



Managing Managed Markets

Introduction

The pricing of most life science products are influenced in some way by managed markets. As a result, all pharmaceutical and medical device companies require effective and accurate systems and processes to maintain competitive advantages in managing the contract lifecycle while supporting the pricing mechanism (i.e., minimizing revenue leakage) and regulatory requirements needs imposed by various government agencies.

Our Service Offerings

Cognizant's Managed Markets solution framework addresses your business needs by providing an end-to-end solution approach and visibility across stakeholders by utilizing our unique "Two-in-a-Box

approach"™ that offers the best of both worlds in the delivery of global services that support your managed markets initiatives. Our Two-in-a-Box approach combines the cost advantages of global delivery with the efficiencies of onsite project management and planning. Our proposed solution includes an industry standard contract management system and a workflow-enabled managed markets management system, which helps pharma companies maintain information for a variety of customers. We are acknowledged as an industry leader in the support of after-systems implementation.

Our service offering spans the service value chain ranging from application value management to high-end consulting services. Maintenance of

Our Managed Markets Framework

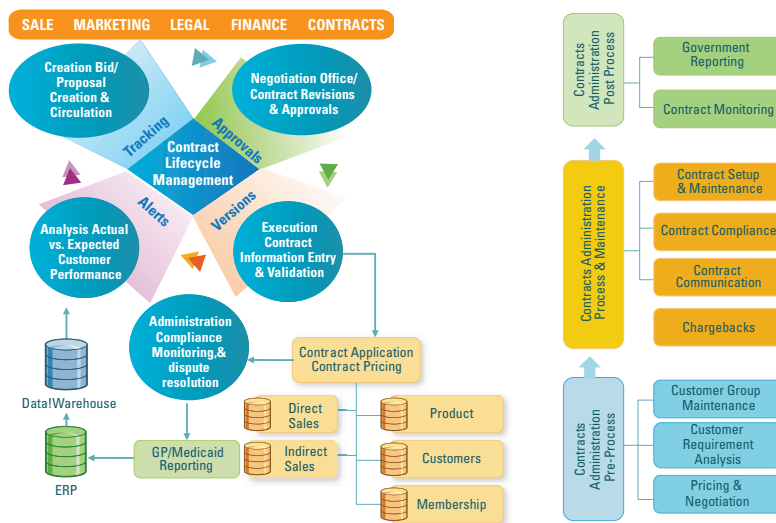
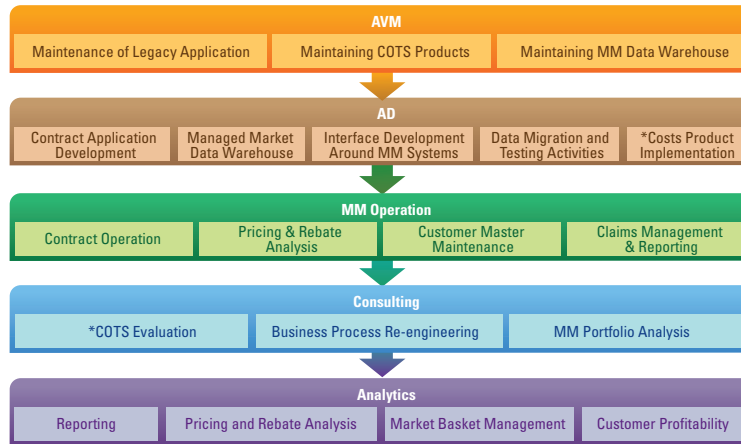


Figure 1

Managed Markets Services



*COTS product implementation & evaluation in collaboration with our partners.

*Experience in COTS products like model N, Imany, Epmtoris, and Selectica.

Figure 2

legacy application, COTS products, managed markets data warehouse are some of the service areas in which we have excelled. We also successfully delivered numerous application development projects in and around managed market systems for clients across the life sciences industry.

Cognizant's Managed Market Value Proposition

The benefits of our managed markets offering include:

- Effective and efficient contracts and rebate management process.
- Increased productivity of business units by eliminating manual processes and redundant.

- Improved claims adjudication.
- Improved government compliance.
- Access to a large pool of technical resources.
- Leverage Cognizant technology strengths (e.g. DW) for enhanced competencies.

The value proposition of engagements include:

- Develop activity-based analytics to evaluate profitability at the physician level.
- Support of DRA initiatives.
- Reengineer claims validation systems.
- Support legacy managed markets contracting systems.
- Development analytics and decision supporting systems.

Our Managed Services Model

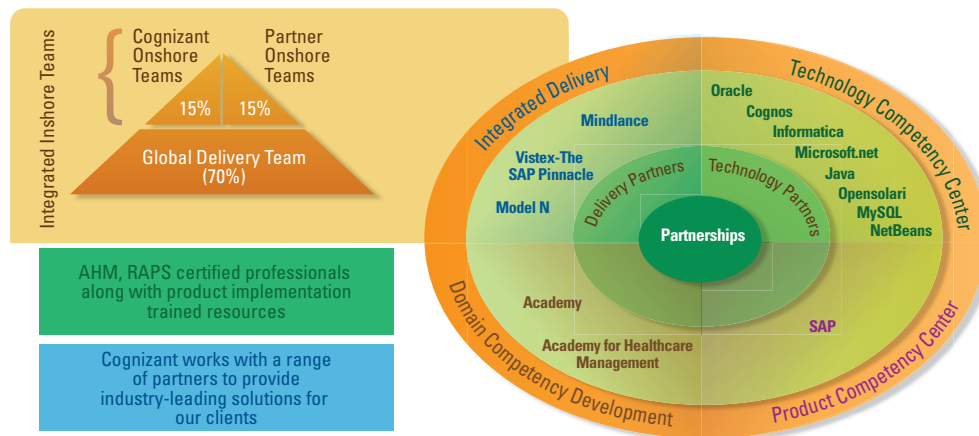


Figure 3

Cognizant's Managed Markets CoE

Our Managed Markets' Center of Excellence (CoE) acts as a hub for our growing team of domain and product specialists. The team provides customers with value-added solutions in the managed markets domain by continuously developing solution frameworks and service offerings best suited for customers that compete in this space. Our team consists of IT, business process and domain experts with extensive working experience projects. Our analytical solution offerings mold to the ever-changing needs of the industry.

Why Cognizant Managed Markets Team

- IMS understanding: Formulary Focus, HMO Indices, Plan Trak, PBM View.
 - Our understanding of contract management systems and processes.
 - Acquired and homegrown managed markets analytics experience.
 - Strong support systems in form of DW&BI, CRM, SAP, ASG CoEs.
 - IT Solutions expertise in managed markets finance systems and extensive background in maintaining and supporting these systems.
 - Experience supporting a contracts and chargeback application for a leading Biotech organization where we also test COTS contract management products.
- Engagements with a top 10 pharma in providing solutions such as customer profitability (an activity-based analytics tool), Market Basket Management etc.

Why Cognizant

We deliver value and tangible business benefits to customers at every step of our engagement process. Processes that are re-engineered to match business objectives, supported with organizational training and implemented through world-class solutions, can deliver competitive differentiation and uplifting impact to the bottom line. Among the unique benefits of partnering with us:

- Over 13 years of experience providing solutions across the entire life sciences value chain.
- Reduction of overall development and support cost.
- Leveraging advantages of a global delivery "follow the sun" model for improved turnaround times.
- Proven implementation and support models.
- Ability to quickly ramp up and ramp down.
- Access to a pool of resources trained on product.
- Widely recognized for superior transition and knowledge transfer processes and close cultural fit with clients.

About Cognizant Life Sciences

Cognizant's Life Science Practice partners with 27 of the top 30 global pharmaceutical/biotech organizations in addition to serving companies in the medical devices, CRO and life sciences product sectors. Whether it's driving process improvements to your clinical operations, increasing sales & marketing effectiveness, meeting regulatory requirements or enhancing drug safety, Cognizant is redefining the way companies benefit from and experience global services. We enable business transformation by delivering consulting, analytics, IT and business process support to fuel innovation and competitive advantage.

About Cognizant

Cognizant (Nasdaq: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, N.J., Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 50 delivery centers worldwide and approximately 104,000 employees as of December 31, 2010, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 1000 and is ranked among the top performing and fastest growing companies in the world.

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