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Date: 12/16/98
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Project Code: amge5704A

Design Review

Amgen

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Overview

This solution for Amgen is designed to provide sales and marketing data for the products that are currently on the market.

The solution is designed to provide historical and trend based information on data provided from IMS. It will provide valuable information on the market penetration, prescription trends and impact of conventions hosted by Amgen.

The solution will track the history of the 2000 plus physicians listed in the IMS data.

This solution will be used by up to three individuals, hosted on a Windows NT server and developed exclusively for the Windows platform.

Screen size is limited to 1024 by 768 pixels.

User currently has FileMaker Pro 4.0 v1.

Files and Relationships

Menu.FP3	Main Menu
MD_.FP3	Contains physician contact and identification data.
Product_.FP3	IMS data on the scripts written by each physician for each product over its' history.
Sales_.FP3	Amgen sales force.
Conf_.FP3	Symposia or Conferences hosted or held by Amgen.
CImport_.FP3	Facilitates the collection and import of Conference Data
Users_.FP3	Password Protection
Reports_.FP3	Report output
Import_.FP3	Facilitates collecting and importing the IMS data

A Main Menu screen will provide access to and easy navigation between the various files included in the system.

Please refer to the entity relational (ER) diagram at the end of this report for information about the relationships between each file.

Objectives and Requirements

The system will be launched by opening a single FileMaker file, a copy of which will reside on every workstation, whose sole purpose is to seek out the system on the network and start the login process.

A secure login process will grant access to the system based on user-entered password.

The solution will import data on a monthly basis from files provided by internal contracted programmers. The files will bring the information into the solution and create the appropriate relationships. The provided data is the key to the success of this project.

The solution will be able to report trends in the IMS data over various dimensions. Its primary function will be to compare the rates at which physicians wrote prescriptions for Amgen products. Results will include the market penetration, the increase or decrease in the amount of prescriptions written over a period of time or for

a selected group of physicians.

The solution will provide a snapshot of the data on a single screen where possible. Which will include numbers on the growth over the life of the product, on a monthly basis and before and after a given date.

The eventual output of this solution should be presentation quality materials.

Workflow

The workflow will all start with importing the IMS data. Monthly the data will be captured from a file provided by Amgen programmers.

The process of importing will capture the latest data and ensure that all of the data corresponds with a physician in the MD_FP3 file. If there are new "ME" numbers a new record will be added to the MD file. The last three months of data will be extracted from the monthly data file. Currently the system will track data on four products. Adding additional products should be a simple task.

The data will be appropriately processed to allow analysis by the user. Primary information presented by the file will be **market penetration, prescription rates and trends, and market growth.**

The user will be provided the means to search, sort and report on the data using a variety of criteria including: date, conference attendance, region, salesperson, product, date range and individual.

The user will be capable of viewing data on individuals or on a group of individuals selected by the means mentioned above.

The output of the file will be presentation quality materials.

Development Plan

The development plan is a roadmap to the development process of the system. It is intended as a guideline and is likely to change as the project unfolds. The first one or two builds are typically more form than function.

- Build x01 Begin development of GUI (layouts and navigation) and primary file structure, relationships between the primary files, import sample data and populate fields, and provide security.
- Build x02 Develop functionality for the Sales and Conference data and files.
- Build x03 Focus on data manipulation and interface to allow use of data in a meaningful manner.
- Build x04 Automate imports from raw data.
- Build x05 Finalize, debug and format output.

Estimated Timeline / Charges

1. Time to implementation of all files: 90-120 days. This period may be affected by client changes/enhancements to file specifications, client's timeliness in responding to questions and issues put forth by the Lead Programmer, as well as other factors.

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2. Estimated charges: 60-80 hrs. Total charges could be less or more than this estimate depending on requested form and function as the project unfolds.
 3. Submission of work: The files are submitted on a regular basis as "works in progress" or "builds" with full documentation that provides a layman's "walk through" of the files as well as a forum for issues and items to be discussed. The first build will be submitted in 1 to 2 weeks with subsequent builds on a weekly or biweekly basis and/or whatever interval that is appropriate for the scope of work. Teleconferences and/or site visits with the client's designated contacts and the ADS project manager would be conducted as needed during the development process.
 4. This is a preliminary estimate based on the reviewer's perception of the current condition of any existing files, and the reviewer's current understanding of the client's requested specifications relating to file function and performance. The comments and time estimates herein do not serve as a job quotation nor as any type of contract, written or implied. The document is intended as a reference only for gauging the relative requirements in design and time for implementation of specific items as listed. Advanced Database Systems would proceed on a best effort basis and will comply with any budget requirements as specified by the client. Budget specifications put forth by the client, however, are not linked to or dependent on any criteria involving the completion stage or implementation value of the file(s). Invoice and payment conditions are based strictly on hourly charges for services rendered. The client retains the right to terminate the project at any time on a week to week basis, at which time all outstanding charges are due and payable.

ER Diagram

