



UBM Medica



PASSION FOR INNOVATION

Multi-Channel Solutions for Healthcare Information Needs

About us

UBM

UBM is an international business information company, with two well-known divisions: PR Newswire, the news distribution business, and UBM, the events, publications and online media business. UBM employs more than 5,000 people in over 60 countries around the world. UBM is listed on the London Stock Exchange (UBM.L).

UBM Medica

UBM Medica is a part of United Business Media. UBM Medica, the healthcare communications division of UBM, specializes in healthcare education and information for both healthcare providers and pharmaceutical and allied industries. UBM Medica creates and distributes a wide range of healthcare information, including medical and drug information systems, medical journals, customized communications and patient education in Print, Electronic, Web, Broadcast and Live Event formats to suit your brand/product's lifecycle stage.

Drug Information Systems (DIS)

Serving healthcare professionals in India and Asia-Pacific for over 40 years, UBM Medica is committed to providing tools to meet physicians' needs in their daily practice. UBM Medica's drug information business in India is the CIMS suite of essential reference and decision support tools, used at the point of care by doctors, pharmacists, hospitals and consumers to access drug and disease information.

Drug Information Systems-Trade Press (DIS-TP)

UBM Medica produces a unique portfolio of leading journal brands covering a range of audiences from primary care physicians, secondary care specialists, pharmacists up to consumer-focused titles such as Cardiology Today, Medical Progress, JPOG, etc.

Integrated Marketing Solutions (IMS)

Right Audience, Right Message, Right Time

Having established expertise in marketing communications targeting the healthcare community, UBM Medica provides tailored solutions to a global healthcare market. UBM Medica offers a complete marketing service to ensure that you maximize the impact of your marketing and product messages across Indian and Asia-Pacific healthcare audiences in the most cost-effective way to match your goals and marketing spend.

Drug Information Systems (DIS)

CIMS and IDR

A comprehensive and up-to-date drug database is deployed with internationally referenced knowledge databases for clinical decision support. It is regarded as a hallmark for quality and independent drug information for over three decades in India.

**Hallmark of drug information
since 1974**



www.cimsasia.com

The Most Powerful Drug Search Engine

The online version of CIMS is a new innovation for a smarter prescribing.

CIMS' comprehensive and up-to-date drug databases are deployed with internationally referenced knowledge databases for clinical decision support.

Knowledge bases and tools such as drug-drug interactions, patient medicine information, PubMed library and medical calculators are examples of resources found in cimsasia.com.

CIMS serves a vital role in clinical applications and work processes, helping healthcare professionals make better informed prescribing and therapeutic decisions at every point of care.



CIMS Integrated

Interactive drug databases in hospitals and clinics for clinical decision support to enhance patient safety, reduce adverse outcomes, drug-drug interactions, etc.

UBM Medica Drug References Worldwide

CIMS | IDR *triple i*

MIMS

Gelbe Liste

Medex-Medasso, Hopitex

Pharmindex

Simposium Terapêutico

Vademecum

Vidal

India

Australia, Bangladesh, China, Hong Kong, Indonesia, Korea, Malaysia, Myanmar, New Zealand, Philippines, Singapore, Taiwan, Thailand, Vietnam

Germany

Belgium, The Netherland

Hungary, Poland

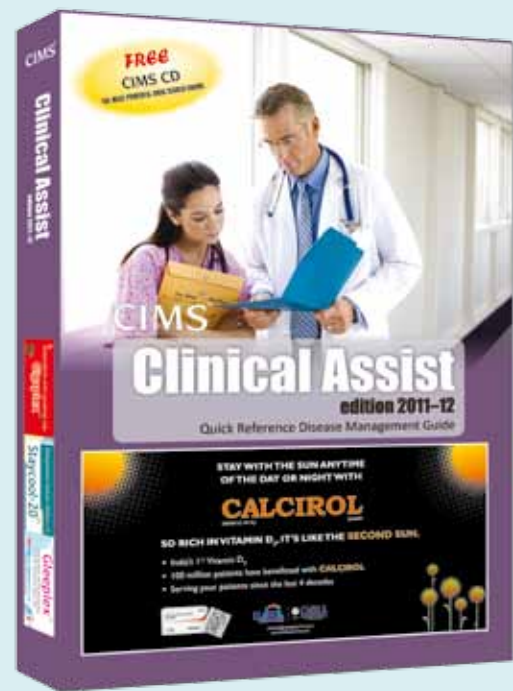
Portugal

Spain

Belarus, France, Kazakhstan, Russia, Uzbekistan, Vietnam

CIMS—Clinical Assist

CIMS—Clinical Assist is a quick reference guide on facts and statistics of medical condition. It is a one-stop access to disease management guidelines with detailed information on diagnosis, disease management and charts on the management of diseases.



CIMS—Specialty Editions

CIMS is complemented by CIMS Specialty editions.

Each CIMS Specialty edition is a collection of evidence- and practice-based flowcharts, which consolidate knowledge about disease conditions to support effective clinical decision making.

CIMS Specialty flowcharts include signs, symptoms and diagnosis, as well as treatment options and dosing guidelines for common clinical conditions.



Trade Press

Medical Progress

Medical Progress is a continuing education journal delivering up-to-date reviews of disease management from authoritative Southeast Asian clinicians and a range of international authors.

JPOG

Journal of Paediatrics, Obstetrics & Gynaecology (JPOG) is a continuing education review journal on the latest trends and developments in pediatrics, obstetrics and gynaecology.

Cardiology Today

A bimonthly journal for cardiologists, cardiac surgeons and consulting physicians on various aspects and specialties of medicines and trends related to cardiology.

Orthopaedics Today

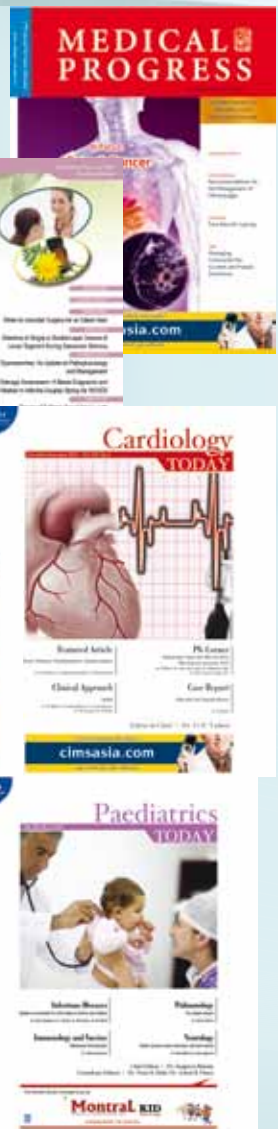
A quarterly journal for orthopedists, orthopedic surgeons and rheumatologists on latest trends in the field of orthopedics.

Ophthalmology Today

A quarterly journal for ophthalmologist, optometrist and ocular surgeons on various aspects and specialties of medicine and trends related to ophthalmology

Paediatrics Today

A quarterly journal for pediatricians and neonatologists on various aspects and specialties of medicine and trends related to pediatrics.



Events

Facilitating conferences & symposia, product launches, CME, training workshops

Leveraging on our strong brands, extensive network of key opinion leaders, experienced content development teams as well as global resources and audience reach, UBM Medica is exceptionally well placed to design and organize engaging congresses, conferences and CME events that advance the exchange of ideas and best practices.

Hospital Management Conference (HMC)

The Hospital Management Conference (HMC) is a 2-day conference, featuring senior-level experts from the hospital industry of various regions sharing what actions they have taken to improve patient flow, safety and work flow processes, and the results they have achieved. It includes case studies and interactive panel discussions on the trends, challenges, latest solutions, products, technologies and last but not the least 'future of the industry'.



Integrated Marketing Solutions (IMS)

Right Audience, Right Message, Right Time

"...The tablet, capsule or vial that we bring to the physician is useless to him until he has at his command a large amount of information about it ... accurate scientific information is the most important part of what we sell. Effective communications are at the heart of our business"

John J. Horan past President, Merck Sharp & Dohme

Supporting the Lifelong Learning Needs of Healthcare Professionals

We have a team of dynamic thinking people who apply a strategic and innovative approach to a range of medical marketing programs. We aim to excel in our performance by delivering a reputation of excellence for our clients. Our people make all the difference.

Our Capabilities

We understand the challenges of ensuring a well coordinated, integrated communication program on multiple platforms to engage today's busy physicians and to maximize understanding of health issues and treatment strategies.

Our services, tailored to your needs, include:

- Strategic brand planning across all lifecycle stages
- Medical content creation
- Expert advisory panels and roundtable discussions
- Key opinion leader development
- Publication development and planning
- CME programs
- Event and congress management
- Medical field force training and support materials
- Patient compliance programs

Pre-launch

Create influence—Seed awareness

- Detail aids
- Teaser campaigns
- Product monographs
- Staff training manuals
- Newsletter series
- Journal articles

Launch

Build top-of-mind awareness

- Advertising campaigns/ advertorials
- Advisory boards
- Drug directory listings
- Educational articles and papers
- Handbooks and treatment guides
- Journal supplements
- Slide kits

Introduction



Marks of Excellence in Healthcare Communication

- Established expertise in marketing communications targeting healthcare communities
- Leading and trusted provider of quality scientific information for healthcare professionals
- Strong and comprehensive database of healthcare professionals from across the globe

Multimedia solutions

Apps development on mobile platforms, E-promotion, Website development, online polling, E-detailing and E-learning programs



Foster interest, promote loyalty

- Customized journals
- Drug directory listings and advertising
- Meeting summaries and other print materials
- Patient posters and pamphlets
- Sponsored journal reprints
- Staff training seminars, manuals and slide kits
- Symposia and road shows
- Websites and e-detailing

Target prescribers

- Educational series
- Drug directory listings and advertising
- Therapy advances—Newer perspectives
- Customized journals to highlight brand differences
- Newsletter series
- Patient education

Refresh and Repackage

- Line extension and brand extension support
- Market expansion
- New indication identification and support
- Advertising campaigns
- Advisory boards
- Detail aids
- Patient education

Growth



Maturity



Decline

... and much more

Revitalization





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