

# IMS New Product Focus

Date revised: 16 August 2021

## Description

**IMS New Product Focus** tracks worldwide pharmaceutical product launches, records the very first launch of a product in a particular country (New Active Substance) and identifies the indication and price (when available) at the time of the initial launch. Included are product name and composition, manufacturer's name and, where applicable, parent company, therapeutic class code, ingredients and package insert information.

IMS New Product Focus can be used to analyze the success of a new product launch and assess market penetration.

## Subject Coverage

**IMS New Product Focus** covers 70 major world markets. Each record provides the following information for each product:

- composition (including form and dose)
- ingredients and local trade name
- therapeutic class code and indications (when available)
- manufacturing company
- first launch country and date, and subsequent launches
- presentation (pack information)
- launch price data (where available)

Price information includes hospital and retail price, if available. Biotechnology products are also identified, as well as first world launches of new chemical entities.

## Date Coverage

1982 to the present

## Update Frequency

Monthly

## Geographic Coverage

International

## Document Types

Newsletters

## Publisher

IMS New Product Focus is produced by IMS Health. All questions concerning the database should be directed to:

IMS Health  
Customer Services Dept., Global Services  
210 Pentonville Road  
London, N1 9JY  
England

In addition to [Search Options](#), other tools available for searching are [Limit Options](#), [Browse Fields](#), [“Narrow Results By” Limiters](#), and [Lookup Citation](#). Each is listed separately below. Some data can be searched using more than one tool.

# Sample document



## IMS New Product Focus

Basic Search | Advanced ▾ | Command Line

Full text < Back to results

< Previous

Add to selected items

Save to My Research Email

TI  
PUB,PD

### DUOALMETEC

**IMS New Product Focus** (Apr 28, 2014).

TX,FT

Full Text [Translate](#)

### New Product Focus - Launch Details

CO

#### Company Information

Company Name:	MERCK SHARP DOHME
Parent Company:	MERCK & CO

#### Product Information

Trade Name:	DUOALMETEC
Composition:	amlodipine; olmesartan medoxomil
Launch Country:	Mexico
Product Launch Date:	01 May 2013
Therapeutic Classification:	C9D (Angiotensin-II Antagonists)
Indications on Pack:	Hypertension
Drug Status:	Branded; Existing Chemical Entity; Non-Biotechnology Product; Includes Package Pricing

### New Product Focus - Pack Details

#### Pack Information

Number of Ingredients:	2
Number of Packs:	6
Dose Form:	tabs
Composition (Active Ingredients):	tabs a: amlodipine besilate, 5 mg; olmesartan medoxomil base, 20 mg; tabs b: amlodipine besilate, 5 mg; olmesartan medoxomil base, 20 mg; tabs c: amlodipine besilate, 10 mg; olmesartan medoxomil base, 40 mg; tabs d: amlodipine besilate, 10 mg; olmesartan medoxomil base, 40 mg; tabs e: amlodipine besilate, 5 mg; olmesartan medoxomil base, 40 mg; tabs f: amlodipine besilate, 5 mg; olmesartan medoxomil base, 40 mg
Package/Price:	tabs a 14: MXN 408.200 (RPP) (Mexican Peso); tabs b 28: MXN 785.090 (RPP) (Mexican Peso); tabs c 14: MXN 408.200 (RPP) (Mexican Peso); tabs d 28: MXN 785.090 (RPP) (Mexican Peso); tabs e 14: MXN 408.200 (RPP) (Mexican Peso); tabs f 28: MXN 785.090 (RPP) (Mexican Peso)

☐ **Indexing (details)**  Cite

<p><b>NCE</b></p> <p><b>TN,TNDRUG</b></p> <p><b>TC</b></p> <p><b>IND</b></p> <p><b>GN</b></p> <p><b>ST</b></p> <p><b>ELDT</b></p> <p><b>CO</b></p> <p><b>TI</b></p> <p><b>CLD</b></p> <p><b>LA</b></p> <p><b>DTYPE</b></p> <p><b>PUB</b></p> <p><b>PSTYPE</b></p> <p><b>NT</b></p> <p><b>AV</b></p> <p><b>PD</b></p> <p><b>DSTAT</b></p> <p><b>AN</b></p> <p><b>FAV</b></p> <p><b>UD</b></p>	<p><b>New chemical entity</b> No</p> <p><b>Numeric indexing</b> Number of ingredients: 2; Number of packs: 6</p> <p><b>Trade name</b> <a href="#">DUOALMETEC</a></p> <p><b>Company</b> <a href="#">DUOALMETEC</a></p> <p><b>Therapeutic class</b> <a href="#">C9D: Angiotensin-II Antagonists</a></p> <p><b>Indication</b> <a href="#">Hypertension</a></p> <p><b>Generic name</b> amlodipine, olmesartan medoxomil</p> <p><b>Drug status</b> Branded</p> <p><b>Product launch date</b> 2013-05-01</p> <p><b>Originator</b> MERCK SHARP DOHME Parent: MERCK &amp; CO</p> <p><b>Title</b> DUOALMETEC</p> <p><b>Phase</b> in Mexico.</p> <p><b>Language</b> English</p> <p><b>Document type</b> Product Launch</p> <p><b>Publication title</b> <a href="#">IMS New Product Focus</a></p> <p><b>Publication type</b> Newsletter</p> <p><b>Notes</b> Package/Price: tabs a 14: MXN 408.200 (RPP)(Mexican Peso); Package/Price: tabs b 28: MXN 785.090 (RPP)(Mexican Peso); Package/Price: tabs c 14: MXN 408.200 (RPP)(Mexican Peso); Package/Price: tabs d 28: MXN 785.090 (RPP)(Mexican Peso); Package/Price: tabs e 14: MXN 408.200 (RPP)(Mexican Peso); Package/Price: tabs f 28: MXN 785.090 (RPP)(Mexican Peso)</p> <p><b>Availability</b> Includes package pricing</p> <p><b>Publication date</b> Apr 28, 2014</p> <p><b>Document status</b> New</p> <p><b>Source attribution</b> IMS New Product Focus, © Publisher specific</p> <p><b>Accession number</b> 1494126</p> <p><b>Document URL</b> <a href="http://search.proquest.com/professional/docview/1514784222?accountid=137296">http://search.proquest.com/professional/docview/1514784222?accountid=137296</a></p> <p><b>First available</b> 2014-04-11</p> <p><b>Updates</b> 2014-04-11</p> <p><b>Database</b> IMS New Product Focus (1982 - current)</p>
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## Search options

You can use field codes on the Basic Search, Advanced Search, and Command Line Search pages to limit searches to specific fields. The table below lists the field codes for this file.

Field name	Field code	Example	Description and Notes
Accession number	AN	an(1494126)	A unique document identifier assigned to each document by the information provider
All fields (plus full text)	--	hypertension or "high blood pressure"	This searches all fields including the full text. Use Boolean operators to broaden or narrow your search, and double quotes to search a precise phrase
All fields (no full text)	ALL	all(antiseptics AND disinfectants)	This searches all fields except the full text.
Availability	AV	av("includes package pricing")	Search this phrase to find documents which include package pricing.
Company <sup>1</sup>			See originator
Country of launch	CLD	cld(mexico)	Launch country displays as "Phase" in Document View.
Document status	DSTAT	dstat(new)	Search this phrase to locate new documents
Document text			See Text
Document title			See Title
Document type	DTYPE	dtype(product launch)	All documents in this database are product launches.
Drug name	DN	dn(duoalmetec)	The name of the drug described in the document is searchable with DN, as well as TN (Trade name) and TI (Title).
Drug status	ST	st(branded)	There are two options: branded and unbranded. ST(UNBRANDED) searches only generic drugs in IMS New Product Focus.
Estimated launch date	ELDT	eldt(2010-06-01)	
First available	FAV	fav(2014-04-11)	This indicates the first time a document was loaded on PQD. It will not change regardless of how many times the record is subsequently reloaded, as long as the accession number stays the same.
From database <sup>2</sup>	FDB	oxytocin AND fdb(imsnewproduct) oxytocin AND fdb(1008264)	This is useful in multi-file searches to isolate records from a single file. FDB cannot be searched on its own; specify at least one search term then AND it with FDB.
Generic name	GN	gn(amlodipine)	The generic name of the drug is given here
Indications <sup>1</sup>	IND	ind(hypertension)	The drug's indications are given here
Ingredients	TX	tx("number of ingredients: 2")	The number of ingredients is not in its own field but searching it with field code TX, using the phrase "number of ingredients" and the number as in this example, is effective and accurate.
Language	LA	la(english)	All documents are in English.
New chemical entity	NCE	nce(true)	There are two options: true and false. You can also use the 'New Chemical Entity' checkbox on the Advanced Search page.
Origin of substance	OS	os(biotechnology)	The origin of substance is not available in all documents.
Originator <sup>1</sup>	CO, DOR	co(3m) co("merck sharp dohme")	This is the originator of the drug, i.e. the company which manufactures the drug. The parent company is usually

<sup>1</sup> A Lookup/Browse feature is available for this field in the Advanced Search dropdown or in Browse Fields.

<sup>2</sup> Click the "Field codes" hyperlink at the top right of the Advanced Search page. Click "Search syntax and field codes", then click on "FDB command" to get a list of database names and codes that can be searched with FDB.

			included too. Use double quotes to search multi-word company names. You can browse a list of company names in the Advanced Search dropdown.
Publication date	PD	pd(20140428) pd(20130101-20131130)	Date range searching is supported.
Publication title	PUB	pub("ims new product focus")	All documents have the same publication name – IMS New Product Focus.
Publication year	YR	yr(2014) yr(2009-2010)	The year of publication is searchable with YR. Ranges are supported.
Region <sup>1</sup>	RG	rg(mexico)	This is the same as the country of launch and displays as “Phase” in Document View.
Subjects	SU	su(antagonists)	The text of the classification term and the indication is searchable with SU.
Text	TX	tx(hypertension) tx("number of ingredients: 2")	The text provides company, product and launch information, including trade name, launch country and launch date, indications, number of ingredients, dose form, composition and pack price when available.
Therapeutic class	TC	tc(c9d) tc("angiotensin II antagonists")	These are codes and terms from the EphMRA ATC Classification.
Title	TI	ti(duoalmetec)	This is the name of the product described in the document
Trade name Trade name - drug	TN TNDRUG	tn(duoalmetec) tndrug(tylenol)	This is the trade name of the product.
Updated	UD	ud(2014-04-11)	This shows the date(s) the record was loaded as a result of an update provided by the supplier.

## Limit options

Limit options are a quick and easy way of searching certain common concepts. Check boxes are available for:

### New chemical entity and Drugs with a tradename

**Date limiters** are available in which you can select single dates or ranges for date of **publication**, **estimated launch date** and **updated** (i.e. date the document was loaded or updated on ProQuest).

## Browse fields

You can browse the contents of certain fields by using Look Up lists. These are particularly useful to validate spellings or the presence of specific data. Terms found in the course of browsing may be selected and automatically added to the Advanced Search form. Look Up lists are available in the search options for:

### Indications and Region

And in the fields drop-down only for:

### Classification and Company

## “Narrow Results By” limiters

When results of a search are presented, the results display is accompanied by a list of “Narrow Results by” options shown on the right-hand panel. Click on any of these options and you will see a ranked list showing the most frequently occurring terms in your results. Click on the term to apply it to (“narrow”) your search results. “Narrow Results by” Limiters in IMS New Product Focus include:

### Publication date, Indication, Region, and Company

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