

# EMPOWERING HEALTHCARE COMMUNITIES TO IMPROVE PATIENT OUTCOMES



# MIMS

## DRUG LISTING



### DRUG INFORMATION

MIMS Drug Directory is a **time-tested repository of up-to-date drug information** used by over 2 million Healthcare Professionals in Asia

### MULTI-CHANNEL

Available in print, online and mobile application to Healthcare Professionals



## TRUSTED PARTNER



Asia's leading provider of medical information, marketing & communication and medication decision support services for **over 50 years**

For Pharmaceutical Companies



- Drug Listing Services
- Medical Communications
- Marketing Platform Services

For Healthcare Institutes



- Recruitment Platform
- Medical Decision Support

MIMS was  
FOUNDED 1963



Headquarters  
SINGAPORE

32 in 17  
Offices Countries  
& Regions

Empowering  
healthcare  
communities  
to improve  
patient outcomes

## MEDICATION DECISION SUPPORT

### Avoid Patient Harm

- Minimize medication errors
- Drug interaction checker
- Dosage error detection

Medication Decision Support Modules and Listings are **fully integrated** using the **same data source**

Pharma  
Company

- Product Information

MIMS

- Drug Listing
- Medication Decision Support



Users

- Healthcare Professionals
- Hospitals, Clinics & Pharmacies



WHY LIST  
WITH MIMS

## LOCALLY APPROVED DRUGS



Lists only **drugs approved by local regulatory authority**



HCPs **avoid confusion** on drug availability in their local market



**Doctors tend to switch drugs** if no information is available

### Used for

- Products Updates
- Dosage Recommendations
- Drug Comparison
- Special Warnings
- Manufacturer & Distributor Information
- Identification of tablets, capsules and injections



“  
**98% say MIMS is a trusted source of information**

**50% use MIMS daily**

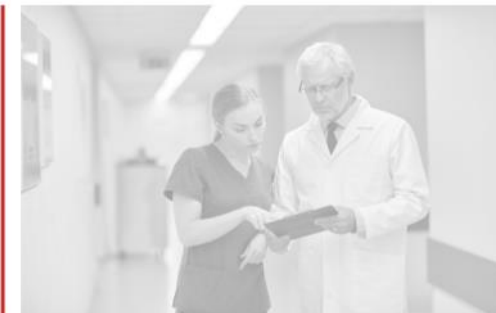
## HCP OUTREACH

Extend your reach to a network of **over 2 million HCPs** and **key decision makers** in the healthcare space

### MIMS Reach

#### PRINT

- Public Hospitals & Institutions
- Private Hospitals & Academic Research Based Companies
- Professional Organizations & Agencies



## PUBLICATION

### Drug Reference

Localized Content

Reliable & Concise Information

**Robust Product Team to Ensure Product Quality**



**Over 50 Doctors & Pharmacists**



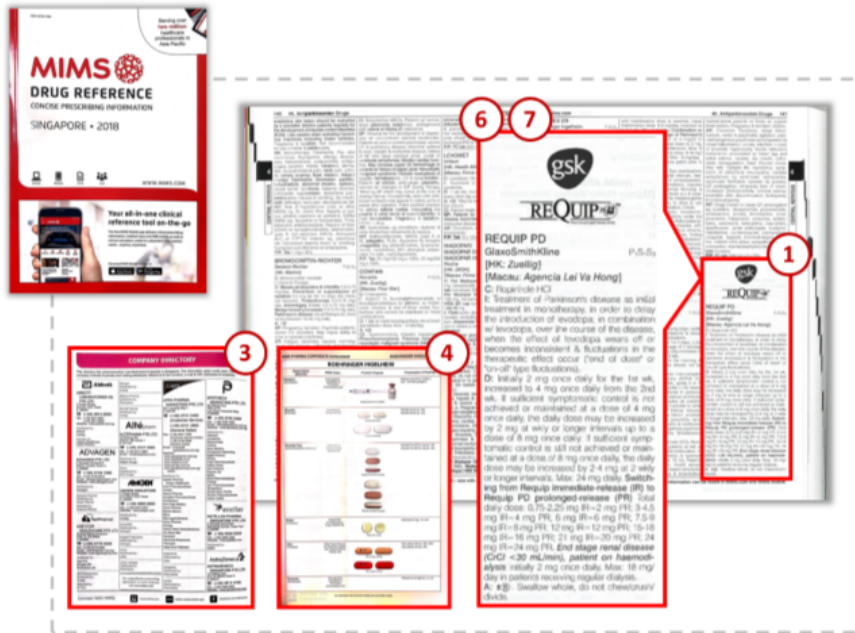
## DIGITAL

**Mobile & Web Guide**

Available on

MIMS Mobile Application & MIMS.com

Up-to-date Information



- 1 Concise Monograph**  
Key drug information needed for quick reference
- 2 Full Monograph**  
Full detailed drug information laid out for organised search and study
- 3 Company Directory**  
A comprehensive list of all your business information such as company logo, mailing address, contact details, etc.
- 4 Company Product Index**  
A summary of your company's products, dosage forms' images and ATC Class. Includes company logo, address and contact details.



- 5 Product Packshot & Dosage Form**  
Display an image of your product packaging and dosage form
- 6 Company Logo**  
Display your company logo alongside your products
- 7 Brand Logo**  
Display your brand logo and build awareness
- 8 Product Packshot in Search**  
Consists of the drug's packaging, allowing readers to identify the drug easily off-the-shelf (only applicable to web)

## OUR PACKAGE

### Product Features

Concise Monograph
Full Monograph
Product Image (Dosage Form)
Company Product Index
Product Packshot
Company Logo
Brand Logo
Information Repository
Product Packshot in Search
Newly Registered Drug Information

#### Packages available:

Essential, Essential Plus, Advanced

#### Note:

- All features are available in digital, print and/or mobile application.
- Features included in the packages could differ slightly from country to country.

For more information, reach out to the local business teams to find out more.

### Publication Schedule

Typically Takes 3 - 6 Weeks

#### Sign Off

- Get information on
  - # of Products
  - Products Details
  - Advertisement Details

#### Package Insert Advertisement

- Receive Package Insert
- Receive Advertisement Source Material

#### Final Approval

- Final Approval on Advertisement
- All Regulatory & Legal Approval (if applicable)

#### Print Close Date

- Final Deadline to Include Content in Issue

#### Editorial Close Schedule

For Reference Only

Actual schedule may vary slightly based on print status

Country	Q1	Q2	Q3	Q4
SG			Aug	
MY	Jan	Apr	Jul	Oct
HK	Jan	Apr	Jul	Oct
PH		Apr		Sep

## MIMS INTEGRATED ECOSYSTEM

Drug Listing is a part of the vast MIMS Ecosystem



### DRUG LISTING

#### MIMS Drug Reference

- A time-tested repository of **up-to-date drug information** used by over 2 million HCPS in Asia

#### MIMS Specialty Editions

- Researched and compiled for specialists and general practitioners
- Features disease **management in the form of flowcharts**. Includes detailed **treatment options and dosage guidelines**

#### MIMS Pharmacy (published annually)

- **Quick reference manual to help pharmacists** in patient counselling and dispensing needs
- Specifically & accurately positioned for pharmacists and/or assistants at the drugstore level



### MARKETING PLATFORM

#### MIMS Doctor

- A medical magazine that covers a diverse spectrum of **specialities including symposium highlights**

#### MIMS Oncology

- A medical magazine that provides in-depth information for professionals working on oncology



#### Digital Marketing

- Features banners and advertisements on MIMS.com

#### Electronic Direct Mailing (EDM)

- Targeted mailing to verified HCPS

### MEDICAL COMMUNICATION

#### Continuing Medical Education (CME) / Continuing Professional Development (CPD)

- An online platform that allows HCPS to access CME-accredited materials
  - Strategy, planning and consultancy
  - Medical writing and editorial services
  - Creative and digital solution

#### Events/Symposia Management

- End-to-end support for events and symposia including write-up and material creation
- Participation of key opinion leaders



### MEDICATION DECISION SUPPORT MODULES

Medication Decision Support Modules and Listings are fully integrated and use the same data source

- Drug Interaction Checker
- Drug Error Detection
- Drug Allergy Check
- Formulary List / Mapping

