



## Northern Light<sup>®</sup> MI Insight<sup>™</sup>

Market Intelligence collected and organized into one insightful and secure online portal for your whole company to use

Northern Light's MI Insight service unifies a company's tracking of product markets, competitors, events, and trends in one easy-to-deploy, turnkey solution. Each MI Insight is customized to the client's specifications, populated with content, and editorially supervised by Northern Light research professionals. MI Insight can be integrated into a SinglePoint strategic research portal, a Northern Light business news portal, or deployed as a standalone, secure MI Insight portal.

Northern Light's editorial team works with each client to create an editorial structure within the MI Insight portal to capture, organize, and present all of the key knowledge elements the client requires to support its strategic initiatives. Then Northern Light researchers scour Internet resources, news, and licensed research for the content required to load and update the portal. The result is a fresh and accessible mother lode of market intelligence that can be easily used by all the client's employees.

For example, a typical MI Insight includes an industry section that provides a broad picture of a client's core business sector. Resources include news headlines, summaries, reports, and industry authority blog posts offering informed perspective, commentary, and analysis. Links are provided to industry associations and events as well as to market research resources. MI Insight also mines competitors' Web sites for useful information such as financial results, company news, strategic plans and mission statements, joint venture and partnership announcements, and marketing materials.

MI Insight portals are tuned to the client's industry. For example, a pharmaceutical client needs industry information on a particular therapeutic area. Information from public and private sources on patient forecasts, approved treatments, regulatory issues, emerging treatment strategies, and new companies to watch is provided in that client's MI Insight portal.



MI Insight provides one place to go for all the current market intelligence a client needs.

Because MI Insight concentrates all of this scattered and diverse information, it not only *saves an untold amount of time for our client's employees*, it also *raises the market intelligence quotient* across the whole organization.

Contact us for information and a demonstration.  
617-674-2074 ext 1 or go to <http://northernlight.com/contact.php>

Examples of MI Insight in action. (But remember, each MI Insight is customized to your company and industry!)

**Latest industry news posted daily**

Company Radar  
Products & Treatments  
Musculoskeletal Reference  
Reference by Indication  
Drug Reference  
Key Influencers  
Government  
Payers

**Daily News Brief**

**Amgen Bone Drug Wins in Cancer Trial, Shares Jump**  
Reuters, July 7, 2009  
Amgen Inc said its experimental osteoporosis drug reduced and delayed serious bone complications among patients with advanced breast cancer, and the news sent its shares up almost 13 percent in after-hours trade. The biotechnology company said on Tuesday its drug, denosumab, proved superior to Novartis AG's Zometa in a late-stage study.  
Forbes

**MRI Accurately Depicts Deep Endometriosis**  
ScienceDaily, July 7, 2009  
Using magnetic resonance imaging (MRI), radiologists may be able to diagnose deep endometriosis and accurately locate lesions prior to surgery, according to a new study published in the online edition of *Radiology*.  
Medpage Today

**Specific Hip Geometry Characterizes Radiographic Hip Osteoarthritis**  
MedWire News, July 7, 2009  
A wider femoral neck with a medial centroid position of bone mineral is associated with an increased risk for prevalent, incident, and progressive radiographic hip osteoarthritis (RHOA), independent of hip areal bone mineral density (aBMD), research shows.

**Links to market data**

**Comprehensive competitor tracking**

MSK Information Center  
Facts & Statistics  
Musculoskeletal Reference  
Reference by Indication  
Drug Reference  
Key Influencers  
Government  
Payers

**Merck**

**Company Overview**  
Corporate Site  
Merck Worldwide

**Leadership**  
Executive Committee  
Reuters: Officers & Directors

**Company Profiles**  
Merck  
Hoover's

**Company News & Events**  
Newsroom  
Executive Speeches

**Products**  
Patient Sites  
Professional Sites

**Financials**  
Investor Relations  
Annual Reports

**Stock Performance**  
Quote  
Historical Price Lookup

**Research & Development**  
Research  
Pipeline

**Facts & Statistics**

**Osteoporosis**

**Facts and Statistics about Osteoporosis and Its Impact**  
From the International Osteoporosis Foundation, comprehensive statistics on risk factors, treatment, nutrition, as well as statistics for Europe, North America, Latin America, Middle East/North Africa, Asia and Oceania.

**Fast Facts on Osteoporosis**  
From the From the National Osteoporosis Foundation, data on cost, risk factors and prevalence. Also information in FDA-approved medications.

**Osteoarthritis**

**Links to key market influencers**

MSK Information Center  
Facts & Statistics  
Musculoskeletal Reference  
Reference by Indication  
Drug Reference  
Key Influencers  
Government  
Payers

**Drug Safety**

**Food and Drug Administration**  
Postmarket Drug Safety Information for Patients and Providers  
Links to information to improve transparency and communication to patients and healthcare providers.

**MedWatch**  
MedWatch, the FDA Safety Information and Adverse Event Reporting Program, serves both healthcare professionals and the medical product-using public. It provides clinical information about safety issues involving medical products, including prescription and over-the-counter drugs, biologics, medical and radiation-emitting devices, and special nutritional products (e.g., medical foods, dietary supplements and infant formulas).

**Safety Alerts for Human Medical Products**  
Medical product safety alerts, Class I recalls, market withdrawals, public health advisories.

**Medication Guides**  
FDA-approved patient information for selected prescription drugs that pose a serious and significant public health

Only four of the dozens of pages of market intelligence from this MI Insight implementation are shown here!