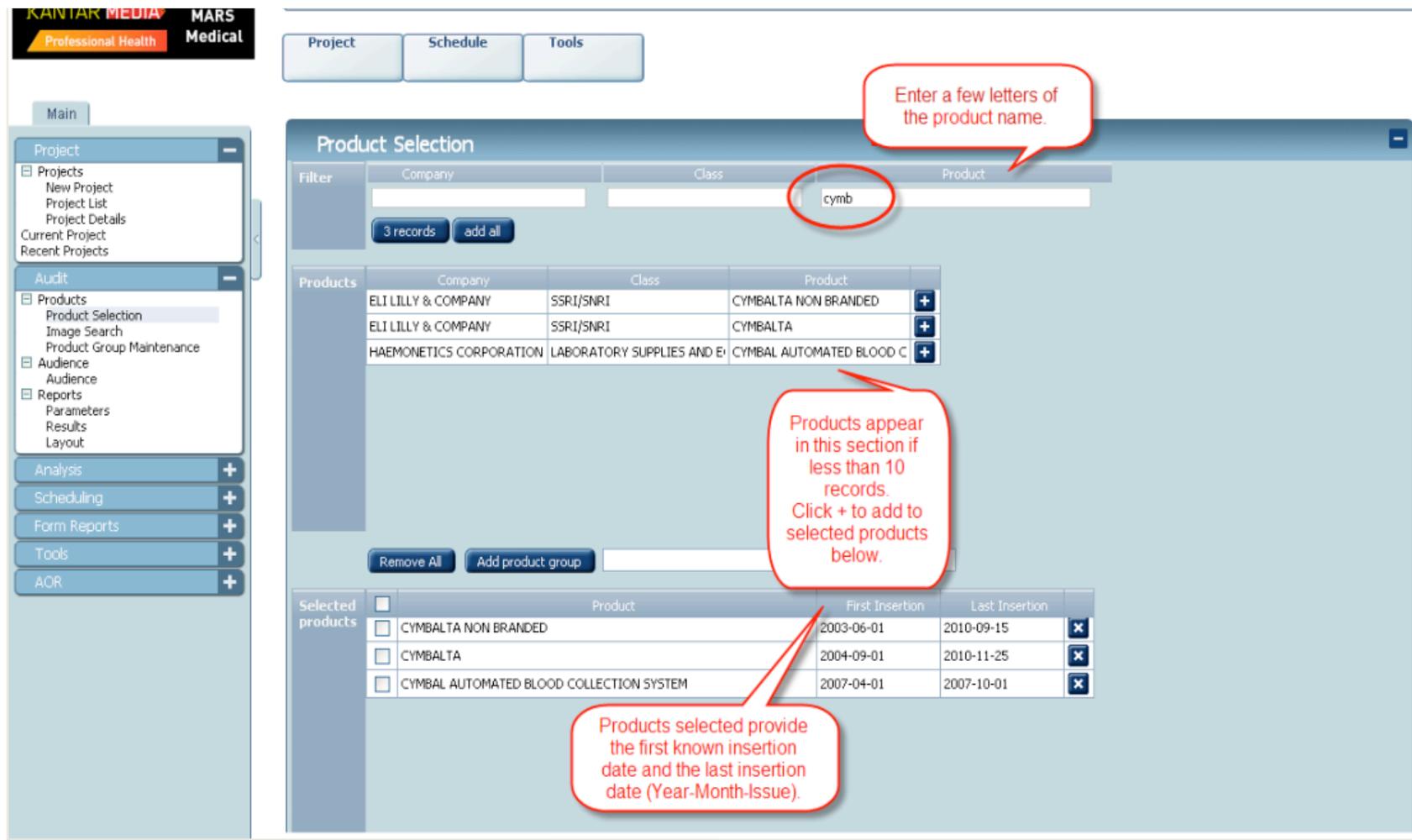


# Audit

**Questions?**

**Contact Kantar Media Professional Health Client Services (609) 987-5579**

# Audit – Select by Product, Company or Class



**KANTAR MEDIA** MARS  
Professional Health Medical

Project Schedule Tools

Main

Project

- Projects
  - New Project
  - Project List
  - Project Details
- Current Project
- Recent Projects

Audit

- Products
  - Product Selection
  - Image Search
  - Product Group Maintenance
- Audience
  - Audience
- Reports
  - Parameters
  - Results
  - Layout

Analysis +

Scheduling +

Form Reports +

Tools +

AOR +

### Product Selection

Filter

Company	Class	Product
		cymb

3 records add all

Products	Company	Class	Product	
	ELI LILLY & COMPANY	SSRI/SNRI	CYMBALTA NON BRANDED	+
	ELI LILLY & COMPANY	SSRI/SNRI	CYMBALTA	+
	HAEMONETICS CORPORATION	LABORATORY SUPPLIES AND E	CYMBAL AUTOMATED BLOOD C	+

Remove All Add product group

Selected products	Product	First Insertion	Last Insertion	
<input type="checkbox"/>	CYMBALTA NON BRANDED	2003-06-01	2010-09-15	x
<input type="checkbox"/>	CYMBALTA	2004-09-01	2010-11-25	x
<input type="checkbox"/>	CYMBAL AUTOMATED BLOOD COLLECTION SYSTEM	2007-04-01	2007-10-01	x

Enter a few letters of the product name.

Products appear in this section if less than 10 records. Click + to add to selected products below.

Products selected provide the first known insertion date and the last insertion date (Year-Month-Issue).

# Audit – Creating a product group

Project Schedule Tools

Products	Company	Class	Product	
ELI LILLY & COMPANY	SSRI/SNRI		CYBALTA NON BRANDED	+
ELI LILLY & COMPANY	SSRI/SNRI		CYBALTA	+
HAEMONETICS CORPORATION	LABORATORY SUPPLIES AND E		CYMBAL AUTOMATED BLOOD C	+

To add a Product Group, use check box to indicate what products to include.

Remove All Add product group Cymbalta Total

Selected products	Product	First Insertion	Last Insertion	
<input checked="" type="checkbox"/>	CYBALTA NON BRANDED	2003-06-01	2010-09-15	X
<input checked="" type="checkbox"/>	CYBALTA	2004-09-01	2010-11-25	X
<input type="checkbox"/>	Cymbalta Total			X

Enter a product group name and click "Add product group". Name appears in Selected Products list.

When setup is complete, click Next.

Select Axes Next

# Audit – Select audience for R/F

The screenshot shows the 'Audience' configuration screen in the Kantar Media software. The interface includes a top navigation bar with 'Project', 'Schedule', and 'Tools' buttons. A left sidebar contains a 'Main' menu with options like 'Project', 'Audit', 'Analysis', 'Scheduling', 'Form Reports', 'Tools', and 'AOR'. The 'Audience' section is active, showing a 'Study' dropdown set to 'PERQ June 2009 - Pop' and a 'Demographic' field. Below these are buttons for 'Show Selected', 'Apply Weights', and 'Load RX Weights'. A table lists medical specialties with checkboxes for 'Off', 'Hos', 'Com', 'Stf', and 'Sup'. A 'Detail by Time' dropdown menu is open, with 'Reach and Frequency' selected. A red callout bubble points to this menu with the text: 'Select Target Audience here if performing Audit/Analysis. Otherwise, just hit Next'. At the bottom right, there are buttons for 'View Results', 'Print (PDF)', 'Export (XLS)', 'Export (TXT)', and a 'Next' button.

Welcome, User 1 [Log out](#) [Preferences](#)

Project Schedule Tools

Main

- Project +
- Audit -
  - Products
    - Product Selection
    - Image Search
    - Product Group Maintenance
  - Audience
    - Audience
  - Reports
    - Parameters
    - Results
    - Layout
- Analysis +
- Scheduling +
- Form Reports +
- Tools +
- AOR +

Audience

Study: PERQ June 2009 - Pop

Demographic

Show Selected Apply Weights Load RX Weights

Specialty	Off	Hos	Com	Stf	Sup
General Practice	<input type="checkbox"/>				
Family Medicine	<input type="checkbox"/>	<input type="checkbox"/>			
Internal Medicine	<input type="checkbox"/>	<input type="checkbox"/>			
Allergy and Allergy/Immunology			<input type="checkbox"/>		
Anesthesiology			<input type="checkbox"/>		
Cardiology	<input type="checkbox"/>	<input type="checkbox"/>			
Dermatology			<input type="checkbox"/>		
Diabetes/Endocrinology			<input type="checkbox"/>		
Emergency Medicine			<input type="checkbox"/>		
Gastroenterology			<input type="checkbox"/>		
General Surgery	<input type="checkbox"/>	<input type="checkbox"/>			
Hematology/Oncology			<input type="checkbox"/>		

Detail by Time: Reach and Frequency, Specialty Impressions

View Layout

View Results Print (PDF) Export (XLS) Export (TXT)

Next

Select Target Audience here if performing Audit/Analysis. Otherwise, just hit Next

# Audit – First appearance date

Professional Health Medical

Welcome, User 1 | Log out | Preferences

Project

Main

- Project +
- Audit -
  - Products
    - Product Selection
    - Image Search
    - Product Group Maintenance
  - Audience
    - Audience
  - Reports
    - Parameters
    - Results
    - Layout
- Analysis +
- Scheduling +
- Form Reports +
- Tools +
- AOR +

Parameters

Data Template

- Detail By Time
- Reach and Frequency
- Specialty Impressions

Standard Report Layout

- Detail By Month - Pages
- Detail By Month - Insertion

View Layout

View Results | Print (PDF) | Export (XLS) | Export (XLS) Multi

Common Parameters

Product: CYMBALTA NON BRANDED

Category: SSRI/SNRI

Company: ELI LILLY & COMPANY

Date Range: May 2007 to Apr 2008

Ad Campaign

- Select all ad campaigns
- 20080-408 : DO YOU FEEL LIKE YOUR FEETARE ON FIF

View Images

From date drop down will show first appearance month for the product or (if selected) any ad unit in the Ad Campaign list

Jun 2003  
Jul 2003  
Aug 2003  
Sep 2003  
Oct 2003  
Nov 2003  
Dec 2003  
Jan 2004  
Feb 2004  
Mar 2004  
Apr 2004  
May 2004  
Jun 2004  
Jul 2004  
Aug 2004  
Sep 2004  
Oct 2004  
Nov 2004  
Dec 2004  
Jan 2005  
Feb 2005  
Mar 2005  
Apr 2005  
May 2005  
Jun 2005  
Jul 2005  
Aug 2005  
Sep 2005  
Oct 2005  
Nov 2005

# Audit – Choose report format

**Results**

Product: CYMBALTA  
 Category: SSRI/SNRI  
 Company: ELI LILLY & COMPANY  
 Sep 2008 - Aug 2009  
 PERQ June 2009 - Pop

**Parameters**

Data Template

- Detail By Time
- Reach and Frequency
- Specialty Impressions

Standard Report Layout

- Detail By Month - Pages
- Detail By Month - Insertions

[View Layout](#)

Custom Report Layout

- Company/Product by Month
- Totals Only - Gross Costs
- Detail by Book - Gross Cost

[Delete](#) [Rename](#)

[View Results](#)
[Print \(PDF\)](#)
[Export \(XLS\)](#)
[Export \(XLS\) Multi](#)

ANESTHESIOLOGY	ANESTHESIA & ANALGESIA					
	ANESTHESIOLOGY					
	ANESTHESIOLOGY NEWS					
DIABETES	CLIN ENDOCRINOLOGY NEWS					
	DIABETES CARE	12.00	\$34,850.00	2.00		
	ENDOCRINE NEWS	17.00	\$28,377.25	3.00		
		21.00	\$31,476.35	4.00		
		38.00	\$153,773.50	8.00		
DIABETES & METABOLISM		20.00	\$49,028.00	4.00		
		43.00	\$102,488.75	9.00	5.00	\$12,622.50
		25.00	\$74,533.95	5.00		
	THE ENDOCRINOLOGIST	16.00	\$21,607.00	3.00		
EXTENDED HEALTHCARE	ANNALS OF LONGTERM CARE	38.00	\$240,499.00	8.00		
	CARING FOR THE AGES	38.00	\$192,630.40	8.00		
	JNL OF AM MED DIRECTORS ASSN	28.00	\$69,465.40	6.00		
	MPR Long-Term Care Edition	20.00	\$74,988.70	2.00	10.00	\$35,981.35
INTERNAL MEDICINE	ANNALS OF INTERNAL MEDICINE	48.00	\$271,490.00	10.00	5.00	\$28,989.25
	INTERNAL MEDICINE NEWS	48.00	\$271,490.00	10.00	11.00	\$28,989.25
	AMERICAN FAMILY PHYSICIAN					

**Select report and click on View Results, Print PDF or Export to xls or txt**

# Audit (MARS 3.8) – NEW OPTION: Generating Multiple product reports on an Excel worksheet

Select Audit products  
Save all the product as a Product group

The screenshot shows a software interface with a table of audit products. At the top, there are two buttons: 'Remove All' and 'Add product group'. To the right of the 'Add product group' button is a text input field containing 'SSRI Group'. Below this is a table with columns: 'Selected products', 'Product', 'First Insertion', and 'Last Insertion'. The table contains several rows of product data, including LEXAPRO, CYMBALTA NB, CYMBALTA, PRISTIQ, SAVELLA TABLETS, VIIBRYD NB, VIIBRYD, and SSRI Group. Each row has a checkbox in the 'Selected products' column and a delete button (X) in the 'Last Insertion' column. A red arrow points from the text 'Select Audit products' to the 'Selected products' column. Another red arrow points from the text 'Save all the product as a Product group' to the 'Add product group' button.

Selected products	Product	First Insertion	Last Insertion
<input type="checkbox"/>	LEXAPRO	2002-01-01	2011-05-01
<input type="checkbox"/>	CYMBALTA NB	2003-06-01	2010-09-15
<input type="checkbox"/>	CYMBALTA	2004-09-01	2011-12-12
<input type="checkbox"/>	PRISTIQ	2008-06-01	2012-01-01
<input type="checkbox"/>	SAVELLA TABLETS	2009-05-01	2012-01-19
<input type="checkbox"/>	VIIBRYD NB	2011-01-01	2011-03-04
<input type="checkbox"/>	VIIBRYD	2011-05-01	2012-01-30
<input checked="" type="checkbox"/>	SSRI Group		

# Audit (MARS 3.8) – NEW OPTION: Generating Multiple product reports on an Excel worksheet

Select product group, set date and click on Export (XLS) Multi button to generate report

The screenshot displays the MARS 3.8 interface with several key elements and numbered callouts:

- 1**: A list of Data Templates under the heading "Data Template". The selected option is "Detail By Time", with other options being "Reach and Frequency" and "Specialty Impressions".
- 2**: A list of report layouts under the heading "Standard Report Layout". The selected option is "Totals Only Year", with other options being "Detail By Month - Pages" and "Detail By Month - Insertions". Below this list are "View Layout", "Delete", and "Rename" buttons.
- 3**: A dropdown menu for "Product" set to "- SSRI Group".
- 4**: A "Date Range" section with two dropdown menus set to "Feb 2011" and "Jan 2012".
- 5**: A red arrow pointing to the "Export (XLS) Multi" button, which is highlighted in blue.
- Other visible elements include a "Common Parameters" section with "Category" set to "SSRI/SNRI" and "Company" set to "Multiple", and an "Ad Campaign" section with a checked checkbox for "Select all ad campaigns".



# Audit – View images

The screenshot displays the Kantar Media Professional Health Solutions interface. At the top, there is a navigation bar with 'Project', 'Schedule', and 'Tools' tabs. A user greeting 'Welcome, User 1' and a 'Log out' button are visible. A 'Preferences' button is in the top right corner. The main content area is divided into several sections:

- Image Search:** A window on the left showing search results for 'CYMBALTA'. It includes filters for 'Products' and 'Ads'. The results are organized into three rows, each with a product card containing details like Company, Ad Code, Image, and Headline. An arrow points from the 'View Images' button in the 'Ad Campaign' section to the image thumbnails in the search results.
- Report Layout:** A section on the right showing 'Custom Report Layout' options, including 'Company/Product by Month'.
- Ad Campaign:** A section at the bottom right showing a list of ad campaigns with checkboxes. A 'View Images' button is circled in red, and an arrow points from it to the image thumbnails in the 'Image Search' window.

**Image Search Results:**

Product	Company	Class	Ad Code	Category	Image	Headline
CYMBALTA	ELI LILLY & COMPANY	SSRI/SNRI	20101040	Psychiatry	SAD, WOMAN, FINGER, MOUTH	EVERY DAY I THINK ABOUT WHAT MEDICATION IS THE RIGHT CHOICE FOR MY PATIENTS
CYMBALTA	ELI LILLY & COMPANY	SSRI/SNRI	20110142	Psychiatry	WOMAN, TEXT	EVERY DAY I THINK ABOUT
CYMBALTA	ELI LILLY & COMPANY	SSRI/SNRI	20110343	Psychiatry		

**Ad Campaign List:**

Ad Campaign	Selected
<input checked="" type="checkbox"/> Select all ad campaigns	
<input checked="" type="checkbox"/> 20080392 : I JUST FEEL ALONE	
<input checked="" type="checkbox"/> 20080703 : INSIDE CYMBALTA.COM MAPPED	
<input checked="" type="checkbox"/> 20080804 : SADNESS	
<input checked="" type="checkbox"/> 20080805 : SAD	
<input checked="" type="checkbox"/> 20080806 : AND NOW PRESENTING THE NEWEST I	
<input checked="" type="checkbox"/> 20080807 : AND NOW PRESENTING THE NEWEST I	
<input checked="" type="checkbox"/> 20080808 : AND NOW PRESENTING THE NEWEST I	

# Audit—Enlarge and save images

Image Search

Filters

Products

Ads

Powered by *Highslide JS*

Product:  
Company:  
Ad Code:  
Image:  
Headline:

Product:  
Company:  
Ad Code:  
Image:  
Headline:

Product:  
Company:  
Ad Code:

View Image

Click to close image, click and drag to move.

Copy Image Location

Save Image As...

Send Image...

Set As Desktop Background...

Block Images from perq-hci.com

Properties

Right click on image to copy or save

SSRI/SNRI  
Psychiatry  
Jan 2011

SSRI/SNRI  
Psychiatry  
Jan 2011

SSRI/SNRI  
Psychiatry

**Cymbalta**  
duloxetine HCl  
DELAYED RELEASE CAPSULES

**Cymbalta is indicated in adults for:**

- The treatment of major depressive disorder (MDD). The efficacy of Cymbalta was established in 4 short-term trials and 1 maintenance trial.
- The treatment of generalized anxiety disorder (GAD). The efficacy of Cymbalta was established in 3 short-term trials and 1 maintenance trial.
- The management of diabetic peripheral neuropathic pain (DPNP).
- The management of fibromyalgia.

**Terms and Conditions**

Reimbursement offered for up to 60 days of Cymbalta therapy to a maximum of \$700. Prescriptions for more than 2 capsules per day are not eligible for reimbursement. Limit one reimbursement per person.

Offer void where prohibited by law. Valid only in the United States for US residents. Offer not valid for patients whose prescription claims for Cymbalta are reimbursed, in whole or in part, by (1) any governmental program, including, without limitation, Medicaid, Medicare, or any other federal or state program, such as Champus, the VA, TRICARE, or a state pharmaceutical assistance program, or (2) any third-party payer in the state of Massachusetts. By accepting this offer, patient agrees to notify his/her insurance carrier of reimbursement if required to do so by law or under the terms of coverage.

Additional exclusions may apply and this offer may be terminated, rescinded, revoked, or amended by Lilly USA, LLC, at any time without notice. Cymbalta® and the Cymbalta Logo are registered trademarks of Eli Lilly and Company.

Reference: 1. Cymbalta full Prescribing Information.

# Audit—Creating Custom Reports Layout

Parameters

Data Template

- Detail By Time
- Reach and Frequency
- Specialty Impressions

Standard Report Layout

- Detail By Month - Pages
- Detail By Month - Insertions

Custom Report Layout

- Company/Product by Month

View Layout

View Results Print (PDF) Export (XLS) Export (XLS) Multi

Clicking on View Layout brings up the Audit Report Layout worksheet. Use this to make changes--custom reports--and use Save As to name your new report layout

Audit Report Layout

- Measures
  - Total Pages
  - Cost Gross
  - Insert Pages
  - Total Ads
  - Cost Net
- Company
  - Company Name
  - Product Name
- Media
  - Media Group Name
  - Media Full Name
- Product
  - Thera Class Name
  - Product Name
- Time
  - Year
  - Quarter
  - Month

Source	Operation
Measure - Total Pages	Value
Measure - Cost Net	Value

Down the side

Source	Operation	Action
Media - Media Full Name	Value	

Across the top

Source	Operation	Action
Time - Month	Value	

Parameters View Results

# Audit—Customizing report layout

**Audit Report Layout**

- Measures
  - Total Pages
  - Cost Gross
  - Insert Pages
  - Total Ads
  - Cost Net
- Company
  - Company Name
  - Product Name
- Media
  - Media Group Name
  - Media Full Name
- Product
  - Thera Class Name
  - Product Name
- Time
  - Year
  - Quarter
  - Month

**Measures**

Source	Operation	Action
Measure - Total Ads	Value	<input checked="" type="checkbox"/>
Measure - Total Pages	Value	<input checked="" type="checkbox"/>
Measure - Cost Gross	Value	<input checked="" type="checkbox"/>

**Down the side**

Source	Operation	Action
Product - Product Name	Value	<input checked="" type="checkbox"/>

**Across the top**

Source	Operation	Action
Time - Year	Value	<input checked="" type="checkbox"/>

Parameters View Results

Report Title: Totals Only - Gross Cost

Header:

Footer:

Use "+" to add parameters to report; "x" to remove parameters from the report

# Audit—Use Save as for a new custom report name

Product

- Thera Class Name
- Product Name

Time

- Year
- Quarter
- Month

Product - Product Name	value

Across the top

- Time - Year

The page at https://www.kmrsoftware.net s...

Enter new custom report layout name

Totals Only - Gross Costs

OK Cancel

Report Title: Totals Only - Gross Cost

Header:

Footer:

Orientation: Portrait

Page type: Letter

Current Layout: Detail By Month - Insertions

Save Save as

# Audit (MARS 3.8) – NEW OPTION: Image Search

New Search fields added:

- **Company** – allows user to search for all products from a Company, e.g. *Forest*.
- **Class** – allows user to search for all products in a Therapeutic Class, e.g. *SSRI/SNRI*.
- **Category** – (this is a new field that groups a number of classes into a broader group). For example, a user can enter “Pain” as a search word and the search will pull up all products/classes assigned to Pain. See *cross reference in Library*.

Enter search word in the **Category** field and press the **Records** button

The screenshot displays the 'Image Search' interface. At the top, there is a title bar with 'Image Search' and a close button. Below this is a 'Filters' section. The search criteria are organized into three rows of input fields: 'Product', 'Headline', and 'Image' in the first row; 'Company', 'Class', and 'Category' in the second row; and 'Show results between' followed by two date pickers (February 2011 and January 2012) in the third row. The 'Category' field contains the text 'Pain'. Below the date pickers are three buttons: 'Records', 'View Products', and 'Reset'. A large red arrow points to the 'Records' button. Another red arrow points to the 'Company' field, and a third red arrow points to the 'Class' field. The bottom of the interface shows a 'Products' section and an 'Ads' section, both currently collapsed.

# Audit (MARS 3.8) – NEW OPTION: Image Search

Image Search

Filters Category: Pain Date Range: 02-2011 to 01-2012

Product  Headline  Image

Company  Class  Category Pain

Show results between February 2011 and January 2012

Records 51 View Products Reset

Products

Ads

51 Records were found

ton to  
Press the “View Products” button to get  
a list of products assigned to the “Pain”  
Category.

# Audit (MARS 3.8) – NEW OPTION: Image Search

To get the ad images, select all of the products found by using the check box at the top of the column or just the ones you are interested in viewing and press the “View Ad Campaigns” button.

Products

51 products

<input type="checkbox"/>	Product	Company	Class
<input type="checkbox"/>	ABSTRAL TABLET	PROSTRAKAN, INC.	ANALGESICS. NARCOTIC
<input type="checkbox"/>	ADVIL FOR CHILDREN	PFIZER CONSUMER HEALTHCARE	PROPRIETARY ANALGESICS
<input type="checkbox"/>	ALEVE	BAYER CONSUMER	SYN NON-NARC ANALG NON-INJEC
<input type="checkbox"/>	BAYER ASPIRIN	BAYER HEALTHCARE LLC	ASPIRIN APC & RELATED
<input type="checkbox"/>	BAYER ASPIRIN PROTECT	BAYER HEALTHCARE PHARMACEUTICALS	ASPIRIN APC & RELATED
<input type="checkbox"/>	BETAMETHASONE SODIUM PHOSPHATE AND I	AMERICAN REGENT LABORATORIES	CORTICOIDS PLAIN INJECTABLE
<input type="checkbox"/>	BUTRANS TRANSDERMAL SYSTEM	PURDUE PHARMA	SYN.NARCOTIC ANALG. NON-INJ.
<input type="checkbox"/>	COLCRYS TABLETS	URL PHARMA	GOUT SPECIFIC PREPARATIONS
<input type="checkbox"/>	DURACT	EMERSON GROUP	SYN NON-NARC ANALG NON-INJEC
<input type="checkbox"/>	ECOTRIN TABLETS	GLAXOSMITHKLINE CONSUMER HEALTHCARE	ASPIRIN APC & RELATED
<input type="checkbox"/>	ENBREL	AMGEN AND PFIZER INC.	BIOLOGICAL RESPONSE MODIFIER
<input type="checkbox"/>	EUFLEXXA	FERRING PHARMACEUTICALS	ANTIARTHRITICS, PLAIN
<input type="checkbox"/>	EXALGO	MALLINCKRODT INC.	ANALGESICS
<input type="checkbox"/>	EXCEDRIN	NOVARTIS CONSUMER HEALTH INC	PROPRIETARY ANALGESICS
<input type="checkbox"/>	EXCEDRIN MIGRAINE TABLETS	NOVARTIS CONSUMER HEALTH INC	PROPRIETARY ANALGESICS
<input type="checkbox"/>	EXPAREL INJECTION	PACIRA PHARMACEUTICALS	ANALGESICS
<input type="checkbox"/>	FENTANYL TRANSDERMAL SYSTEM - MALLINC	COVIDIEN /MALLINCKRODT	CODEINE & COMBINATIONS
<input type="checkbox"/>	FEVERALL	ACTAVIS	ACETAMINOPHEN
<input type="checkbox"/>	FREEZE IT PRODUCTS	PERFECTA PRODUCTS INC	PTY ANTIARTHRITICS TOPICAL

[View Ad Campaigns](#)

Ads

Product: ADVIL FOR CHILDREN  
 Company: PFIZER CONSUMER HEALTHCARE  
 Ad Code: 20110221  
 Image: BLUE  
 Headline: FACT



Product: ADVIL FOR CHILDREN  
 Company: PFIZER CONSUMER HEALTHCARE  
 Ad Code: 20110924  
 Image: PRODUCT BOXES  
 Headline: NOW IN CINVENIENT CHEWABLES AND SMALL TABLETS

Class: PROPRIETARY ANALGESICS  
 Category: Pain  
 First Appeared: Sep 2011

