



Technology-enabled sales and marketing solutions for Pharmacies.

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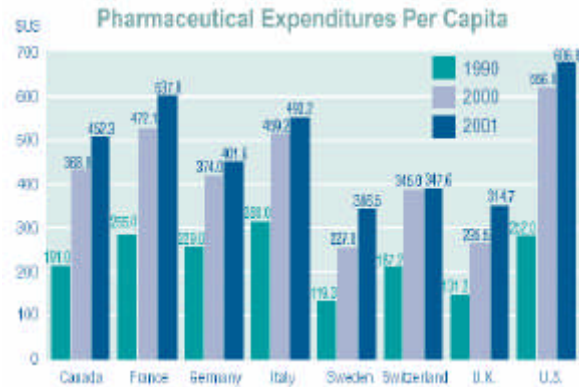


1 Technology-enabled sales and marketing solutions for Pharmacies.

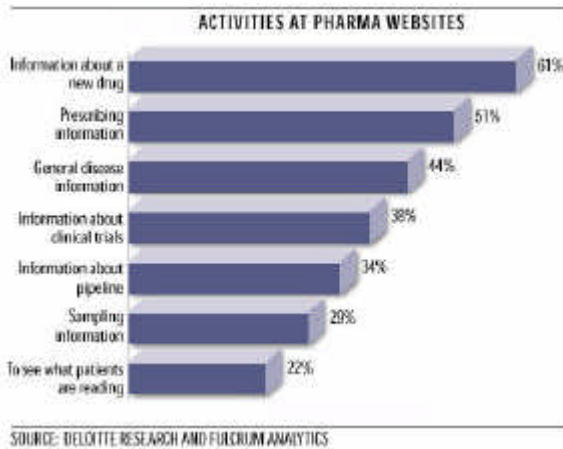
The considerable investment and overheads required for the development of new drugs mean that pharmaceutical companies must establish brand loyalty throughout a product’s lifecycle in order to protect sales at patent expiry and protect introduction of new products onto pharmacists shelves, in particular for generic manufacturers.

While marketing has always been a key element to this, the advent of the Internet has meant that there are now a whole host of new opportunities for influencing market trends.

IMSPharmacart® is available to pharmacists and pharmaceutical companies for extending sales upon or beyond patent expiry, concentrating on how the use of websites and online techniques to educate and inform patients and physicians, so encouraging them to switch from an original product to a new formulation or follow-on-product.



IMSPharmacart® can be easily customized to create an integrated product offering for select pharmaceutical companies of their respective online products and services. It can provide a comprehensive online solution enabling pharmacists to reach their clients with specific online product information, relevant medical information and enhance their visibility and reputation.



Recent surveys have shown that consumers are increasingly using the Internet to access low-cost and trusted medical information. Thus, business-to-consumer (B2C) product websites, containing a high level of interactive content and features, represent an effective means of attracting users and engendering word-of-mouth and viral marketing amongst consumers, and promoting brand awareness and loyalty during a product’s lifecycle.

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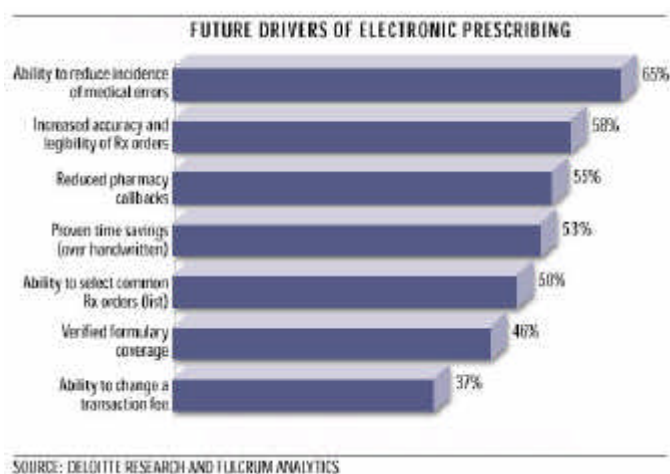


Pharmaceutical manufacturers see pharmacists as becoming of increasing importance, particularly the role they are playing in delivering health care, and medicines management. Part of that is medicines support services, and a range of things that pharmacists can do in connection with medicines management projects.

- Patients do not lose the benefit of personal contact with a pharmacist
- IMSParmacart® pays attention to the advantages of person-to-person contact with a pharmacist, an important professional that can protect them from prescribing errors and other drug errors which can happen in the prescription and over-the-counter delivery system.
- Online access to important information approved via the pharmacist and their healthcare team is sometimes much easier than access within a busy pharmacy.
- Although a pharmacist can communicate better in person, a dynamic content enriched website and exchange of e-mails can provide significant extension of that communication.
- IMSParmacart® allows a neighborhood pharmacist together with their store of information about a client's medical history, prescription history, and personal preferences to know and better advise a client than some distant Internet pharmacist.

With IMSParmacart® not only can prescriptions be renewed online for delivery or pick-up but also action forms can be filled in online allowing pharmacists to help them talk to patients about symptoms they might be experiencing, or problems with their medication.

Pharmacists are increasingly challenged to enhance their client relationship programs. The development of Web sites using IMSParmacart® that provide valuable online services to their clients, such as access to drug product information, online detailing and continuing medical education, will provide both them and pharmaceutical companies a means to further strengthen marketing relationships.



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2 Physicians' and pharmacists use of emerging information technologies

The pharmaceutical industry is changing fast. New channels that have emerged over the last 5 years are transforming the way in which business is conducted. Pharmaceutical companies must now begin to integrate these channels into their marketing strategy if they are to increase sales – and ultimately profits.

While others take a wait-and-see approach, pharmaceutical companies are making investments in emerging technologies, and are actively exploring innovative ways reach physicians and pharmacists online. For pharmaceutical companies, the future of information technologies is not replacing the existing sales and marketing structure. Instead, it's about using the Internet and technology to supplement and reinforce other offline investments at relatively low cost per interaction compared to traditional customer and service initiatives.

Physicians' and pharmacists' use of emerging information technologies can play a role in clinical trials and product launches. Increasingly, as they access pharmaceutical Websites for information about clinical trials, they create a significant market opportunity for promoting key products prior to formal launch and supporting offline journal and manuscript strategies.



- 66% of Online Physicians currently access information related to drugs via the Internet.
- 32% of Online Physicians have visited a pharmaceutical company's Website in the last three months.
- The leading activity at pharmaceutical corporate sites is accessing information about new drugs. Physicians also use pharmaceutical sites for other critical activities, which represent additional opportunities.
- 31 percent of All Physicians are interested in electronic delivery of information about new and existing prescription drugs (up from 26 percent in 2000).
- 25 percent of All Physicians have engaged in an electronic detailing program.
- 22 percent of Online Physicians who are not currently using e-detailing indicate future interest.
- 94% of physicians are not currently prescribing electronically.
- 40% of All Physicians express a future interest in electronic prescribing, a noticeable increase from 2000.
- 20% of the market will likely use e-prescribing by 2005.

As such the Internet should be regarded as part of an integrated program for providing information to pharmacists, physicians, promoting products, and optimizing prescription sales. Pharmacists and physicians should not be classified as either Internet or traditional marketing physicians. Your strategy should not be about limiting or promoting access to one source; it should be about integrating all available sources and channels effectively.

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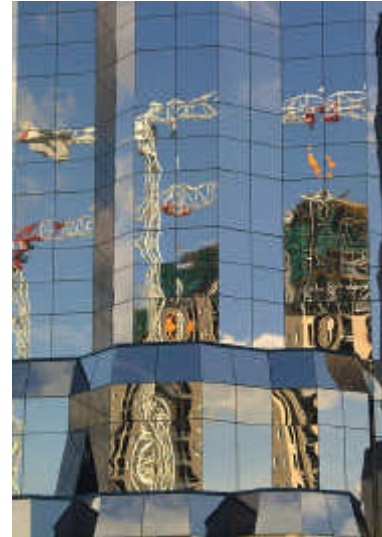


3 IMSPHarmacart®

Prescription drugs are the fastest rising component of health care spending. If you want to sell pharmaceuticals online, you should be using IMSPHarmacart®. Why spend thousands developing something new when you have a purpose built, available now solution?

With its powerful browser based storefront and administration you can manage your pharmaceutical online eBusiness from any computer connected to the Internet! From your home, at work or on vacation.

- IMSPHarmacart® is designed to simplify the process of organizing, building and maintaining an electronic pharmacy storefront on the Web.
- Includes customizable **patient record forms** plus integration of your forms.
- Allows your customers to discreetly and confidentially order their prescriptions from the privacy and comfort of their own home.
- Integrated email and newsletter program
- It allows you to improve focus on the retail execution of your e-Commerce Pharmacy and with its built-in affiliate tracking system it also keeps track of your associate sales activity ... so you never have to!
- IMSPHarmacart® is not just a 'Shopping Cart" but a fully integrated B2B4C solution.



Typical shopping carts only interact with the consumer, acting as an online cash point. IMScart was also designed to handle B2B, B2C and B2B4C eCommerce allowing collaborative co-operation between your resellers, suppliers and consumers.

With IMSPHarmacart® not only can prescriptions be renewed online for delivery or pick-up but also action forms can be filled in online allowing pharmacists to help them talk to patients about symptoms they might be experiencing, or problems with their medication.

So, give your customers a superior shopping experience with all the features of the big expensive online drug stores at a fraction of the price.

IMScart is a future generation technology built using our new knowledge based 'Multi-Objective Optimization Schema' (MOS®), for deriving widespread non-dominated distributed channel scalable solutions.

IMScart® allows you to improve focus on the retail execution of your e-Commerce services and can be integrated into any ecommerce or multi-channel website plus its feature rich back-end easily handles large complex multi-channel eCommerce websites.

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For small to large online pharmacies looking for a competitively priced yet extremely powerful eCommerce solution, IMSPHarmacart® provides the perfect foundation. IMSPHarmacart® is designed to simplify the process of organizing, building and maintaining an electronic pharmacy system on the Web. IMSPHarmacart® allows you to improve focus on the retail execution of your e-Commerce Pharmacy.

- Currently **Bilingual** (multilingual) language support, English and French or English and the language of your choice for administration and also utilizes **unique** shared dual language product description database. Change languages in real-time while shopping.
- Store patient prescription forms
- Medication Questionnaire (**customized to your requirements**)
- Customers can Log in and check the status of their orders
- You can Up-sell and recommend products via its merchandizing engine or display contra-indicated drugs. **P2P Related Product Linking**
- A fully integrated and **Automated Affiliate Module**
- A **Newsletter and e-Mail Mailing** Module
- Digital Cart Parking**® (DCP) Allows customers to store shopping cart contents for up to 30 days before purchase, complete with log-on reminder and up-sell options. Fully customizable.
- Web based administration for updating contents and structure of online Pharmacy
- Seamlessly added to your website, using your own HTML, graphics, java, JavaScript, and embedded objects.
- Unlimited products and categories
- Display products in thumbnail and full size
- Track inventory levels for all the products in your Pharmacy
- Handles multiple currency customer database to provide order tracking
- Built in product search facility
- Customized standard shipping based on cost, weight and other advanced features. UPS Tools **shipping and fulfillment** features and other shipping modules available
- Customizable zone based tax calculation (city/state & country/region)
- Discount capabilities. Multilevel discounts by group, individual and more can be created
- Multi-shippers
- Able to display multiple prices per product
- Able to display multiple quantities/sizes per product
- Upload category, product, and store images via web browser
- Shoppers can view order status
- Real time display of order totals
- Customers are emailed a copy of the order
- Customers are notified of changes in order status (shipped, cancelled, etc)
- Create unlimited categories, products, and attributes within IMScart. *Attributes can be assigned to identify your products' characteristics more accurately to your customers.*
- Complete sales, product, and customer reporting
- Multiple Import facilities provides easy upgrade from current shopping cart to powerful IMScart® system.
- Customization available

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