



S+
Insightful®



INSIGHTFUL CLINICAL GRAPHICS

+ Communicate Faster with Greater Accuracy

Well designed graphics communicate more effectively than tables of data. Insightful Clinical Graphics (ICG) provides a palette of best-practice, statistical graphics for use in exploratory data analysis, clinical study reports, submission documents, presentations, and journal articles.

Graphs are defined once on a single platform with a point and click user interface. They can be shared for reuse in exploratory, production and presentation environments. You can present the best science effectively with the consistent use of graphs across your drug development and marketing organizations.

- Define and standardize your statistical graphics without programming.
- Generate and produce a fully auditable graphic within your regulated environment.
- Re-use production graphics for presentations applying corporate templates without compromising the science.
- Adopt and reuse a palette of validated graph types and templates across therapeutic and functional areas.
- Focus your team on the visual presentation of the unique aspects and data of each trial.



Clinical Graphics

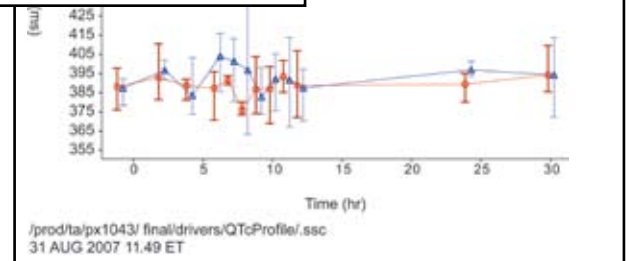
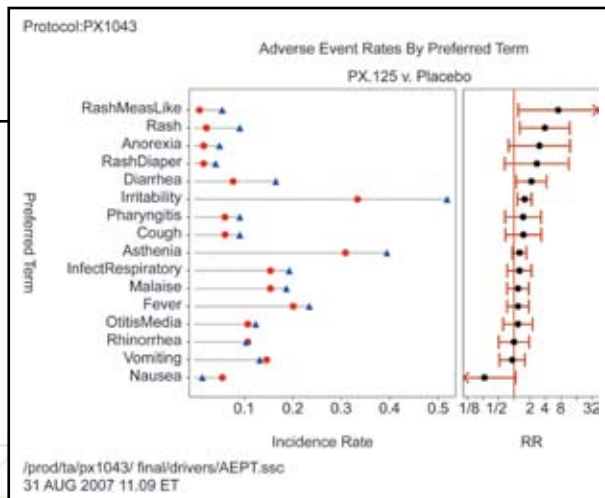
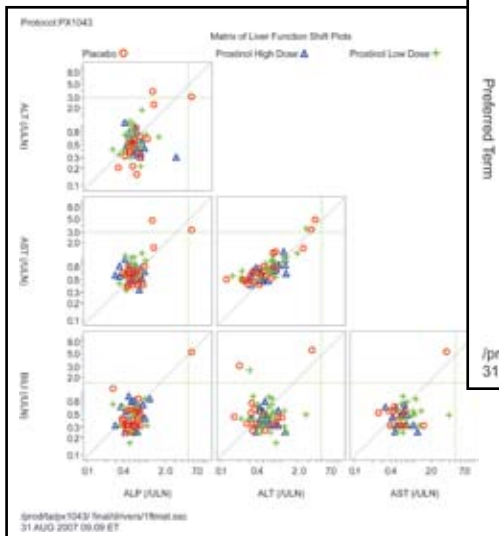
Streamline your Trial Analysis Workflow

Define graphics once. Use and reuse them many times in many formats with many styles within a trial and across related trials. Save time by minimizing or eliminating coding, debugging and validation steps.

Eliminate Redundant Work Processes

Save graph definitions centrally and allow users to find the graphs they need easily. Search using keywords, protocol, status, author, category, and user and system assigned attributes. Reformat graphs for multiple templates and uses without programming resources.

Graphics Text and Color are Managed Independently



+ iCG—Collaborating to Save a Product in the Market

The drug Prostamol was in Phase IV trials when a researcher published an article calling into question the safety of the drug in a specific population. The article was based on publicly available trial data. The pharmaceutical company decided to unblind an ongoing trial and run some rapid analyses. Management gave the team 48 hours.

Using iCG the team opened their graph templates and associated them with new, meta-analysis data sets. They applied current templates and defined new graphics, saving and sharing them as new

templates with the team's statisticians, clinicians, and medical writers. A body of graphical analyses was built and within 6 hours the team delivered internal clinical and management review presentations. Those same graph templates, with edits based on management feedback, were updated for use in media, analyst and business briefings well before the deadline. No programming was required to build or format any of the resulting graphics.

Establish Graph Standards Within Your Company

Define new graph patterns, including Trellis plots, which represent your best practices and provide immediate access to them. Define visual themes that can be applied to graphs including submission formatting and corporate standards for color, symbol and font.

Give Your Customers and Partners What They Want

Meet the rising expectations for graphics from regulatory agencies. Create templates and visual themes that can be easily shared and applied without programming and without compromising the results of your studies.

Reduce Your QA and Validation Costs

Insightful Clinical Graphics provides central management of validated resources. The system can be extended and validated incrementally. Graph definitions and outputs can be stored in your existing, managed file and document control systems. Data is secure and never distributed outside of its secured environment.

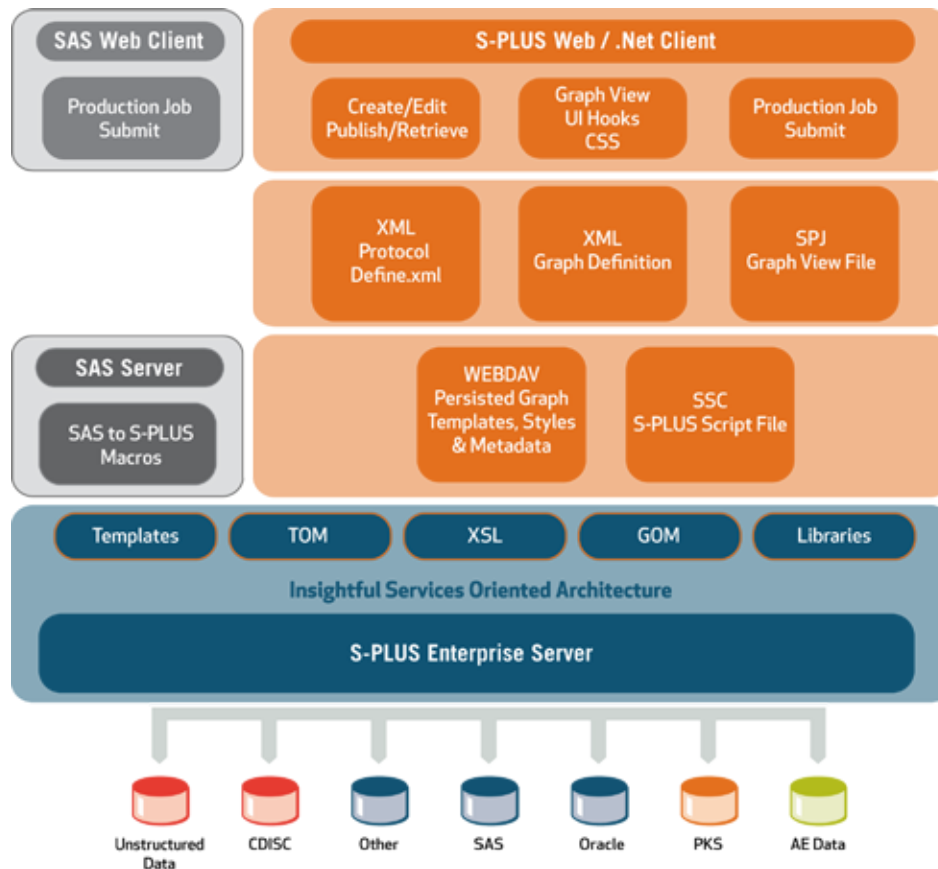
Server-Based Collaboration

Insightful Clinical Graphics maintains a store of graph definitions that are available to all users.

Statisticians, Programmers, Medical Writers, and Clinicians have a modern GUI that allows interactive viewing and editing of graphics.

Users can adapt and output graphics right into their desktop applications. Users can manage graph status, such as indicating that a graph is validated and production ready. Production processes call the same library of graph definitions that end users manage. Requests for graph production can be made

from within base SAS® specifying the data set to be used, the output format, output file location, and the content of headers and footers. The location of the production log is returned to SAS for retrieval and integration into the production log.



+ For more information please visit www.insightful.com or email info@insightful.com



About Insightful Corporation:

Insightful Corporation (NASDAQ: IFUL) is a leading provider of predictive analytics and reporting solutions that provide companies the *knowledge to act™*. Insightful products allow companies to perform sophisticated statistical data analysis and data mining, and to create high-quality graphics from numeric and text data. Insightful consulting services provide specialized expertise and proven processes for the design, development and deployment of customized solutions.

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