

Patient Data Panel

Anonymised patient data from our retail patient panel to unlock new insights

Sales data provides volumes, market shares, prescriber counts, specialty insights... but sometimes you need to dig deeper, right?

Anonymised patient data from our retail patient panel is there just for that!

We provide **standard and customized** insights in reports and dashboards that can explain the trends seen in our sales data and a whole lot more.

Dig deeper with patient insights

With our patient data panel, data experts and AIML* capabilities, IQVIA BeLux provides comprehensive, tailored analyses to look below the surface and uncover opportunities.

Understanding patient treatment pathway

Which specialty initiated the treatment and what follow up the GP made

Looking back at patient histories

Previous treatment, line of treatment, time on treatment, co-medication, time to switch

Revealing patient persistence

Which types of patients show better adherence and what factors are behind good persistence



Tracking patient counts

Numbers of patients on treatment, how many new patients, how many switches, which treatment did the patient switch from

Uncovering indication splits

Patient counts by indication, estimated using AIML* techniques

Identifying the impact of patient compliance

What impact of poor compliance on sales, which types of patients are at risk of poor compliance

Looking to the future

Patient forecasting by product, patient category, specialty and indication

Key benefits

As listed above, patient insights provide a **unique view on market and product trends** and support client-centric strategies through an **understanding of patient numbers and patient dynamics**. Example benefits include:

- 1 Initiation insights reveal where the treatment decision making lies, with the specialist or GP, to **prioritise targeting**
- 2 Patient data can **explain changes in sales trends** through underlying patient compliance and **supports messaging to key stakeholders** about proper compliance
- 3 Understanding of patient share at initiation allows you to **anticipate future sales market share**
- 4 Knowledge of patient source of business allows for **tactics to be tailored** to your product's situation
- 5 Indication split at patient level allows sales data and **sales shares to be apportioned** accordingly
- 6 Rich understanding of patient treatment histories and co-medication **brings to life the profile of your patients**

Get in touch with your Key Account Manager to find out more,
or contact deborah.alberts@iqvia.com