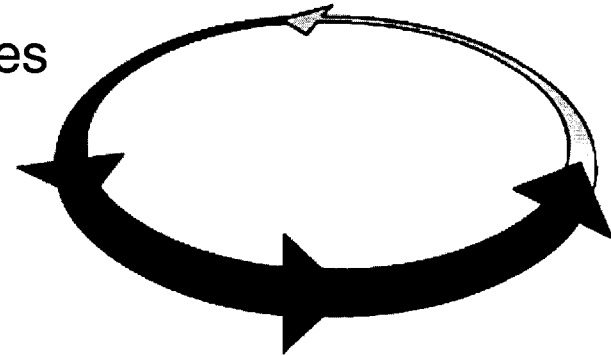
Quantitative Real World Prescribing
Qualitative Professional Committee
Computer Assisted Analysis
BI M.D./Ph.D./Pharm.D. Review

Brand Institute – Where We Are

Comprehensive Evaluation of Potential Name Confusion

Pre-Marketing

- **Risk Identification** (Quantitative)
 - Practitioner Surveys
 - On Duty Prescription Interpretation Studies
- **Risk Assessment** (Qualitative)
 - Drug/Medical Reference Search
 - Regulatory Guidance Review
 - Professional Review Committee
- **Risk Communication**
 - Decision Making and Strategy Recommendations to Industry



Post-Marketing

- **Risk Minimization**
 - Medication Error Research, Analysis, Education and Corrective Actions

Commitment to the Future

- FDA & Industry: Naming Research Showing Results!

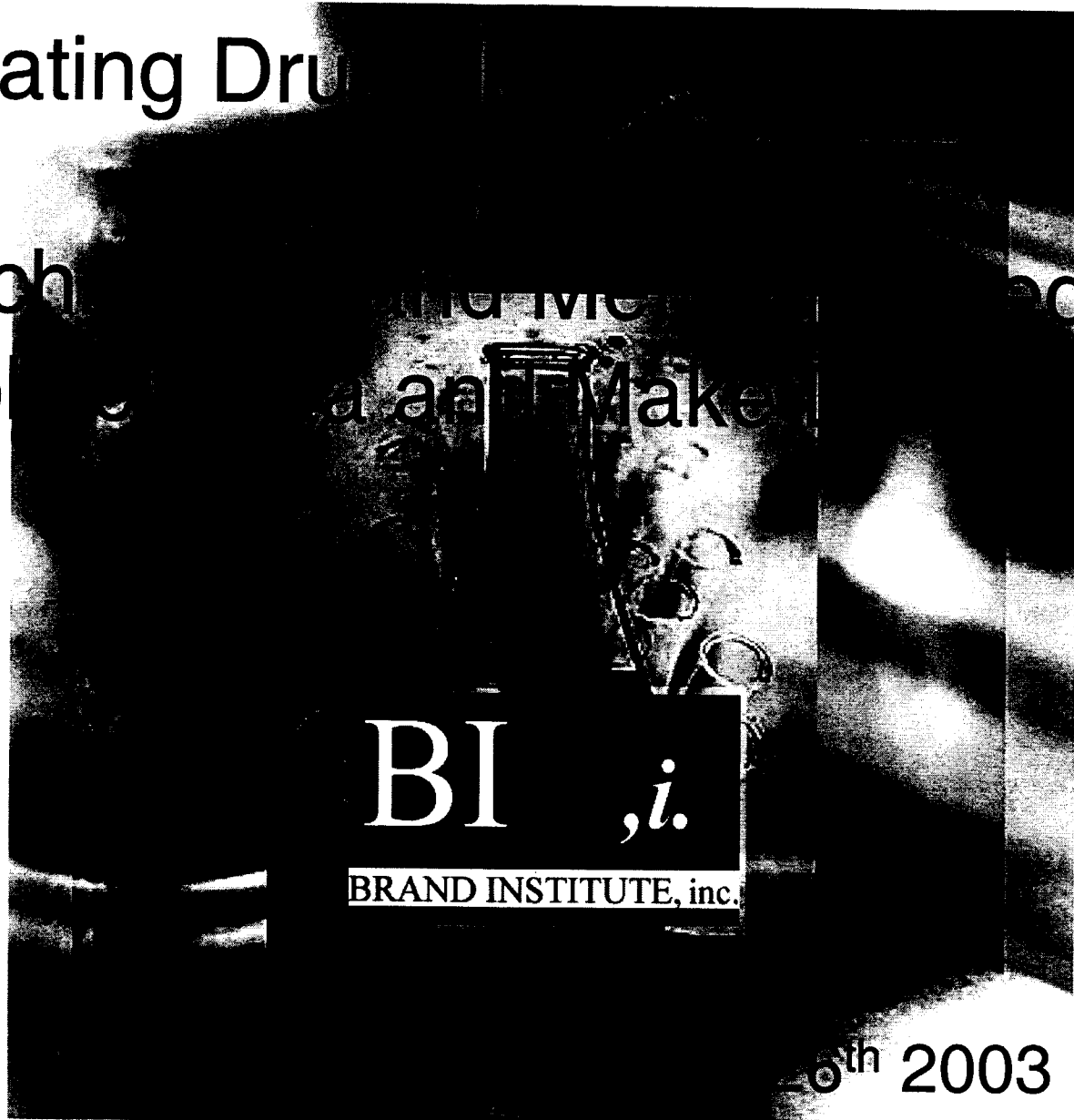
2nd Generation: Jan '97 - May '98	26.70%
3rd Generation: May '99 - July '01	14.60%
4th Generation: July '01 - Feb '03	0.00%

- BI Self Evaluation and Report Annually
- Welcome the New FDA Guidance Document

* Names cited by ISMP, ADI, USP for potential or actual confusion

Evaluating Drug Marketing Priorities:

Technology and Marketing
Combined to Make



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6th 2003