

## **Bristol-Myers Squibb Co.**

Meta Informatix worked closely with Bristol-Myers Squibb Co. to develop an Enterprise-Wide Semantic Meta Model to integrate all of the company's disparate data assets, which included patient-centered data collected in physician practices, clinical and pharmacological data, claims data, survey outcomes data, and laboratory results data. As a result of our work, BMS is able to begin the development of a data warehouse for BMS using the integrated information architecture that was designed by Meta Informatix.

A brief description of the work that was performed successfully for BMS is as follows:

- Facilitated the harmonization of disparate data sources at BMS and defined the company's enterprise-wide meta information and meta data management policies and standards
- Designed and developed a centralized meta information and meta data repository supported by a complement of meta data management tools, browsers and structured query tools to enable its users to query, access and mine the data assets of the enterprise
- Designed and developed an enterprise-wide disease-management semantic meta model that provided the architectural "road-map" for building a meta data repositories, data warehouses and subject-area data marts to track patients that being treated for cardio-vascular disease and diabetes and monitoring drug therapy results

In addition, Meta Informatix also worked with BMS's marketing research group to identify and define the company's current Direct to Consumer (DTC) and developed a process model for assessing and measuring their Impact of Drug Utilization program. In addition, Meta Informatix recommended a comprehensive DTC Drug Utilization Assessment Model, which it also developed for BMS.

The proposed model identified all of the key activities, data inputs, outputs, controls and mechanisms required to formulate branding strategies using the data that would be accessible to the marketing research group vis-à-vis BMS's data warehouse and subject-area data marts based on the architectural design developed by Meta Informatix.