

Description	IMS Integrated Promotional Services (IPS) measures total promo activity for pharmaceutical products from office-based and hospital-based physicians. IPS provides an understanding of what, how, when and how much promotional activity is occurring for pharmaceutical products.
Applications	IPS provides marketers with promotional information to 1) Evaluate the extent and level of their own and their competitors' activities and strategies, 2) Determine the appropriate alignment of promotional activities in preparing marketing strategies, and 3) Gain insight to competitive promotional tactics and strategies in influencing office and hospital-based professional audiences
Available in IMS Store	No
Years of backdata available	6
Information Type	Promo
Level of Reporting	National